Garner™

BY IHG

Artwork Strategy Guide & Catalogue

Version 2.0 | 2026

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ELEGANT CLUTTER
THE ART OF ATMOSPHERE



Garner Hotel Birmingham South East

Introduction

The Garner Artwork Strategy Guide features creative and strategic guidelines to support owners and hotel operators on how to curate walls of character with artwork thoughtfully curated to layer seamlessly into the property and bring pops of personality across the guest journey.

Contents

- Garner Artwork Collections Overview
- Approach: Public Space & Guest Room Artwork
- Garner Artwork Collections in Action
- Artwork Sizing Guidance
- Framing Guidance
- Mounting Guidance
- Hanging Guidance
- Artwork Collection Catalogue

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Garner Artwork Collections

We have one artwork collection which is mandatory within the Reception Area and an additional three artwork collections which is optional to use across the Public Space and Guest Rooms. All artwork within each collection is owned by the Garner brand and available to pick and choose as many pieces that are needed.

Reception Backwall

Mandatory



Garner Hotel Mannheim City

Sketches of Humanity

A feature wall sits behind or near the front desk, showcasing our ‘sketches of humanity’ gallery it creates a distinct yet familiar welcome that reflects the diversity of our guests.

This collection can only be used for the reception area.

Public Space and Guest Room Artwork Collections

Optional



Travel Accessories

A collection of fun, graphic artworks inspired by travel accessories to add the traveller narrative into each Garner space.



Abstract Texture

A collection of artworks that have more of an abstract tactile feel using hand created textures to add more of a personal touch to each design.



The Wanderer

A collection of layered artworks inspired by things people may pick up on their travels to add personal touch to the travel narrative that runs throughout Garner.

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Approach: Public Space and Guest Room Artwork

We know that each Garner project is different and therefore will have different priorities and time frames when it comes to artwork. Therefore, we have three suggested design directions to follow, laid out below to help you choose the correct route for your hotel. *Whichever route you choose to take, it is essential to keep your IHG Design team involved at all stages, as* ***formal sign off from an IHG representative is mandatory*** *prior to purchase and installation.*


Garner Hotel Edinburgh - Haymarket

Garner Artwork Collections

We have a curated catalogue of specially designed artworks by Elegant Clutter for the Garner brand. The catalogue is made up of several different styles and themes; Travel Accessories, Abstract Texture and The Wanderer. The high-resolution image files are owned by IHG and can be requested via your IHG Design team, allowing you to print and frame locally.

See pages 16 - 79 for our full catalogue collection and guidelines.



Existing Artwork

There may already be existing artwork within the hotel that can be upgraded to align with the Garner branding, for example by reframing with a colourful frame or mount. Refer to the PIP for further detail. **Any proposed design updates must be reviewed and approved by the IHG Design team prior to installation.**


Garner Hotel Birmingham South East

Bespoke Artwork

Another option involves the creation of a collection of bespoke artworks developed by an approved design consultancy, drawing on the Garner catalogue and the hotel's local context. All artwork is subject to formal review and sign-off by an IHG Design representative prior to design, production and installation.

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Garner Hotel Osaka Honmachi Kita Semba



Garner Hotel Preston Samlesbury

Garner Artwork Collections in Action

Reception Backwall
Sketches of Humanity Collection

Do’s:

• Explore gallery arrangements most suited to the reception area and space

• The Garner logo should always feature in the right hand corner or with frames arranged around it

• Minimum ten portraits or silhouettes where space allows, tailored to each property

• Ensure a wide selection of sketches, within either portraits or silhouettes, that **collectively represent a diverse and inclusive range of people**, aligned with the diversity of our guests

Don’ts:

• Sketches of Humanity can’t be used in any other areas of the hotel

Applicable Regions:

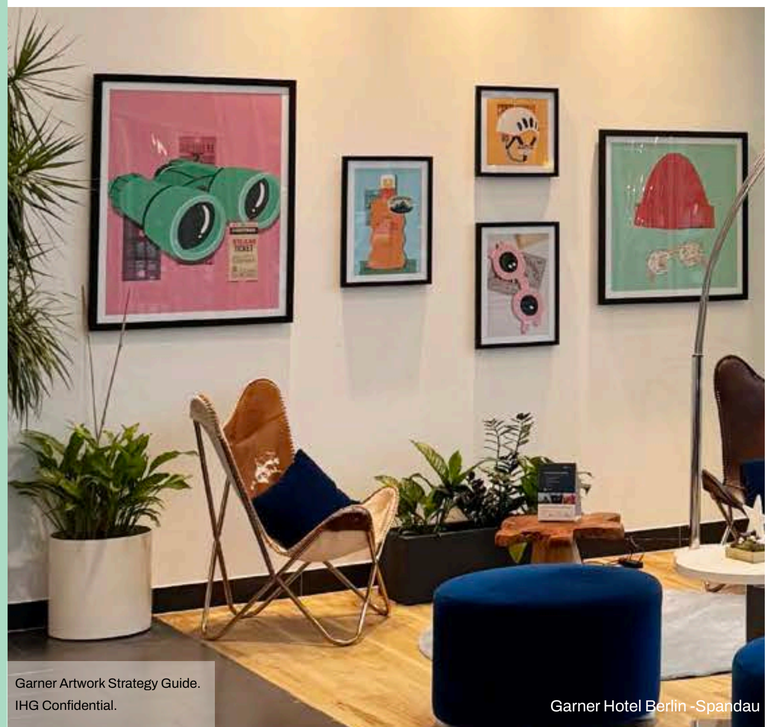
• Portraits - Europe and EAPAC

• Silhouettes - EAPAC and IMEA

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Garner Hotel Edinburgh - Haymarket



Garner Hotel Berlin -Spandau

Garner Artwork Collections in Action

Public Space and Guest Room Artwork Collections

Curate walls of character using artworks from all three of our collections that are thoughtfully curated to layer seamlessly into the property and bring pops of personality across the guest journey.

Do’s:

- **All areas** mix and match the different artwork categories
- **All areas** arrange asymmetrically to add a casual sense of balance
- In the **public areas** use a mixture of standout large pieces of artwork as well as salon hung style artworks if the space allows
- In the **public areas** use different orientations and artwork sized to add depth
- In the **public areas** add variety to a collection by changing the mount sizes and frames
- In the **public areas** use a mixture of large and small scale artworks
- In the **guest rooms** choose a key location for larger artwork.

Don’ts:

- **All areas** to avoid repetition, artworks should not be used in other locations
- **All areas** hang symmetrically as we want to create a more casual feel

Applicable Regions:

- Travel Accessories - EMEAA
- Abstract Texture - EMEAA
- The Wanderer - EMEAA
- Additional IMEA Collection - IMEA only (Unless approved by design and brand team)

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Garner Artwork Collections in Action

Public Space and Guest Room Mural Collections

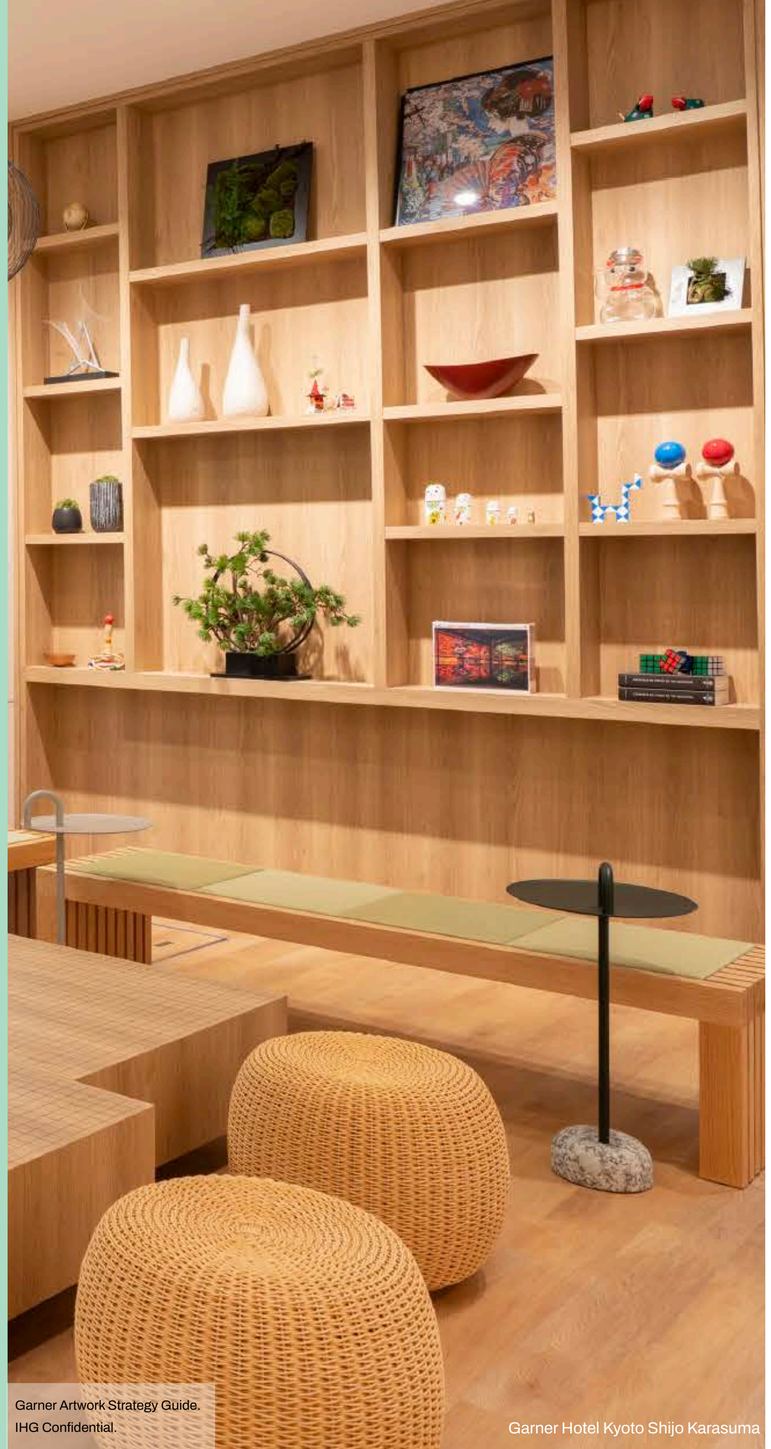
Create walls of character using a bespoke mural in a focal area to easily add personality to a wall.

Do’s:

- Create a focal point in a specific area within a room eg. behind the headboard in a guest room
- Mix murals with different framed artworks to easily blend artwork styles

Don’ts:

- To avoid repetition, murals should not be used in other locations



Garner Hotel Kyoto Shijo Karasuma

Garner Artwork Collections in Action

Public Space

Accessories Collections

Curate areas with purposeful pops of personality using accessories that complement the interior schemes and artworks.

Do’s:

• Source characterful pieces that elevate the everyday

• Arrange asymmetrical to add a casual sense of balance

• Use key items that carry function, form and flair

• Add plenty of plants, ensuring that any within guest reach are living. Faux planting may be used only in areas out of guest reach and must be high quality, realistic in appearance, and free from visible plastic finishes

• Submit all proposed accessories to the IHG Design team for review and approval prior to purchase and installation

Don’ts:

• Locate living planting at high level without appropriate maintenance planning and operational access in place

• Avoid over-styling or cluttering accessories; pieces should feel considered, not excessive

• Do not use low-quality, generic, or overly decorative items that dilute the Garner look and feel

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Sizing Guidance

As no two hotel spaces are the same, our approved art consultants can work with you to select from the range of standard artwork sizes shown on this page. These standard sizes are recommended to support cost efficiency; however, alternative sizes can be considered where required. Sizes may be used individually or combined to suit each space, with multiple sizes working particularly well in salon-style hanging layouts.

Standard Size Guide:

S - 400 x 400mm

M - 400 x 550mm

L - 800 x 800mm

XL - 800 x 1000mm

XXL - 600 x 1200mm



400 x 400mm



400 x 550mm



800 x 800mm



800 x 1000mm



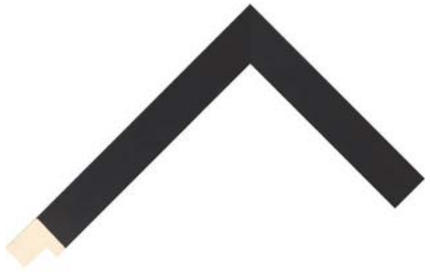
600 x 1200mm

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Framing Guidance

Standard framing options can be used across the whole hotel. To add variety to salon-hung framing styles, it is recommended that some extended framing options are introduced.

Standard framing option:



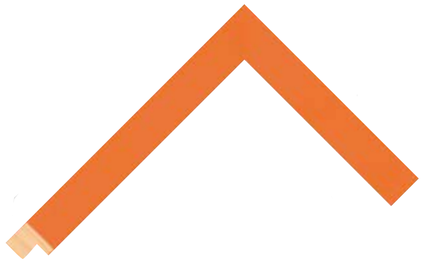
EC140167000
22mm
Black

EC140220127
22mm
White



EC232170530
22mm
Oak

Extended framing options:



EC140634
23mm
Orange



EC130637000
15mm
Green



EC772167000
16mm
Black



EC217170530
17mm
Oak

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Mounting Guidance

Standard mounting options can be used across the whole hotel. The width and colour of the mounts can be adjusted to suit the specific artwork.

Standard mounting option examples:



No mount



Printed optical mount



Mountcard

Standard mount option:

ECSC01
White

Extended mount options:



ECCW4744
Blue



ECSW28
Green



ECCW4773
Pink

ECCW4762
Yellow

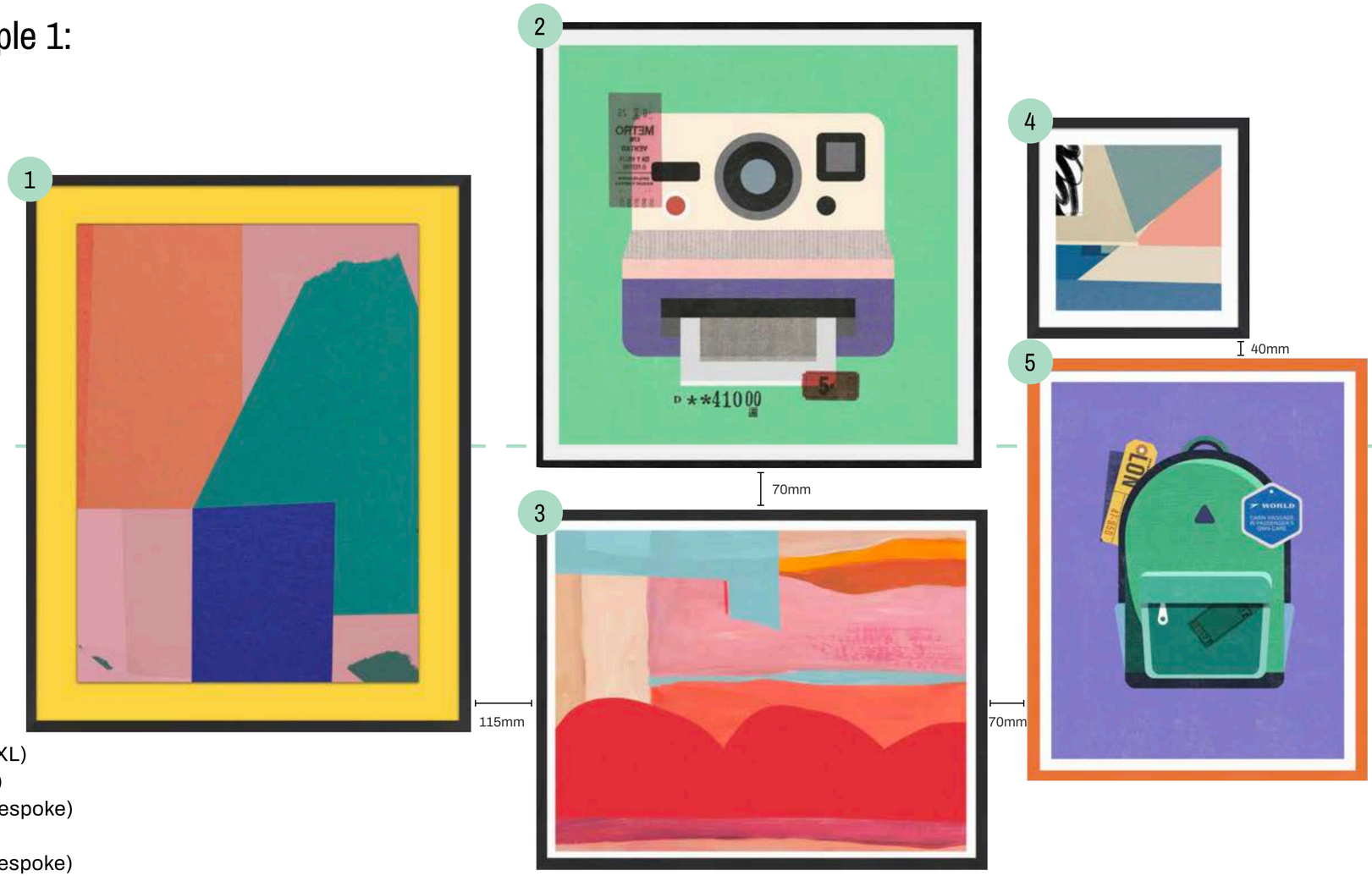
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Hanging Guidance

Please use the following pages to show how you can hang and mix artworks from different artwork directions from the catalogue.

The midpoint of the artworks should align with the average person's sightline, which is roughly 160cm.
To add a casual sense of balance use different amounts of spacing between each artwork. Spacing on this example is shown as a guide only.

Salon-Hung Example 1:



Size Guide:
Artwork 1 : 800 x 1000mm (XL)
Artwork 2 : 800 x 800mm (L)
Artwork 3 : 810 x 650mm (Bespoke)
Artwork 4: 400 x 400mm (S)
Artwork 5 : 610 x 760mm (Bespoke)

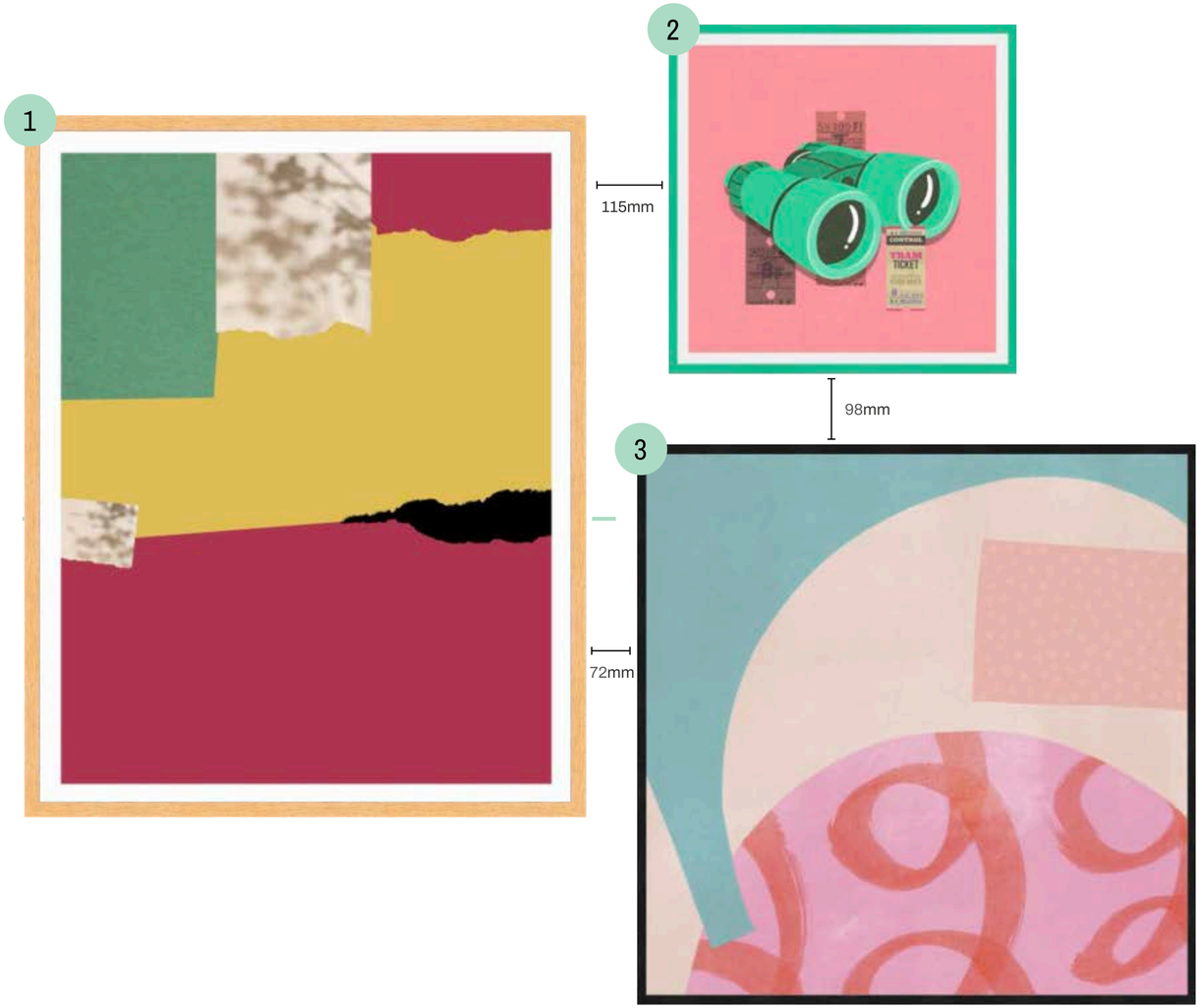
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The midpoint of the artworks should align with the average person’s sightline, which is roughly 160cm.
To add a casual sense of balance use different amounts of spacing between each artwork. Spacing on this example is shown as a guide only.

Salon-Hung Example 2:



Size Guide:
Artwork 1 : 800 x 1000mm (XL)
Artwork 2 : 500 x 500mm (Bespoke)
Artwork 3 : 800 x 800mm (L)

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Hanging Guidance

Please use the following pages to show how you can hang and mix artworks from different artwork directions from the catalogue.

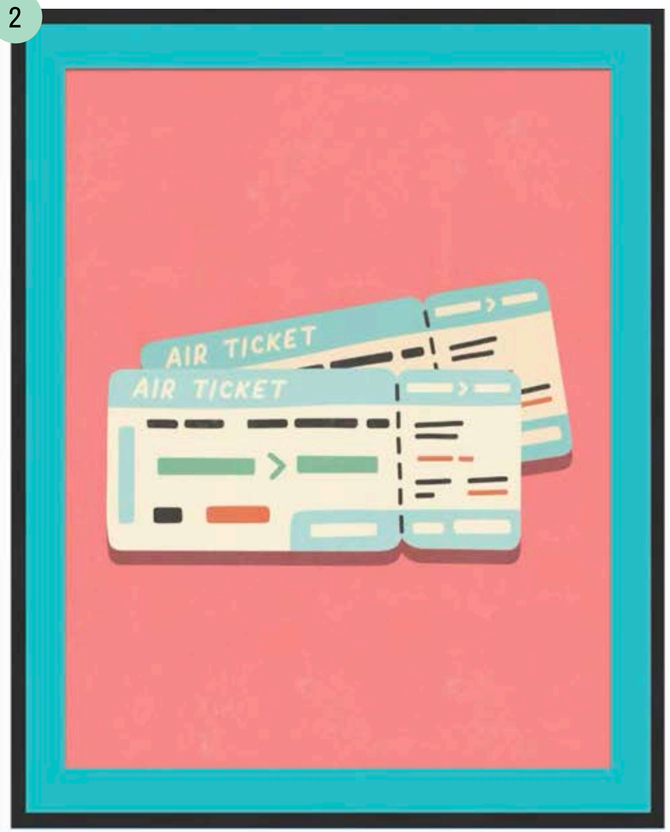
The midpoint of the artworks should align with the average person’s sightline, which is roughly 160cm.
Spacing will depend on the area of the wall. As an example, the below artworks are 50mm apart.

Paired Artwork Example 1:

1



2



Size Guide:
Artwork 1 : 800 x 1000mm (XL)
Artwork 2 : 800 x 1000mm (XL)

Garner™ BY IHG

Hanging Guidance

Please use the following pages to show how you can hang and mix artworks from different artwork directions from the catalogue.

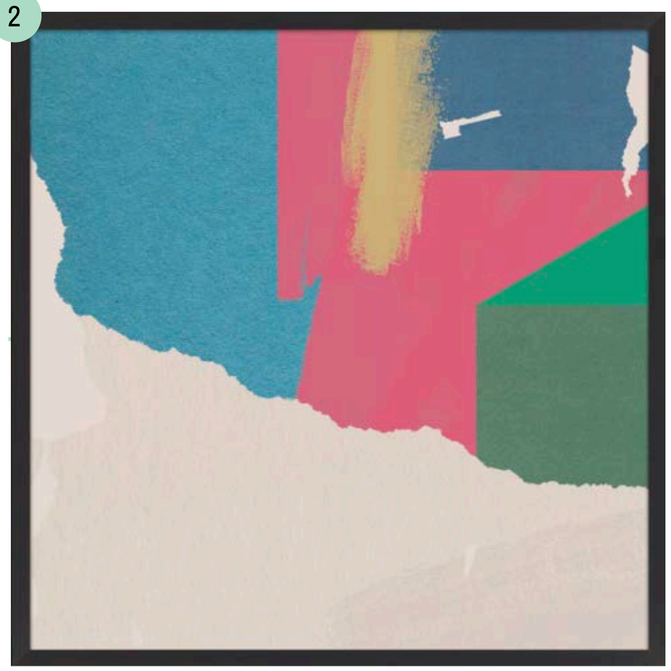
The midpoint of the artworks should align with the average person's sightline, which is roughly 160cm.
Spacing will depend on the area of the wall. As an example, the below artworks are 50mm apart.

Paired Artwork Example 2:

1



2



Size Guide:
Artwork 1 : 800 x 800mm (L)
Artwork 2 : 800 x 800mm (L)

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Garner Hotel Edinburgh - Haymarket

Artwork Collection Catalogue

Prepared by Elegant Clutter

Reception

- Sketches of Humanity

Public Space & Guest Room

- Travel Accessories
- Abstract Texture
- The Wanderer

Additional IMEA Collection

- IMEA Artwork

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Reception Backwall
Sketches of Humanity Collection

A vast collection of portrait and silhouette artworks intended to be used within a Garner reception area to add a personal feel to the space.

These artworks can only be used within the reception area.



Portrait Collection

Application regions: Europe and EAPAC

Pages 18-30



Silhouette Collection

Application regions: EAPAC & IMEA

Pages 31-46

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Public Space Artwork Collection | Portraits


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Garner™ BY IHG

Public Space Artwork Collection | Portraits



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Garner™
BY IHG

Public Space Artwork Collection | Portraits



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Garner™ BY IHG

Public Space Artwork Collection | Portraits



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Garner™ BY IHG

Public Space Artwork Collection | Portraits



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Public Space Artwork Collection | Portraits



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Public Space Artwork Collection | Portraits



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Garner™
BY IHG

Public Space Artwork Collection | Portraits



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Public Space Artwork Collection | Portraits



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Garner™ BY IHG

Public Space Artwork Collection | Portraits



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Garner™ BY IHG

Public Space Artwork Collection | Portraits



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Public Space Artwork Collection | Portraits



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Garner™
BY IHG

Public Space Artwork Collection | Portraits



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Public Space Artwork Collection | Silhouettes


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S12

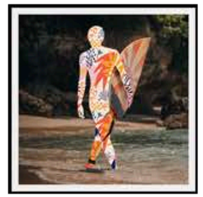

S13

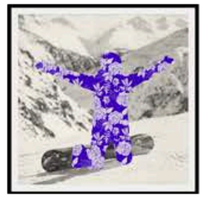

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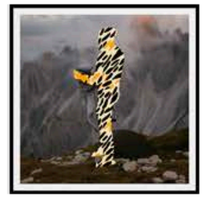

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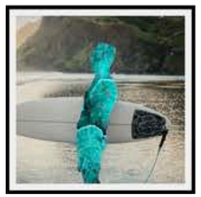

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Garner™ BY IHG

Public Space Artwork Collection | Silhouettes


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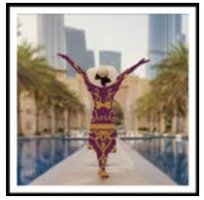

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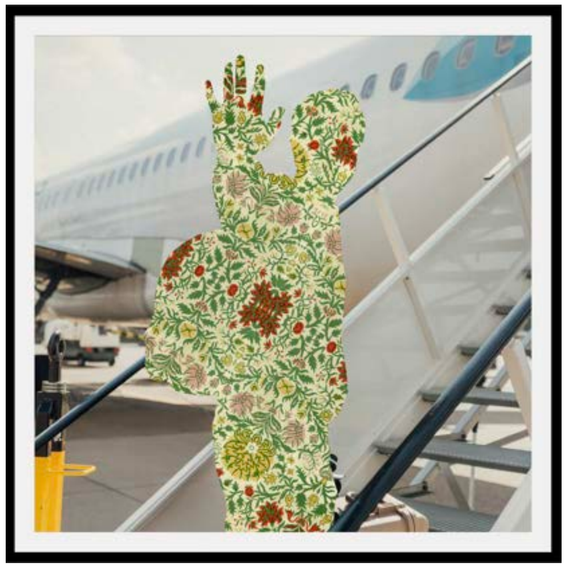

S52


S53


S54


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Public Space Artwork Collection | Silhouettes



S1



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Public Space Artwork Collection | Silhouettes



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Garner™ BY IHG

Public Space Artwork Collection | Silhouettes



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Public Space Artwork Collection | Silhouettes



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Garner™
BY IHG

Public Space Artwork Collection | Silhouettes



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BY IHG

Public Space Artwork Collection | Silhouettes



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Garner™
BY IHG

Public Space Artwork Collection | Silhouettes



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Public Space Artwork Collection | Silhouettes



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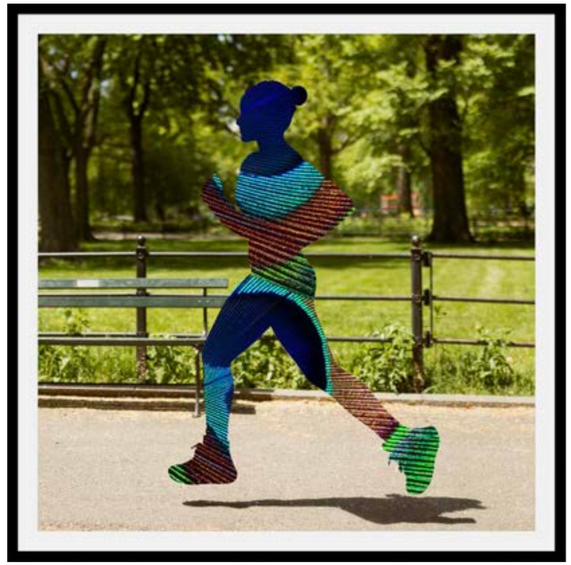


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Public Space Artwork Collection | Silhouettes



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Public Space Artwork Collection | Silhouettes



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Public Space Artwork Collection | Silhouettes



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Public Space Artwork Collection | Silhouettes



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Public Space Artwork Collection | Silhouettes



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Garner™ BY IHG

Public Space Artwork Collection | Silhouettes



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S55

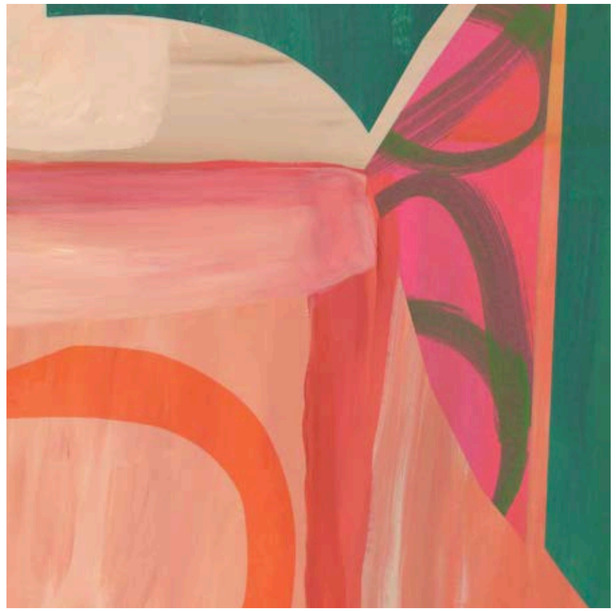
Public Space & Guest room Artwork Collections



Travel Accessories

Applicable regions: EMEAA

Pages 48-58



Abstract Texture

Applicable regions: EMEAA

Pages 59-64



The Wanderer

Applicable regions: EMEAA

Pages 65-70

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Public Space Artwork Collection | Travel Accessories

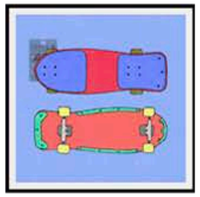

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BY IHG

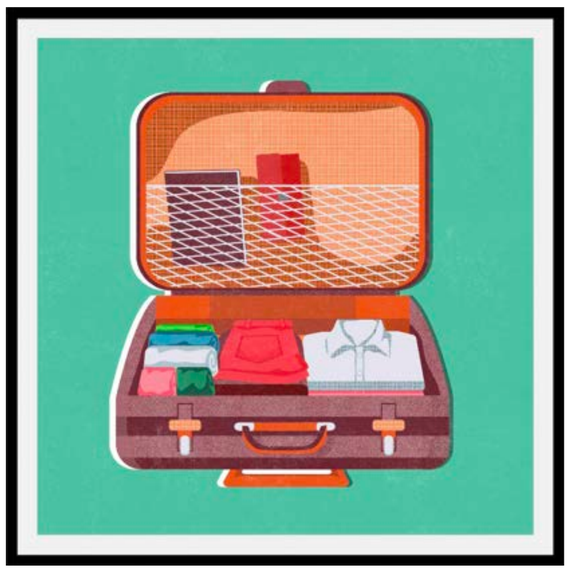
Public Space Artwork Collection | Travel Accessories



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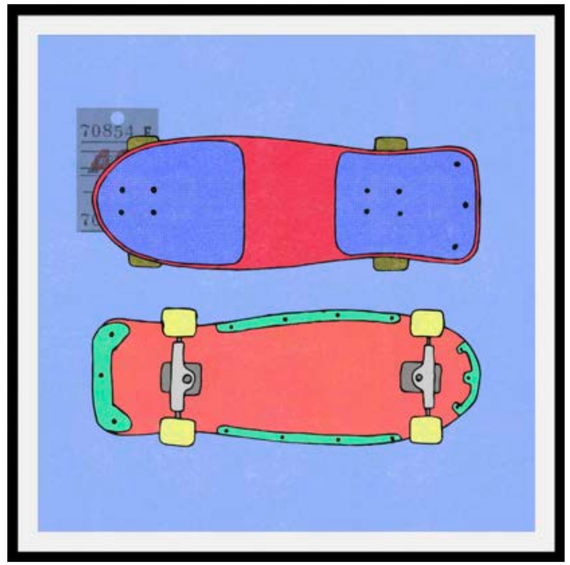
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Garner™ BY IHG

Public Space Artwork Collection | Travel Accessories



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Garner™ BY IHG

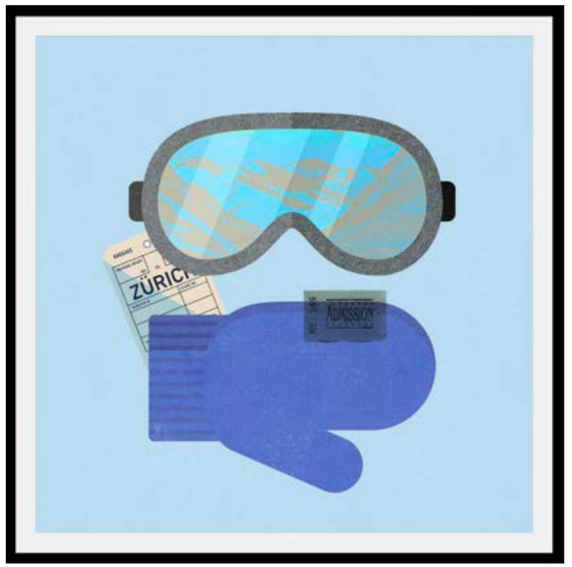
Public Space Artwork Collection | Travel Accessories



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Garner™ BY IHG

Public Space Artwork Collection | Travel Accessories



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Public Space Artwork Collection | Travel Accessories



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Public Space Artwork Collection | Travel Accessories



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Garner™ BY IHG

Public Space Artwork Collection | Travel Accessories



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Public Space Artwork Collection | Travel Accessories



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Garner™ BY IHG

Public Space Artwork Collection | Travel Accessories



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Garner™
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Public Space Artwork Collection | Travel Accessories



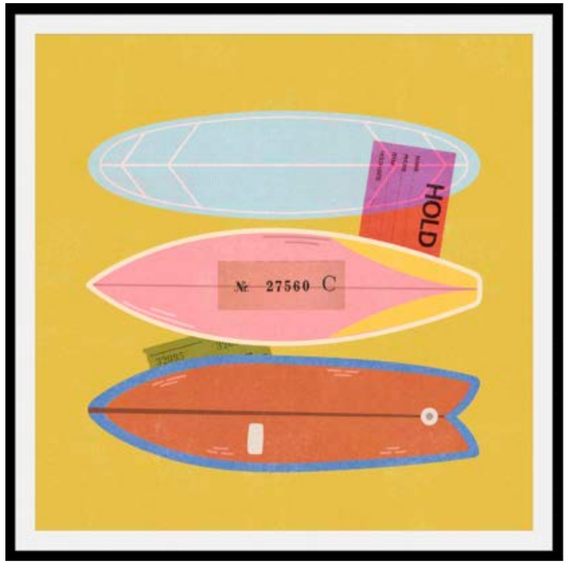
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Garner™
BY IHG

Public Space Artwork Collection | Abstract Texture


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A2

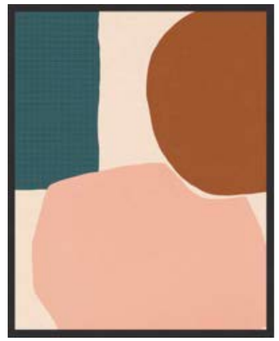

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To complement IMEA catalogue

Garner™ BY IHG

Public Space Artwork Collection | Abstract Texture



A1



A2



A3



A4

Public Space Artwork Collection | Abstract Texture



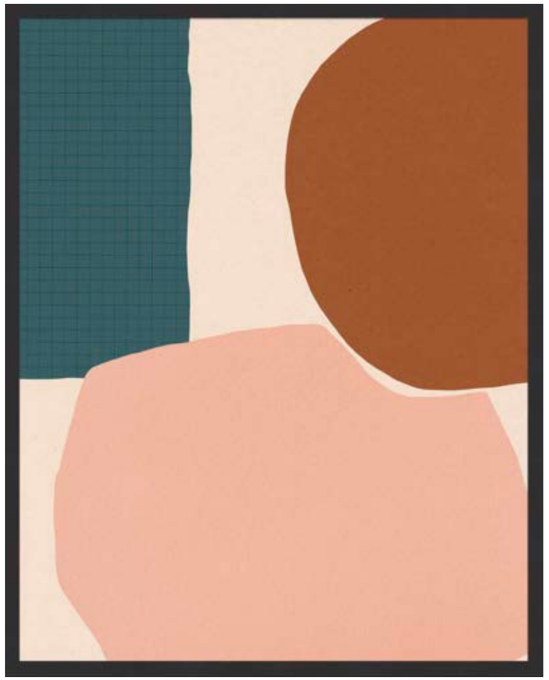
A5



A6



A7



A8

Garner™ BY IHG

Public Space Artwork Collection | Abstract Texture



A9



A10



A11



A12

Public Space Artwork Collection | Abstract Texture



A13



A14



A15



A16

Garner™ BY IHG

Public Space Artwork Collection | Abstract Texture



A17



A18



A19



A20

Public Space Artwork Collection | The Wanderer


W1


W2


W3


W4


W5


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W7


W8


W9


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W20


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W22

To complement IMEA catalogue

Garner™ BY IHG

Public Space Artwork Collection | The Wanderer



W1



W2



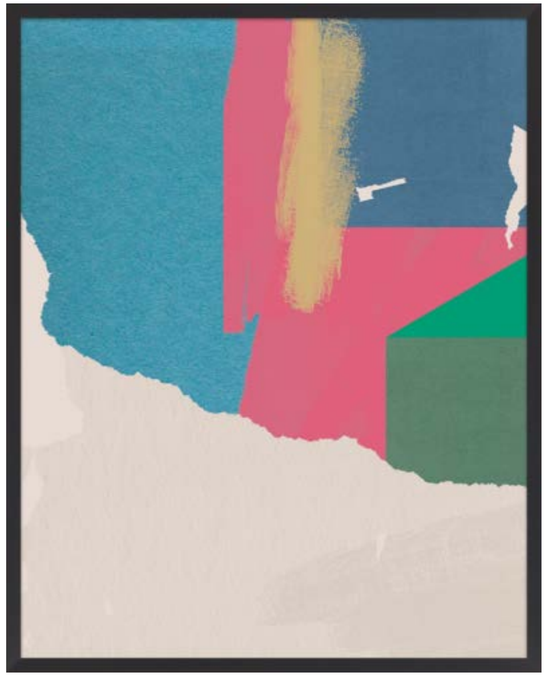
W3



W4

Garner™ BY IHG

Public Space Artwork Collection | The Wanderer



W5



W6



W7



W8

Public Space Artwork Collection | The Wanderer



W9



W10



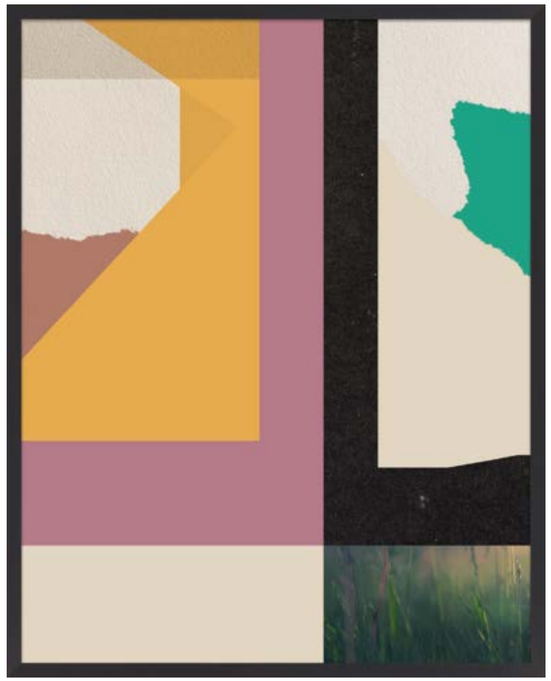
W11



W12

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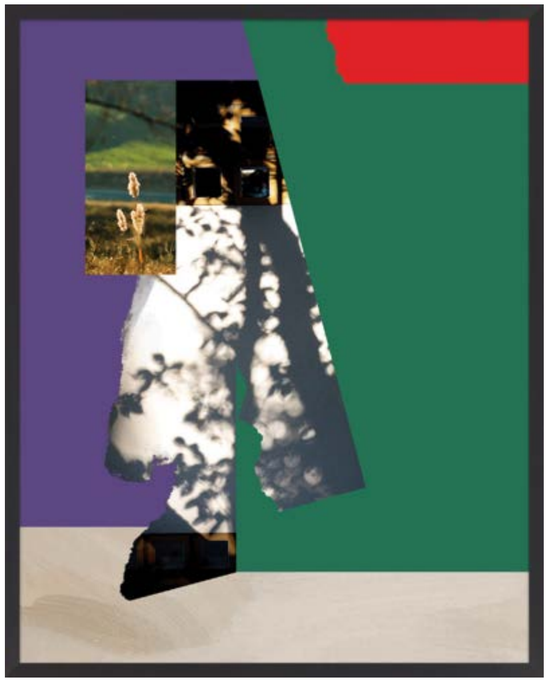
Public Space Artwork Collection | The Wanderer



W13



W14



W15



W16

Public Space Artwork Collection | The Wanderer



W17



W18



W19



W20

Public Space & Guest room
IMEA Additional Artwork Collection

The IMEA Artwork Collection is strongly recommended for use in India, Middle East & Africa. It may be used alongside selected pieces from the Abstract Texture & The Wanderer Collection, where colourways are complementary. Please refer to the examples provided in the guide for appropriate combinations. While this artwork can be used in conjunction with EMEAA Travel Items Collection, it must NOT be used together in the same area of the hotel.
For further guidance and formal approval, please consult your Design & Engineering (D&E) representative.



IMEA Region

Applicable regions: IMEA

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Public Space Artwork Collection | IMEA Region


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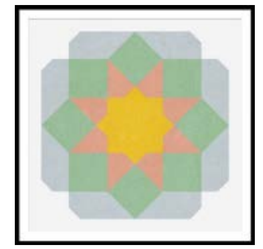

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Public Space Artwork Collection | IMEA Region



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Public Space Artwork Collection | IMEA Region



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Public Space Artwork Collection | IMEA Region



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T51



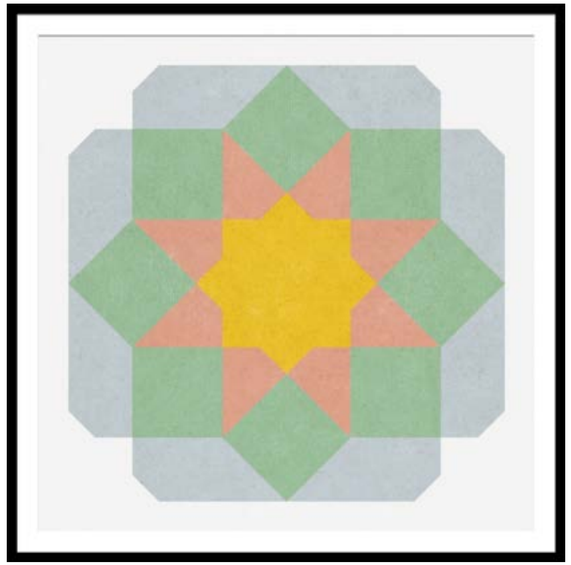
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Public Space Artwork Collection | IMEA Region



T53



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Public Space Artwork Collection | IMEA Region



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T58



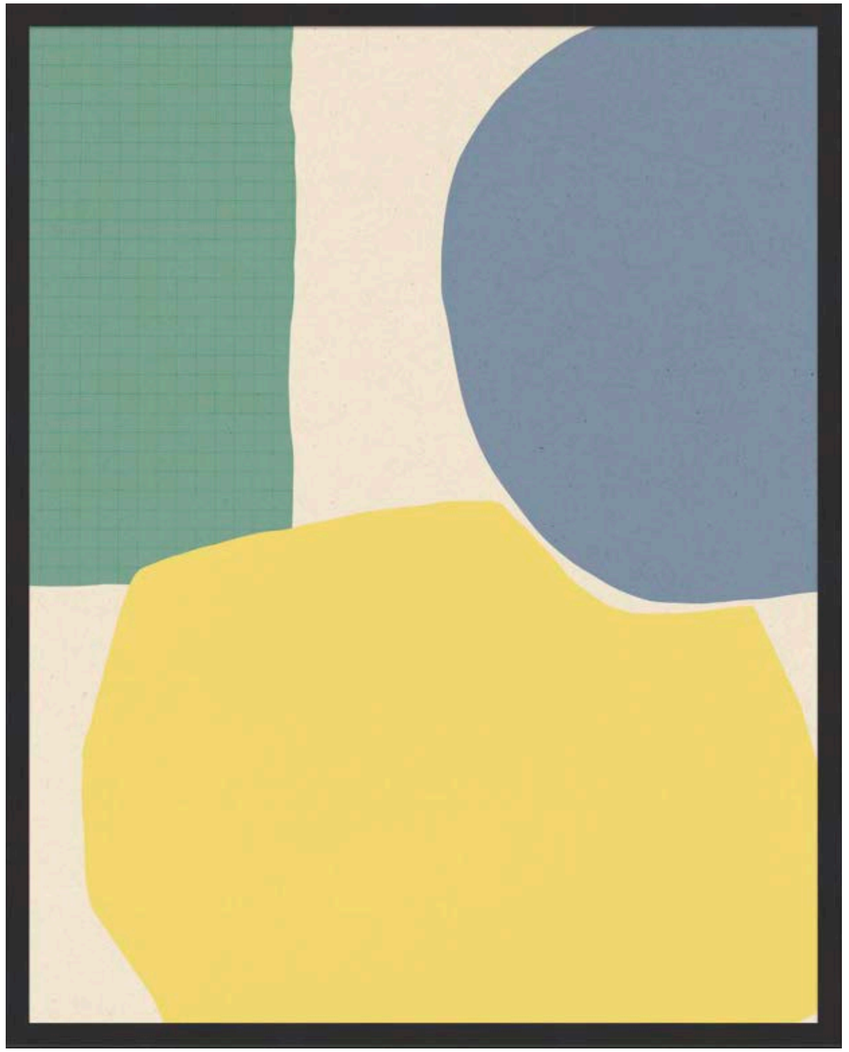
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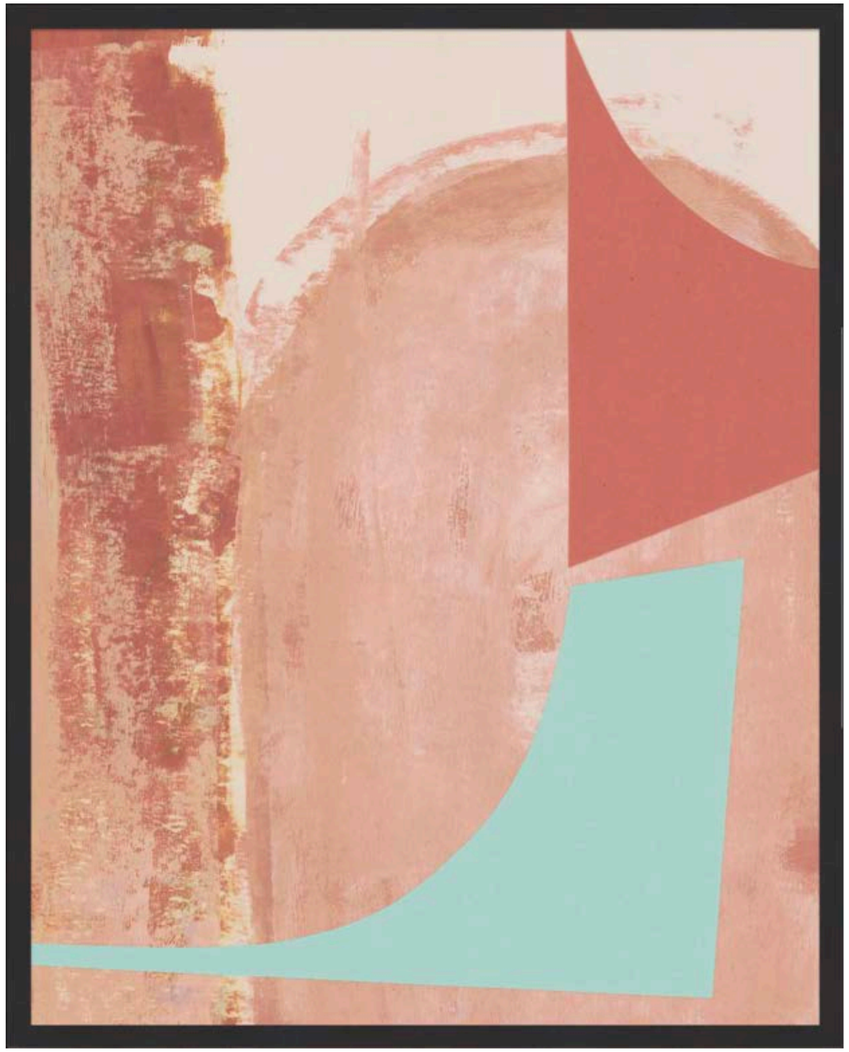
T60

IMEA Artwork Collections in Action

Additional IMEA artwork collection complements the existing public space artwork - The Wanderer and Abstract Texture collections.



A21 Abstract Texture



A22 Abstract Texture





IMEA Additional Artwork Collection

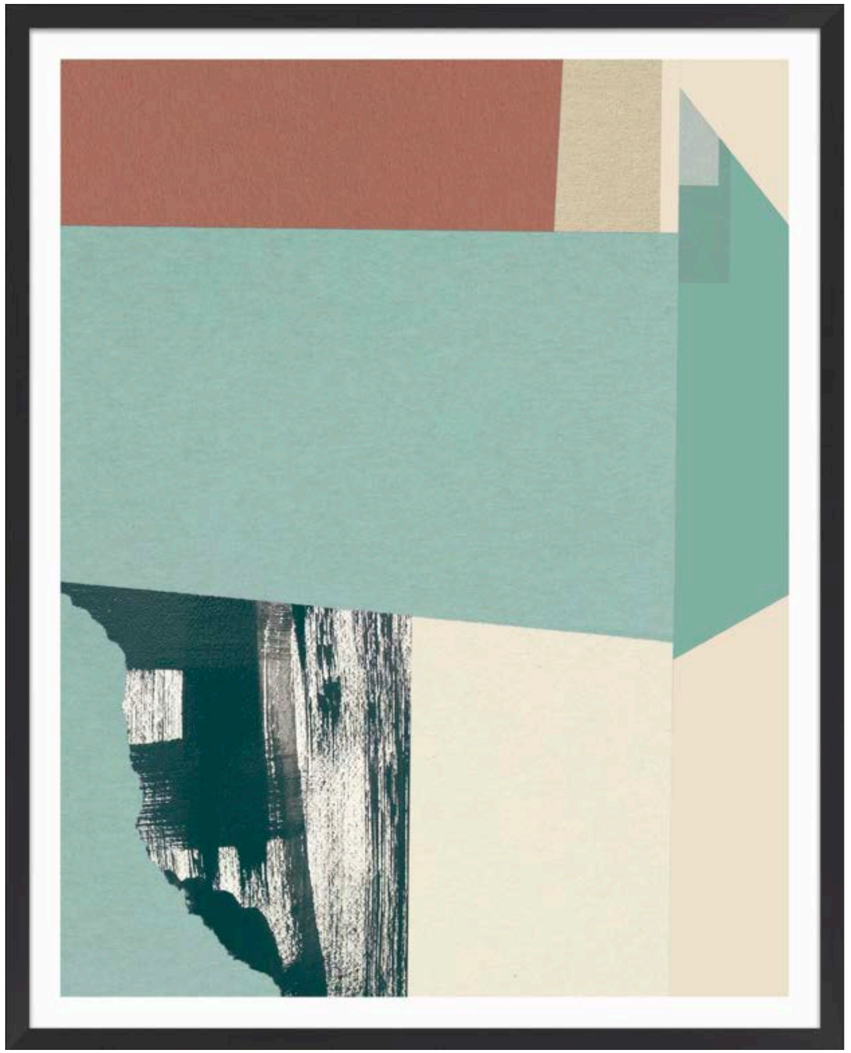
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IMEA Artwork Collections in Action

Additional IMEA artwork collection complements the existing public space artwork - The Wanderer and Abstract Texture collections.



A21 The Wanderer



A22 The Wanderer





IMEA Additional Artwork Collection

Elegant Clutter can support you with printing, framing and designing bespoke pieces for your Garner Hotel. Please use the contact details below:

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