



Art. For Human Spaces.



Dan Andrei · Real artworks shown in a simulated interior. Not a photograph of a completed client project.

Original artwork, fine art editions and commissioned work for hospitality, commercial and residential interiors.

A European creative and production partner for art consultants, architects and interior designers.

01 / INTRODUCTION

Curated. Limited. Made for Living Spaces.

Art gives a space its own voice. We connect the idea, the artist and the making.

A partner from idea to object

Conceptiones develops and produces original artwork for interiors. We bring creative direction, artists, materials and specialist production together around the requirements of a space.

Our contribution can be a single work, a dedicated photographic series or a coordinated artwork programme across hundreds of rooms.

A response to your project

We work within the direction established by the art consultant, architect or interior designer. Scale, colour, materials, quantities, timing and budget are considered alongside the artistic intent.

Conceptiones is a Creative Corporation brand, founded and creatively directed by Dan Andrei.

01

Originals

Existing works selected for their relationship with the space.

02

Editions

Fine art editions from painting, graphic art and photography.

03

Commissions

Original work developed for a specific interior and brief.

**Creative intent.
Material presence.
A coherent whole.**

02 / FOUNDER & CREATIVE DIRECTOR

Dan Andrei



Artist. Gallerist. Creative director.

Dan Andrei works across painting, photography and mixed media. His independent practice and work with ArtHalle Gallery connect artists, collectors and audiences.

As founder and creative director of Conceptiones, Dan brings together artistic practice and experience in branding and art direction through Creative Corporation.

He leads creative direction, selects collaborators and stays closely involved from the first idea to the finished work.

danandrei.com ↗

arthalle.com ↗

creativecorporation.com ↗

03 / COLLABORATION

Your direction. Our creative capacity.



Adrian Dica · Real artwork in an editorial spatial visualisation; not a completed client project.

For art consultants

We extend your creative and production capacity while respecting your curatorial direction, client relationship and confidential project information.

We can support research, bespoke development, artist coordination, editions, samples, production and presentation within your agreed scope.

For architects & designers

Artwork develops in dialogue with the interior concept, material palette and architecture. We resolve scale, finishes, framing and production requirements with your team.

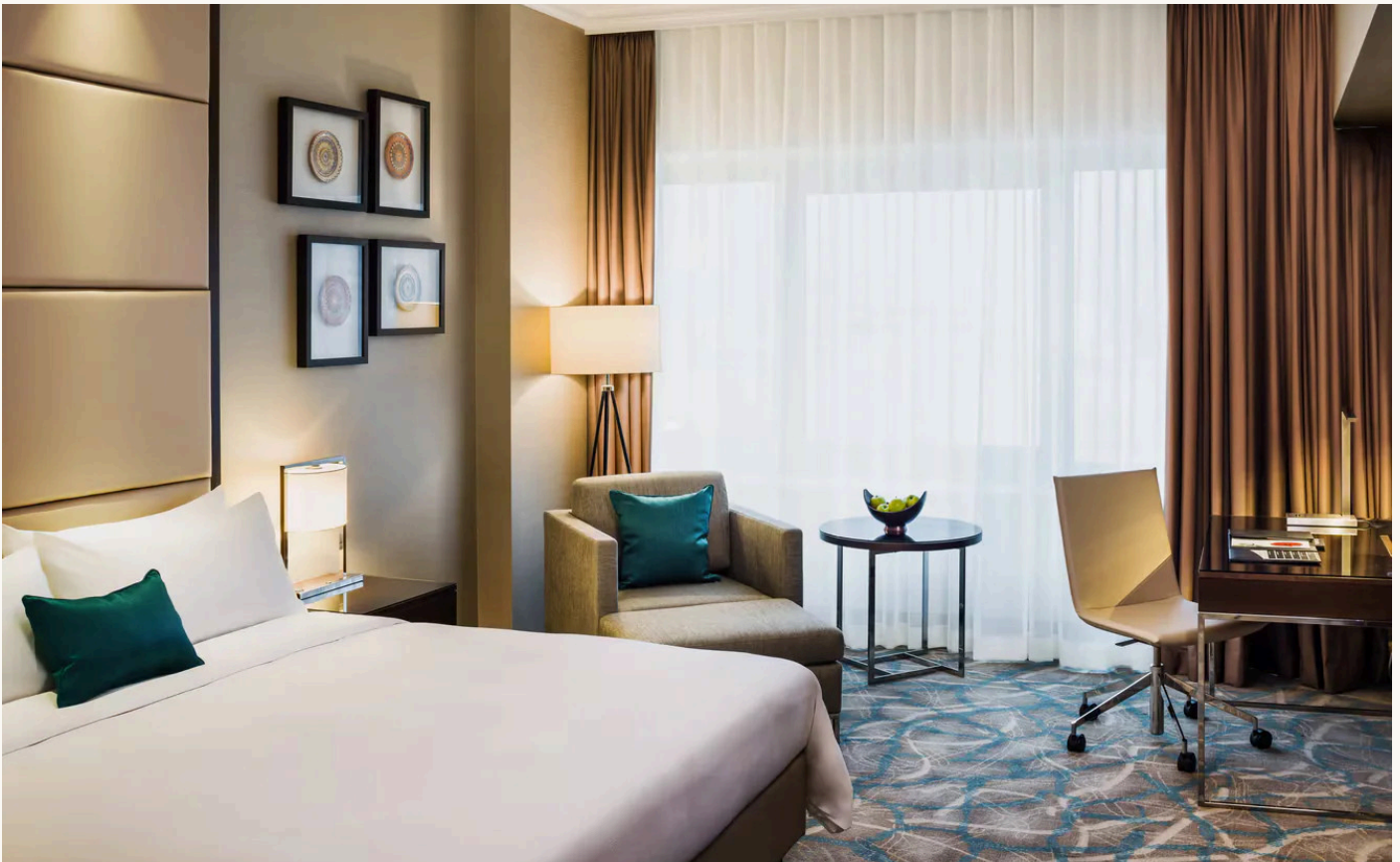
When no art professional is appointed, we can work directly with an owner or developer from the initial brief.

Clear roles. Shared standards. Project information handled with discretion.

04 / SELECTED PROJECT

JW Marriott Bucharest Grand Hotel

Bucharest, Romania · Hospitality · 2018



402

rooms and suites

1,600+

individual ceramic works

24

paintings and fine art prints

A hotel-wide artwork programme translating Romanian craft into a contemporary visual language. Conceptiones proposed the ceramic concept and developed modular families of framed compositions.

As final artwork contractor, we coordinated specialist production and delivered the completed artwork package. Variations in motif, colour and grouping adapted the system across guestrooms and suites.

[Explore the project ↗](#)

05 / JW MARRIOTT · DETAIL

Made by hand. Resolved at hotel scale.



Ceramic compositions in the guestrooms; an original painting by Dan Andrei in the lounge.

Variation within a system

Each room contained at least four ceramic works. Circular forms, detailed patterns and warm mineral tones retained the presence of handmade objects while creating continuity throughout the property.

Specialist partners produced the ceramics and framing to Conceptiones designs.

Beyond the guestrooms

The wider programme included 24 large-format paintings and museum-quality art prints, plus additional decorative art elements for shared and private spaces.

The scope included Abstract Memories, an original acrylic-on-canvas painting by Dan Andrei for the VIP Lounge.

Concept development · Production coordination · Finished artwork delivery

06 / SELECTED PROJECT

Gura Portitei

Danube Delta coast, Romania · Hospitality · 2025–2026 · Ongoing programme



A photographic collection made from the landscape the guests have come to experience.

A week of research and dedicated photography by Dan Andrei became the starting point for a collection rooted in the meeting of the Danube Delta and the Black Sea.

The ongoing programme comprises 240 framed photographs for hotel guestrooms, developed as a coherent collection with a shared tone.

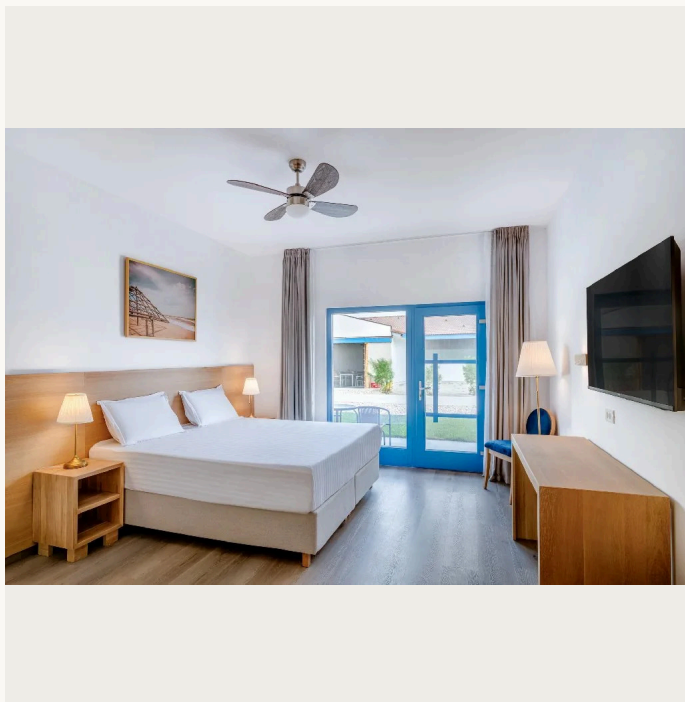
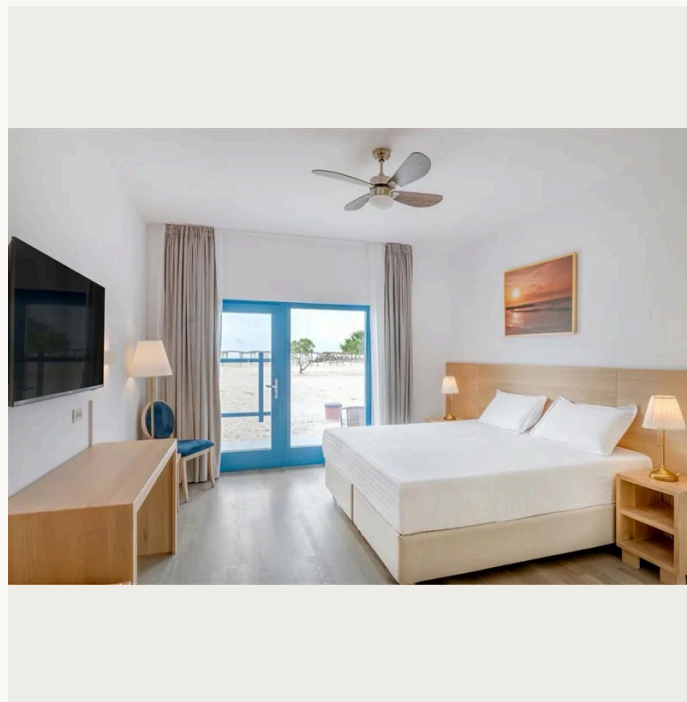
Conceptiones coordinated research, image-making, selection, adaptation and presentation. Mono Creative Studio produced the prints and natural-wood framing.

The work connects the guestrooms with the landscape beyond them.

[Explore the project ↗](#)

07 / GURA PORTITEI · IN THE ROOMS

A sense of place. A work to take home.



Designed for the interior

Two generous formats, 100 × 130 cm and 70 × 90 cm, give the photographs a clear presence. Natural-wood stretchers and frames respond to the relaxed coastal character of the rooms.

From guest to collector

Guests can acquire museum-quality editions of the photographs through the hotel reception, extending their connection with the place beyond the stay. Edition details and availability are confirmed by the hotel.

08 / SELECTED PROJECT

ArtHalle Bistro

Bucharest, Romania · Bistro & art space · 2022



The room of a contemporary art collector, opened up as a social space.

Conceptiones developed the interior design and fit-out around original art. Approximately 20 large-scale works in painting, sculpture and photography shaped the atmosphere and spatial composition.

The collection brought together Bojin, Adrian Dica, Augustin Radu and Dan Andrei. Every displayed work could be acquired during the project's operation, allowing the collection to evolve.

[Explore the project ↗](#)

09 / SELECTED PROJECT

Penthouse Gallery

Bucharest, Romania · Private event space · 2014



A recognisable art-led identity across changing events and audiences.

An event space shaped by art, hosting private gatherings, social occasions and fashion and beauty launches. Conceptiones developed the concept, curated the work and supplied and produced the photographic programme.

More than 30 works on average were complemented by wall-scale prints after graphic works by Dan Andrei. The photographs could be acquired during the venue's operation.

[Explore the project ↗](#)

10 / SELECTED PROJECT

PHOTOTEQUE

Bucharest, Romania · Professional & cultural space · 2018



Photography as the permanent identity of a place for exchange.

Twenty-eight limited-edition photographs by Dan Andrei created a continuous visual programme for a meeting space dedicated to professional photographers, conferences, talks and private events.

Conceptiones developed the concept, curated the collection, and produced and framed the works. Image, print, proportions and frame were considered as one finished object and one spatial composition.

[Explore the project ↗](#)

11 / SELECTED PROJECT

KULTURAMA Office

Bucharest, Romania · Cultural organisation office · 2018



A working environment that expresses the culture it supports.

Painting, drawing, photography and sculpture were brought into dialogue with tall windows, ornamental ceilings and the character of a historic interior.

Conceptiones developed the concept, curated and supplied the works, and coordinated production and framing. Each room retained its own character within a coherent artwork programme.

[Explore the project ↗](#)

12 / SELECTED PROJECT

QUIMERIA STUDIO

Bucharest, Romania · Cultural meeting space · 2020



Images and objects changing the way a room is experienced.

Sixteen works by Dan Andrei combined photography, large-format prints and spatial installations for a setting dedicated to cultural meetings, conferences and workshops.

Branching natural forms extended the work from the walls into the room. Conceptiones developed the concept, curated and supplied the works, and coordinated production, printing and framing.

[Explore the project ↗](#)

13 / ARTISTS & MAKERS

Distinct voices. The right team for the brief.

**Dan Andrei**

Painting · Photography · Mixed media

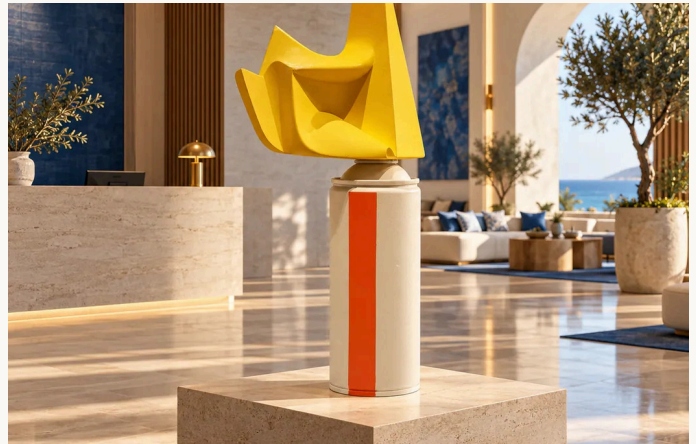
**Adrian Dica**

Painting · Installation

**Bojin**

Painting · Drawing

Real artworks shown in editorial spatial visualisations, not completed client projects.

**Iulian Cristea**

Sculpture

Artists and makers are selected for the concept, medium, scale and production needs of each project. The network remains flexible; authorship stays clear.

Already working with an artist? We can join the established team and support development, sampling, production, fine art printing and presentation.

14 / FINE ART EDITIONS

Authorship. Material. Detail.



Beach Relaxation · Dan Andrei · Limited-edition photographic print, 01/50.

From original to edition

Museum-quality fine art prints from painting, graphic art and photography. Selected Hahnemühle, Canson and Awagami papers, pigment inks and a colour-managed workflow preserve the character of the source work.

Editions may be numbered, dated and signed, with Certificates of Authenticity where applicable.

Resolved for the project

Paper, image size, mounting, passepartout, framing and glazing are considered together. Proofs and physical samples are agreed according to the project.

Edition terms and quantities are confirmed before production, supporting consistency without losing the artist's authorship.

DAN ANDREI / WORKS IN SPATIAL CONTEXT

Colour with presence.



Original work. Imagined setting.

A painting considered in relation to light, proportion and the material character of a room.

The artworks are real works by Dan Andrei. The interior is a simulation exploring scale, placement and atmosphere; it is not documentation of a completed client project.

15 / CAPABILITIES

From creative direction to finished artwork.

One defined contribution or an agreed artwork package. The scope follows the project.

Bespoke artwork

Original work developed around the spatial concept, scale, colour direction, material palette and intended atmosphere.

Commissioned photography

Dedicated photographic sessions responding to a location, subject or narrative, developed into a project-specific series.

Artwork sourcing

Available originals and existing editions selected from an evolving network of artists and makers.

Technical development

Dimensions, materials, substrates, samples, prototypes and presentation details resolved for review and approval.

Production & presentation

Coordination of artists, printers, framers and specialist fabricators, with review against the approved production reference.

Delivery coordination

Artwork identification, protective packaging and delivery information aligned with the agreed programme and destination.

Painting Photography Graphic art Ceramics
Sculpture Mixed media

Installation responsibilities and delivery scope are agreed separately for each project.

DAN ANDREI / WORKS IN SPATIAL CONTEXT

A work that holds the room.



Original work. Imagined setting.

Painting in dialogue with an architectural interior: colour, scale and placement considered together.

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16 / PROCESS

Creative clarity. Production discipline.

The right stages, decisions and approval points for the work.

01

Brief & context

Understand the interior, intended audience, artwork locations, quantities, budget and timing. Agree the scope and responsibilities.

02

Creative direction

Define the balance of originals, editions and commissions within the project's established direction.

03

Artwork development

Develop selections, concepts, image-making, scale, materials and presentation into a resolved proposal.

04

Samples & approval

Confirm the relevant proofs, samples or prototypes, together with dimensions, quantities and presentation specifications.

05

Production

Coordinate the selected makers and review finished works against the approved artwork and material references.

06

Presentation & delivery

Document and protect the finished artwork, and coordinate the information required for the agreed delivery.

Not every project needs every stage. We agree the useful steps at the outset.

DAN ANDREI / WORKS IN SPATIAL CONTEXT

An atmosphere shaped by art.



Original work. Imagined setting.

A photographic series considered as part of a guestroom's visual rhythm and sense of place.

The artworks are real works by Dan Andrei. The interior is a simulation exploring scale, placement and atmosphere; it is not documentation of a completed client project.

17 / START A CONVERSATION

What could art bring to your next space?

Send a room, a brief or a question.
We can begin there.

Share the context

The project type and location. The interior direction. Artwork locations and indicative dimensions. Quantities, timing and a budget range where available.

Plans, renderings, material palettes and artwork schedules help us identify where Conceptiones can contribute.

A useful first response

We can discuss a relevant selection of works, a commissioning direction or the production support your team needs.

You will be in direct contact with Dan Andrei.
Project information is handled with discretion.

Let's discuss your project.

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conceptiones.com ↗

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