

Maryse

Artist-authored worlds where immersive art, wellness and site-specific mise-en-scène become one environment.



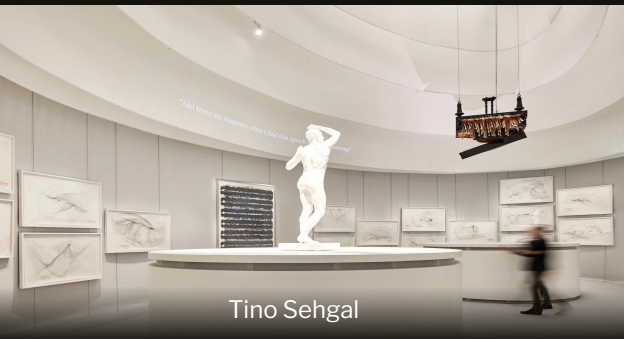
Miriam Kongstad



Bully Bultheel



Lyllie Rouviere



Tino Sehgal

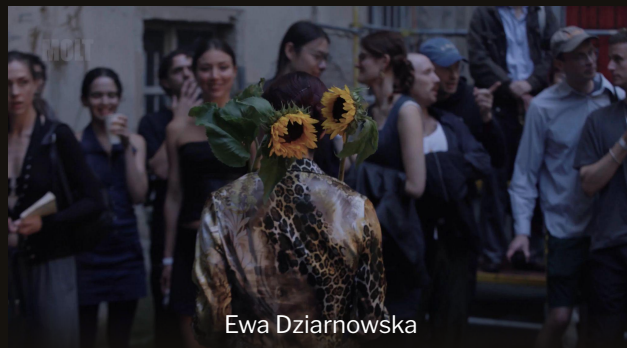
Maryse commissions artists to shape how a place is experienced. Through site-specific residencies, internationally celebrated and emerging artists create poetic and sensorial interventions that invite guests to encounter places through entirely new lenses.



Dambi



Isabel Lewis



Ewa Dziarnowska



Dmitry Paranyushkin

WHERE WE ARE

The Moment

Something fundamental has shifted.

*Guests are no longer choosing only where to sleep,
but which worlds to inhabit.*

The places people travel to are redefining what a destination means because of what is possible to experience there. Foucault called such places heterotopias: real spaces capable of holding another world within them.

WHY THIS MOMENT MATTERS

The Change

The future of luxury is more meaning. As guests become increasingly discerning about the experiences they choose—culture, wellbeing and a genuine sense of place are becoming part of what makes hospitality extraordinary. Maryse brings these dimensions together through artist-led editions rooted in the identity of each hotel.

+4%

luxury experiences and experiential assets are driving luxury-sector growth in 2026

BAIN / ALTAGAMMA
2026

\$6.8T

global wellness economy, projected to reach \$9.8T by 2029

GLOBAL WELLNESS INSTITUTE
2025

84%

of survey respondents believe hotels can provide a sense of community

DESIGN HOTELS
FURTHER FORECAST 2025

74%

of affluent consumers prioritize memorable travel experiences over material purchases

FORBES RESEARCH
2025

Beyond Cultural Programming

The future of hospitality is increasingly shaped by culture, creating new possibilities for how hotels engage with artists and guests. Maryse extends that vision through a dedicated curatorial practice that transforms cultural ambition into singular, artist-led editions.

GENERIC CULTURAL-PROGRAMMING

Built for the occasion

Project-specific collaborators

Produced within existing resources

WITH MARYSE

Strategic cultural partner

Vision, infrastructure and stewardship from concept to guest experience.

Practiced methodology

An intentional process for creating experiences that are never repeated.

Curated artistic ecosystem

An int'l network of artists and practitioners, alongside a collector community invited selectively to each edition.

Curatorial vision

Every edition emerges from the unique identity of its host location.

SITE-SPECIFIC / PERFORMATIVE / FULLY EXECUTED

The Missing Dimension of Wellness

Design-led hotels have redefined contemporary wellness, and we do not replace any of that.

Maryse deepens the conditions through which those rituals are experienced and restores the relationship between people and place.

TRADITIONAL WELLNESS OUTCOMES

body, nervous system, recovery,
longevity, sleep, stress relief, fitness

INCLUDED INTERVENTIONS

meditation, breathwork, ayurveda,
TCM, somatic work, sound healing

MARYSE OUTCOMES

perception, meaning, attention, emotional resonance, memory,
connections to place and to one another, imagination, the ineffable

MARYSE OUTCOMES

context, atmosphere, narrative, performance, philosophy, culture
and regional identity

Together, they create something neither can achieve alone.

NETWORK & ECOSYSTEM

175+ artists and practitioners across contemporary art, performance and embodied practice



Ariel Hayun



Caïque Tizzi



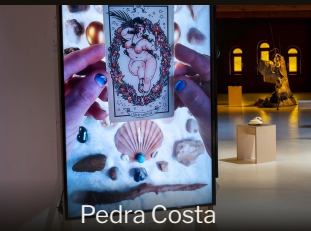
Diego Agulló



Boris Acket



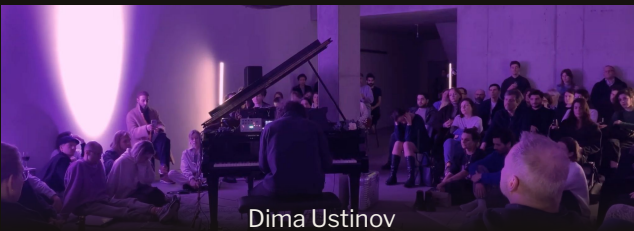
Mia Milgrom



Pedra Costa



Cru Encarnação



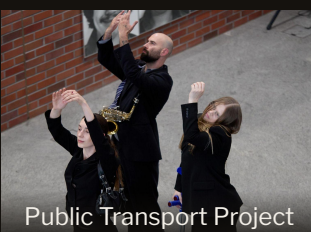
Dima Ustinov



Ivana Franke



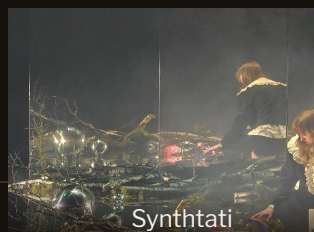
Lukas Truniger



Public Transport Project



Eddna



Synthtati



Vica Pacheco



OMSK Social Club



Josep Maynou









People Behind Maryse



Jayce Ames

FOUNDER / CREATIVE DIRECTOR

After more than a decade working across the commercial art world, Jayce founded Maryse to bridge contemporary artistic practice with the future of hospitality. Previously, she founded LExp, an independent platform producing site-specific, durational experiences across Berlin, New York and France, where art performance, music and community converged.



Alla Kaya

CO-FOUNDER / STRATEGIC PARTNER

With experience in cultural strategy and business development, Alla works with impact investment foundations and cultural institutions across Europe and MENA, including Impact One, Hangzhou Triennial of Fiber Art, the Foundation for Indian Contemporary Art, the International Symposium on Electronic Art (ISEA), Kunsthalle Bern, Strelka Institute, and more. As co-founder, she helps define Maryse's curatorial vision and builds the partnerships and operational frameworks.

L Exp

Maryse is new. Its curatorial methodology draws on years of producing immersive experiences shaped by the places in which they unfolded. Between 2020 and 2024, L Exp was developed by and for the contemporary art community across unconventional sites in Europe and the U.S., establishing a signature approach to curation, production and artistic collaboration that would later inform Maryse.

7

immersive editions produced between 2020 and 2024, running 8 to 24 hours, continuous

990

guests hosted across the five editions, from 98 in a Brooklyn warehouse to 300+ in a Berlin casino

80+

artists commissioned across performance, sound, light, movement and ritual

3

countries, plus a three-week residency at Performing Arts Forum, Northern France in 2024

Hosted by Acud Macht Neu, Berlin (x2) · Paf, Northern France · New Fears Gallery, Berlin. Supported by the German Federal Government Commissioner for Culture and the Media (Neustart Kultur). Intentionally Ephemeral · Privately Circulated · Select documentation and references on request

How an Edition Works

Every edition is commissioned and produced as one coherent whole, unfolding in four phases

01

Residency

Artists research the site and develop their work in dialogue with its architecture, identity and surroundings. The hotel becomes part of the creative process.

02

Integration

Individual works and interventions are composed into one coherent environment.

03

Experience

Guests enter the edition through a choreographed sequence of encounters, discoveries and unexpected moments.

04

Legacy

Documentation, press and editorial content preserve and extend the cultural life of each edition.

Light Edition

1–2 days immersive edition. Focused artistic commission.
Spatial and technical production. Documentation.

€45,000–€50,000*

Full Edition

3–5 days immersive edition. Multi-artist programme. Residency and spatial production. Culinary dimension. Full documentation.

€80,000–€120,000*

The Way Forward

The partnership grows through what each edition makes possible

PHASE 1

Pilot

One or two editions at Design Hotels member properties. Together, we establish the process and capture the guest response, press, content and cultural impact that follow.

PHASE 2

Evidence

Documentation, press and guest response reveal the edition's value across guest engagement, brand positioning and cultural relevance.

PHASE 3

Network

A successful pilot creates the foundation for a wider curatorial partnership, giving Design Hotels member properties access to Maryse editions through a streamlined process.

Success measures are agreed with the host property in advance, allowing each pilot to evaluate guest engagement, visibility and commercial impact against its specific objectives. Whereas Design Hotels' involvement scales by phase – introduction, then review, then co-presentation as founding cultural partner. No commitment required at any stage; deeper participation on terms defined together.

Next Step

- 01 Explore a first Light Edition together
- 02 Identify one Design Hotels member property
- 03 Align on the site, artistic direction and timeline

Maryse handles the rest. One edition shows what the next era of hospitality looks like.