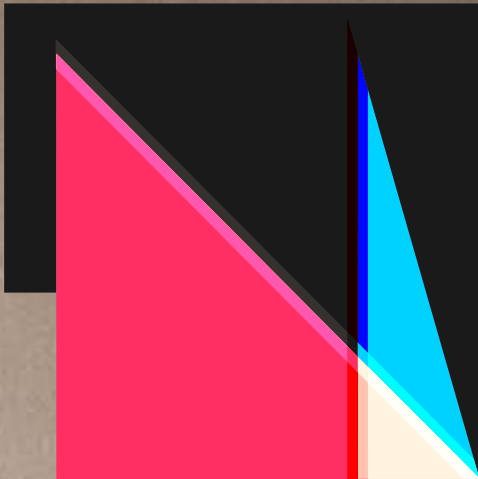




ART THAT BELONG TO THE SPACE

Saudi-rooted art consultancy
Transforming architecture into memorable
experiences through curated art
collections.

for *Developers, Hospitality,*
Luxury Residences and *Corporate Spaces.*

NAL ART:

Art Consultancy & Spatial
Storytelling.

A SPACE CAN BE COMPLETE AND STILL FEEL UNFINISHED

A well-designed environment may achieve function, material quality and visual order—and still lack identity. Art introduces the cultural, emotional and human layer that transforms a finished space into a meaningful experience.

*ARCHITECTURE
CREATES THE
SETTING.*

*ART CREATES
THE
CONNECTION.*

ART CHANGES HOW A PLACE IS FELT.

When integrated with intention, art can strengthen identity, create emotional connection, enrich the visitor journey and distinguish one destination from another.

WHERE ART MEETS THE BUILT ENVIRONMENT

NAL Art is a Saudi-rooted art consultancy working at the intersection of art, interior design and spatial experience.

Shaped by extensive professional experience in interior design and the built environment, we help clients define, source, coordinate and integrate art that feels inseparable from the spaces it inhabits.

Our curatorial search begins with Saudi creative talent and expands internationally when the project vision requires it.



ART SELECTED FOR HOW IT BELONGS.

*Not only for how it
looks.*

Every artwork is considered in relation to the project’s story, architecture, audience and cultural context.

By combining curatorial thinking with spatial understanding, NAL Art creates collections that feel coherent, intentional and naturally connected to their surroundings.



NARRATIVE RELEVANCE

Every work supports the project’s story.

SPATIAL COMPATIBILITY

Scale, material, light and placement are considered from the beginning.

CULTURAL CONNECTION

Art reflects context without becoming predictable or superficial.

LASTING RELEVANCE

Quality and meaning take priority over temporary trends.

WE DO NOT
BEGIN
WITH A
CATALOGUE.



WE BEGIN
WITH THE
PROJECT.

Every collection is developed from the project’s architecture, brand, audience, cultural context, budget and ambition.

Artists and artworks are sourced independently for each commission, allowing the result to remain specific to the space rather than selected from a predetermined inventory.

- *THE PROJECT DEFINES THE SEARCH.*
- *THE STORY GUIDES THE SELECTION.*

ROOTED HERE. OPEN TO THE WORLD.

Our search begins with Saudi artists—bringing local perspectives, cultural depth and contemporary creative voices into the spaces shaping the Kingdom.

When the project calls for a wider artistic dialogue, we extend the search regionally and internationally.

Local relevance without creative limitation.

WHO WE WORK WITH

*FOR SPACES
DESIGNED TO MATTER.*

01

Developments

Art strategies that support placemaking, cultural identity and the long-term distinction of a destination.

02

Hospitality

Curated experiences that shape arrival, atmosphere, storytelling and guest memory.

03

Corporate Environments

Collections that express organisational character, cultural relevance and the values of the workplace.



DEFINE THE DIRECTION BEFORE SELECTING THE ART.

We begin by understanding the project vision, architecture, interior direction, brand identity, audience and cultural context. These insights are translated into a focused artistic narrative that gives every future selection a clear reason for being included.

ART NARRATIVE

CONCEPT DIRECTION

MOOD REFERENCES

COLLECTION FRAMEWORK

SPATIAL PRIORITIES



A COLLECTION— NOT A GROUP OF OBJECTS.

NAL Art curates paintings, sculpture, photography, textiles, mixed media, installations and collectible pieces according to the needs of each project.

The objective is not to fill every surface. It is to establish rhythm, hierarchy and balance across the environment—allowing hero works, supporting pieces and moments of visual pause to work together as one coherent collection.



WHEN THE SPACE REQUIRES SOMETHING THAT DOES NOT YET EXIST.

NAL Art coordinates bespoke artworks developed specifically for the project.

We help shape a clear commission brief that responds to the project narrative, scale, material requirements and architectural setting—while protecting the authenticity of the artist's creative voice.

*Created for the space.
Impossible to separate from it.*



ART MUST WORK WITH THE SPACE.

An artwork can be exceptional and still be wrong for its environment. We consider each placement through



SCALE AND PROPORTION

LIGHT AND MATERIALITY

SIGHTLINES AND VIEWING
DISTANCE

HUMAN MOVEMENT AND
CIRCULATION

ARCHITECTURAL FOCAL POINTS

VISUAL HIERARCHY

This spatial understanding allows art to become part of the architecture rather than an addition placed after it.

FROM SELECTION TO FINAL PLACEMENT.

NAL Art coordinates the practical journey required to bring the collection into the space. This may include artist communication, artwork procurement, production follow-up, shipping and logistics coordination, installation supervision, quality review and final collection documentation. One specialist point of coordination gives the client greater clarity across the art journey.

- 01 ————— ARTISRT COMMUNICATION
- 02 ————— PROCUREMENT
- 03 ————— LOGISTICS
- 04 ————— INSTLATION
- 05 ————— HANDOVER +
DOCUMENTATION

A CONSIDERED JOURNEY

01

UNDERSTAND

We read the project, its audience, environment and ambition.

02

DEFINE

We establish the artistic narrative and collection direction.

03

CURATE

We identify the artists, artworks and commissions capable of expressing that direction.

04

COORDINATE

We align artistic decisions with spatial, technical, budget and delivery requirements.

05

REALISE

We oversee the journey toward final placement and documentation.



Clear enough to guide the project.

Flexible enough to protect creativity.

Closing

LET THE SPACE SAY SOMETHING MEANINGFUL.

Great spaces are not only seen.
They are experienced, remembered and connected to.
NAL Art brings art, architecture and cultural expression
together to create collections that belong—not only to the
space, but to the story it was designed to tell.

*Let's create a collection that
belongs.*

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NAL ART :

Art Consultancy & Spatial
Storytelling

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