

Client: Great Northern Hotel Yellow News
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CASE STUDY

Artiq

The Great Northern Hotel

Recent renovations at The Great Northern Hotel at Kings Cross have seen updates that creatively evoke the property's glamorous past whilst retaining its original Grade II-listed features. A dedication to both honour the cultural past of the building, and provide guests with spaces that correspond with the location's heritage. As part of the central London project, specialist art consultants Artiq, and its Managing Director Patrick McCrae curated integrated art installations.

Owner Jeremy Robson comments: "The art curated by Patrick beautifully complements the grace and timeless elegance of the hotel, whilst giving a playful nod to its origin amongst other Victorian industrial London landmarks."

Working closely together, the pair selected work from a variety of artists to decorate the walls of the hotel's ground and first floor public spaces, key stairwells, corridors and lift lobbies. Both established and emerging artists were commissioned to create a series of oil and spray paintings, sculptures and illustrations that reference the historic cultural relevance of the hotel.

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