CREATED BY ARTANI

Original Art.
Created for Distinctive Spaces.
Proven over Two Decades.

ARTANI creates original Moving Artwork for distinctive spaces and brands.

For more than two decades, ARTANI has explored how art, brand and space can become one integrated experience - developing artwork in response to the identity, atmosphere and character of each environment.



CREATED BY ARTANI - SINCE 2005
Archival artwork, 2005. The on-screen credit reads "© 2005. ARTANI & W Hotels".

A NAME IN EVERY WORK

Every artwork exhibited under the W Seoul-Walkerhill collaboration carried the “Created by ARTANI” credit. ARTANI’s authorship was part of the artwork itself - visible within the hotel experience.

BUILT IN REAL SPACES

ARTANI’s heritage was built through real spaces, real brands and long-term creative responsibility.

W Hotels · The Ritz-Carlton · Samsung Electronics · AmorePacific · ING · Lotte Avenuel · Korea Tourism Organization

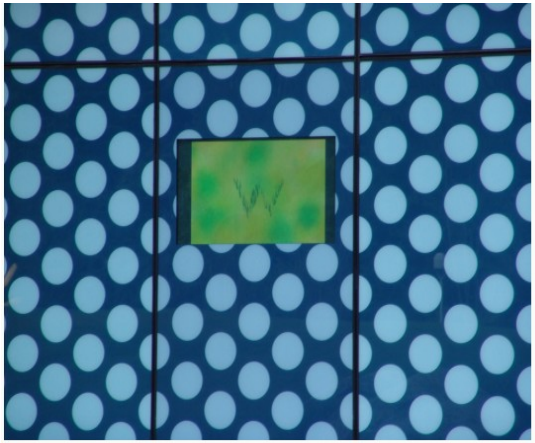
ART · BRAND · SPACE · TECHNOLOGY

ARTANI SPACE

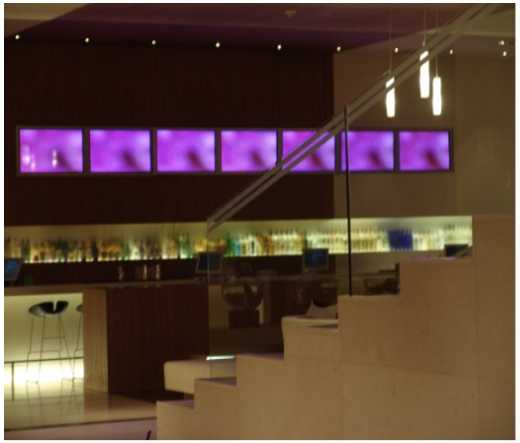
PARIS / BUSAN

ONE HOTEL. EIGHT SPACES. TEN YEARS.

W SEOUL-WALKERHILL / 2005-2015



Art integrated into the exterior facade



Moving art across a multi-screen bar setting



Art along an interior circulation route

A DECADE OF SITE-SPECIFIC EXPERIENCE

From 2005 to 2015, ARTANI developed and operated original Moving Artwork across eight distinct spaces at W Seoul-Walkerhill.

Rather than selecting artworks from a generic catalogue, ARTANI created and adapted each visual experience in response to the function, atmosphere and rhythm of the individual space.

10 YEARS · 8 SPACES · 4 SEASONS

EIGHT DISTINCT SPACES

Outdoor · Indoor · Living Room / WooBar
Hallway in front of Kitchen · Restrooms · Lifts
AWAY Spa · SWEAT

Different spaces required different creative answers.

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FROM HERITAGE TO ARTANI SPACE

SAME CREATIVE DNA. NEW OPERATING CAPABILITY.
ARTANI still begins with the identity and character of the space. Today, ARTANI technology enables Spatial Artwork to be securely distributed, scheduled, updated and operated across multiple spaces and locations.