

General Artwork Direction

Hilton Garden Inn artwork should be a curated collection of varying subjects rooted in the theme of a garden. Include botanic and floral subject matter, in a variety of sizes, mediums, and styles using bright and saturated color. Vibrant, multi-hued colors and an organic motif are brand requirements.

Subject matter should include specific local relevance where possible, but should not prioritize architecture, people or animals. While the major focus is botanic and floral, the collection may include elements of fire, water, air and earth where appropriate for the location.

Always avoid political, racial, or religious imagery. Subject matter must be globally sensitive, so as to not offend or alienate anyone or any culture.

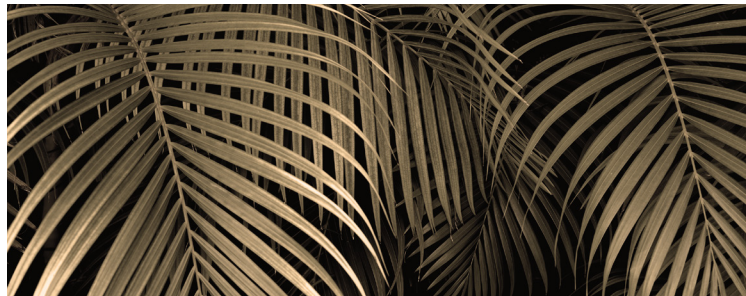


Below is an example of strong art direction that successfully reflects characteristics and requirements when selecting imagery. These images exemplify the quality and style well suited for artwork at a Hilton Garden Inn.



A. Let Variety Bloom

- Supplement very saturated, colored surroundings with a less colorful art piece to create layering and depth.



B. Curate The Bouquet

- Create a collection of mediums, styles, materials, sizes and formats centered around the botanical to reflect the natural surroundings of a local garden space.



C. Locally Rooted

- Use an art consultant to assist you in sourcing locally relevant photography for a few key pieces.

D. Tell A Story

- Images are to be sepia toned photographs captured with an artful eye and style. Subject matter should highlight natural texture and pattern (avoid black and white colored photo-realistic or moody photos).

Below is an example of strong art direction that successfully reflects characteristics and requirements when selecting imagery. These images exemplify the quality and style well suited for artwork at a Hilton Garden Inn.



A. Let Variety Bloom

- Utilize unique materials like faux low-maintenance greenery, wood, stone, shell, bark, branches, rock, etc.

B. Curate The Bouquet

- Create a collection of mediums, styles, materials, sizes and formats centered around the botanical to reflect the natural surroundings of a local garden space.

C. Locally Rooted

- Use an art consultant to assist you in sourcing locally relevant photography for a few key pieces.

D. Tell A Story

- Pull inspiration for color and texture from the locale to evoke feelings of energy and movement. Artwork may be framed or free-form arrangements (avoid traditional flower wreaths, insects and taxidermy).

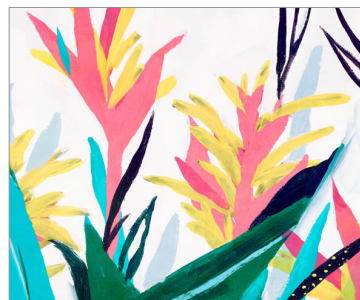
Below is an example of strong art direction that successfully reflects characteristics and requirements when selecting imagery. These images exemplify the quality and style well suited for artwork at a Hilton Garden Inn.



A. Key Elements

- Include a colorful, localized, botanical landscape rendered in a painterly or loose style. Ensure that the subject matter references the property location (avoid too generic, photo realistic, non recognizable local references).

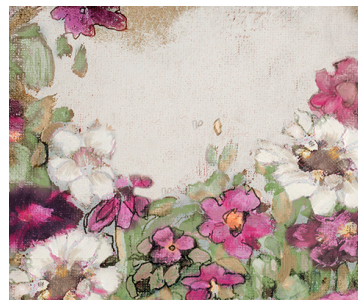
Below is an example of strong art direction that successfully reflects characteristics and requirements when selecting imagery. These images exemplify the quality and style well suited for artwork at a Hilton Garden Inn.



A. Key Elements

- Select bright, energetic localized botanical subjects that are rendered in a painterly or graphic style. Images should include colorful close-crops of recognizable indigenous plants and flowers.

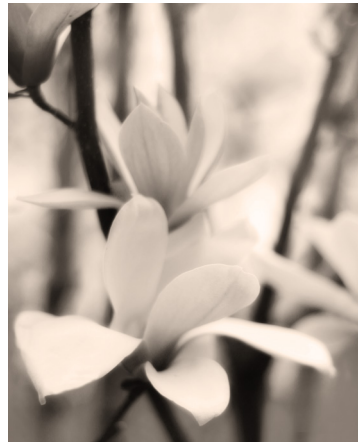
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A. Key Elements

- Include multi-colored or neutral abstracted pieces that convey organic references or give the illusion of a handcrafted piece by a local artisan.

Below is an example of strong art direction that successfully reflects characteristics and requirements when selecting imagery. These images exemplify the quality and style well suited for artwork at a Hilton Garden Inn in Memphis, TN.



A. Key Elements

- Artwork should be a curated collection of varying subjects rooted in the theme of a garden. Include botanic and floral subject matter, in a variety of sizes, mediums, and styles using bright and saturated color in most pieces. Color amounts and variety should be reminiscent of the palette of a local botanical garden.