

2. Viewing Art as an Asset

In many cases, art in hotels and architectural spaces has been chosen as interior décor to refine or complete a space.

However, as long as we remain within that perspective, art becomes a consumable—something that is replaced, updated, and eventually forgotten.

When we adopt the perspective of art as an asset, its meaning changes significantly.

Art carries authorship, a sense of its era, an accumulation of critical evaluation, and a market.

All of these are conditions through which value is formed and sustained.

In other words, art is not merely something to be displayed.

It is something to be held, and whose meaning deepens over time.

Welcoming art as an asset into a space is not simply about placing beautiful works there.

It is a choice for the space itself to become an entity that embodies cultural value.