



# ARTISTIC DIRECTION

*for* PROPERTIES AND DEVELOPMENTS





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# GET TO

# KNOW MARTAMAKEART

## MARTA SALERNO

I collaborate with developers, real estate agents, and interior designers to create curated art installations that elevate the identity of a property, increase perceived value, and strengthen emotional impact for buyers.

### ARTISTIC DIRECTOR/VISUAL STRATEGIST

MARTA SALERNO, in art Marta Make, an artist and Art Director specialised in large-scale statement pieces for luxury interiors.

Martamakeart was created from a deep belief that art has the power to completely transform how a space feels. After years working as an international artist between Italy and Miami, Marta saw how many luxury spaces looked beautiful, yet still felt incomplete. The missing piece was never more furniture or decoration. It was identity.

That realization became the foundation of the brand: to create spaces that feel intentional, emotional, elevated, and unforgettable through carefully curated art direction.



# MARTAMAKE SERVICES

The goal isn't just beautiful design.  
It's creating an environment that feels elevated,  
memorable, and deeply aligned with the people will living  
in it.

Marta Make Art offers luxury contemporary art solutions designed specifically for high end residential and commercial spaces. The service goes beyond simply selling artwork, it creates a complete visual identity for properties through curated artistic installations that elevate the atmosphere, emotional impact, and perceived value of a space.

## Curated Art Packages for Properties

Custom art collections created to match:

- Interior design style
- Architecture and spatial flow
- Color palette and materials
- Property location and lifestyle
- Buyer demographic and market positioning

My work is ideal for:

- luxury listings
- model units
- penthouses and villas
- lobbies and hotels



*Art designed with  
architecture **creates**  
**timeless environments.***

# SIGNATURE STYLE

## The Vision

Every project begins with understanding the soul of the space. The architecture. The energy. The colours. The people living in it.

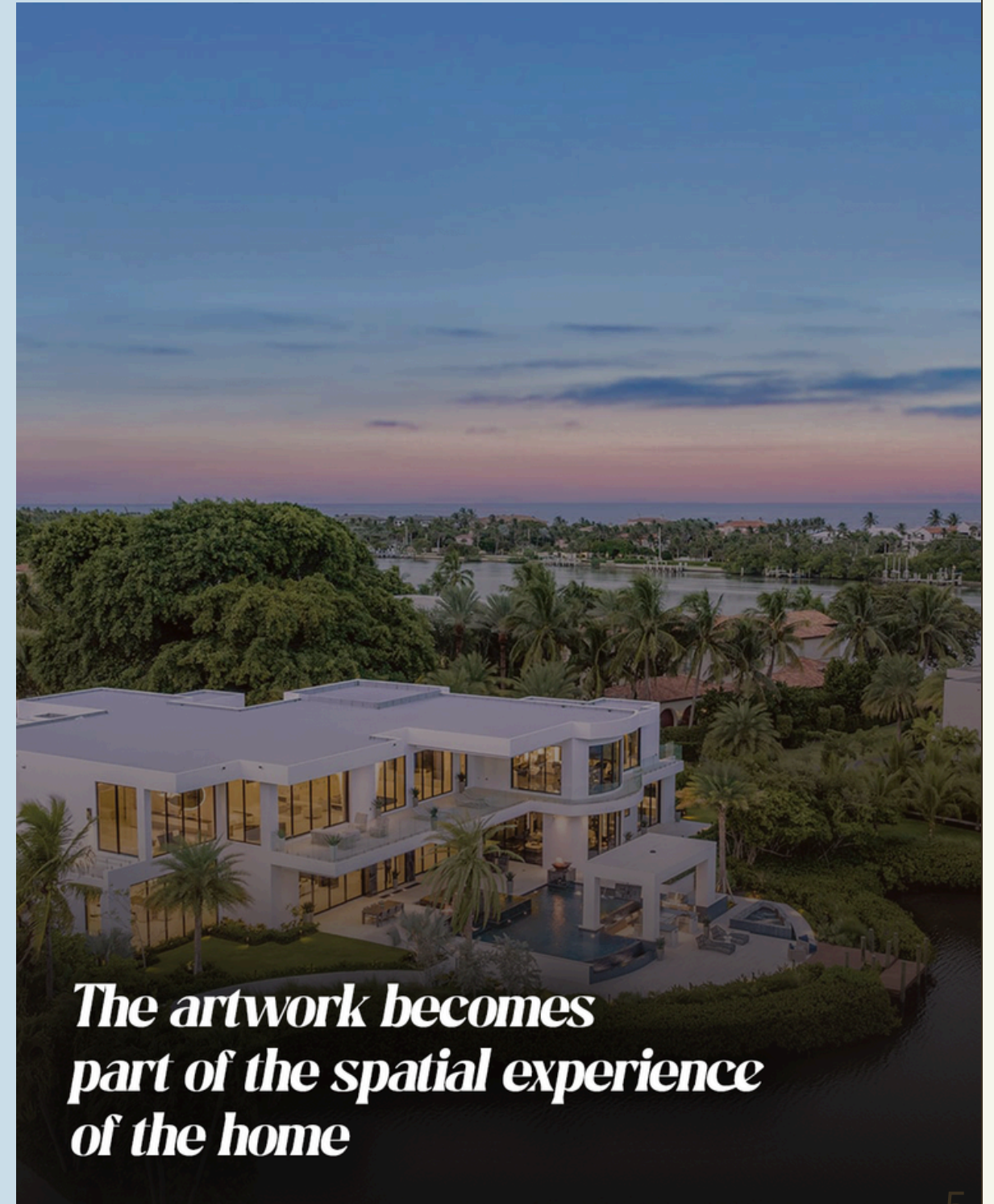
## Creating With Intention

Marta collaborates also with a carefully selected network of international artists, sculptors, marble specialists, and craftsmen to create one-of-a-kind artistic experiences. No mass-produced selections. No trend-driven decisions. Only timeless pieces that create impact.

## The Difference

This is not a gallery sales experience. It's a guided creative process designed to help clients avoid costly mistakes and confidently invest in art that truly elevates the space. Every decision is approached with honesty, expertise, and artistic vision.

Emotional /  
Unique /  
Authentic /



***The artwork becomes  
part of the spatial experience  
of the home***

# PROJECT

# TIMELINE

## Discover

(01)

Martamakeart starts by learning about the property, the goals, the style matching the location and the emotional goal. This step includes an in-person or virtual inspection of the property, creative brief, moodboard, and clarity on direction.



## Design

(02)

This is where your project comes to life. Martamakeart develop a project, a moodboard, refines intention based on packages (see next page), and builds out your space identity with purpose and precision.



## Deliver

(03)

Based on the chosen package and the direction agreed on the design stage Martamakeart delivers the artworks as soon they are completed. She will also take care of installation if required.



# THE

# PACKAGES

## ARTISTIC DIRECTION STARTER PACKAGE

### Basic Art Package

The Basic Package includes professionally curated artworks matched to the property style, colors, location, architecture, and intended lifestyle of the buyer.

Delivery timeline is typically between 2 to 6 weeks, depending on the size of the property and customisation requirements.

### Recommended Layouts

#### One Bedroom Property

Includes:

- One large statement artwork for the living room 80x60"
- One artwork for the bedroom 30x40"
- One additional medium artwork for the kitchen or secondary space 28x16"

Shipping and installation not included.

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#### Two Bedroom Property

Includes:

- One large artwork for the living room 80x60"
- Two medium artworks for the bedrooms 30x40"
- Additional medium or small artworks for kitchen or secondary spaces 28x16"

Shipping and installation not included.

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#### Three Bedroom Property

Includes:

- One large artwork for the living room 80x60"
- Three medium artworks for the bedrooms 30x40"
- Additional complementary artworks for secondary spaces 28x16"

Shipping and installation not included.

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Additional bedrooms and spaces can be customized accordingly.

If the client would like extra pieces or specific requests, a custom consultation can be arranged.

# THE

# PACKAGES

## VIP Custom Art Package

- The VIP Package is a fully personalised luxury art experience.
- The artist works directly with the client to create custom artworks tailored specifically to their vision, interior design, lifestyle, and property identity.

This package includes:

- Personalized consultation
- Fully customized artworks
- Project updates throughout the creation process
- Tailored delivery timeline based on project complexity
- Exclusive artistic direction

Pricing is determined after the consultation and project evaluation.

## Additional Luxury Services

Martamakeart also offers:

- Authentic Italian marble wall installations
- Custom sculptures
- Fine Art portraits
- Luxury statement pieces for interior and exterior spaces

Many luxury homeowners are increasingly looking for sculptural elements to elevate the uniqueness and prestige of their properties.

# OPTIONAL ADD-ONS



*In luxury real estate*

Express Delivery  
+20% project fee

On-site installation +  
styling  
depending on location

Developer / Real Estate  
Multi-Unit Projects  
Custom pricing

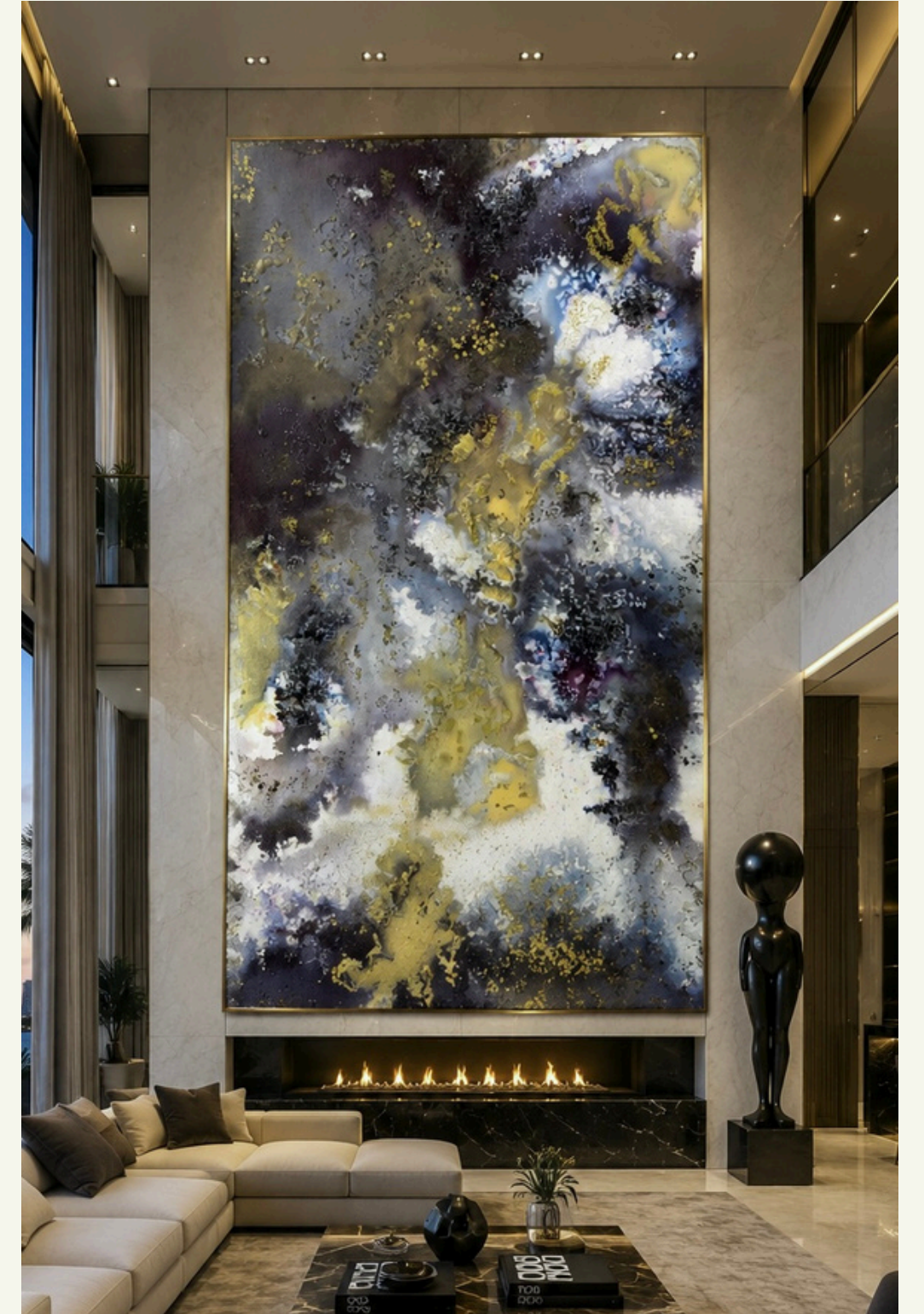


*Visual identity is equity*

# PORTFOLIO

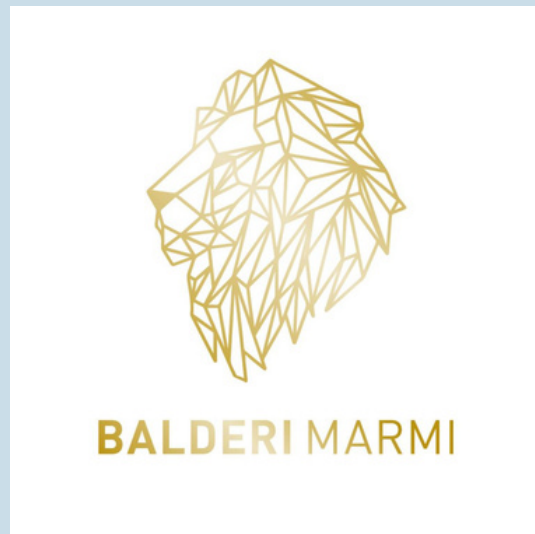


## Abstract painting



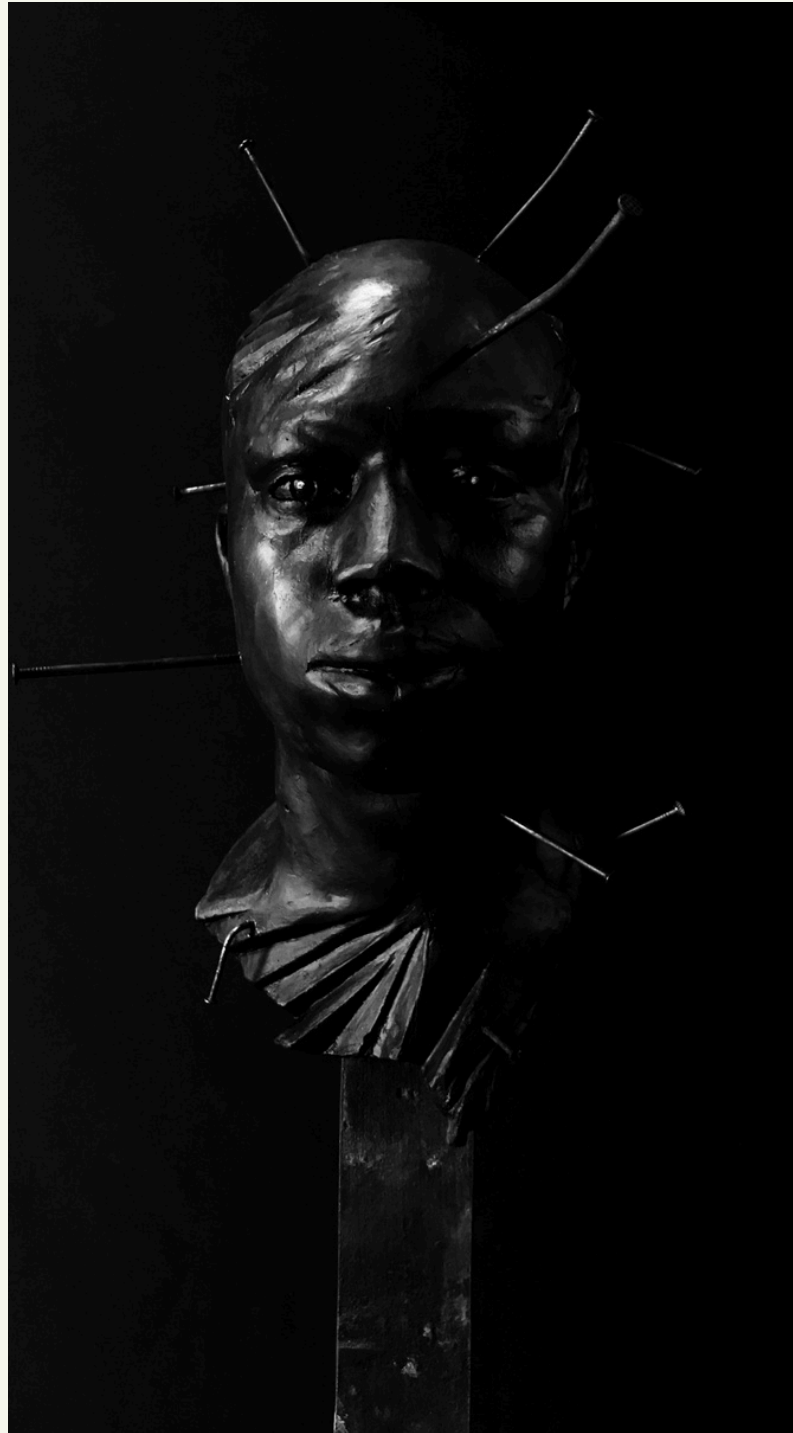
# PORTFOLIO

## Marble wall covering BALDERI Marmi



# PORTFOLIO

## Sculptures bronze-resin-marble





*Art designed with architecture  
creates timeless environments.*

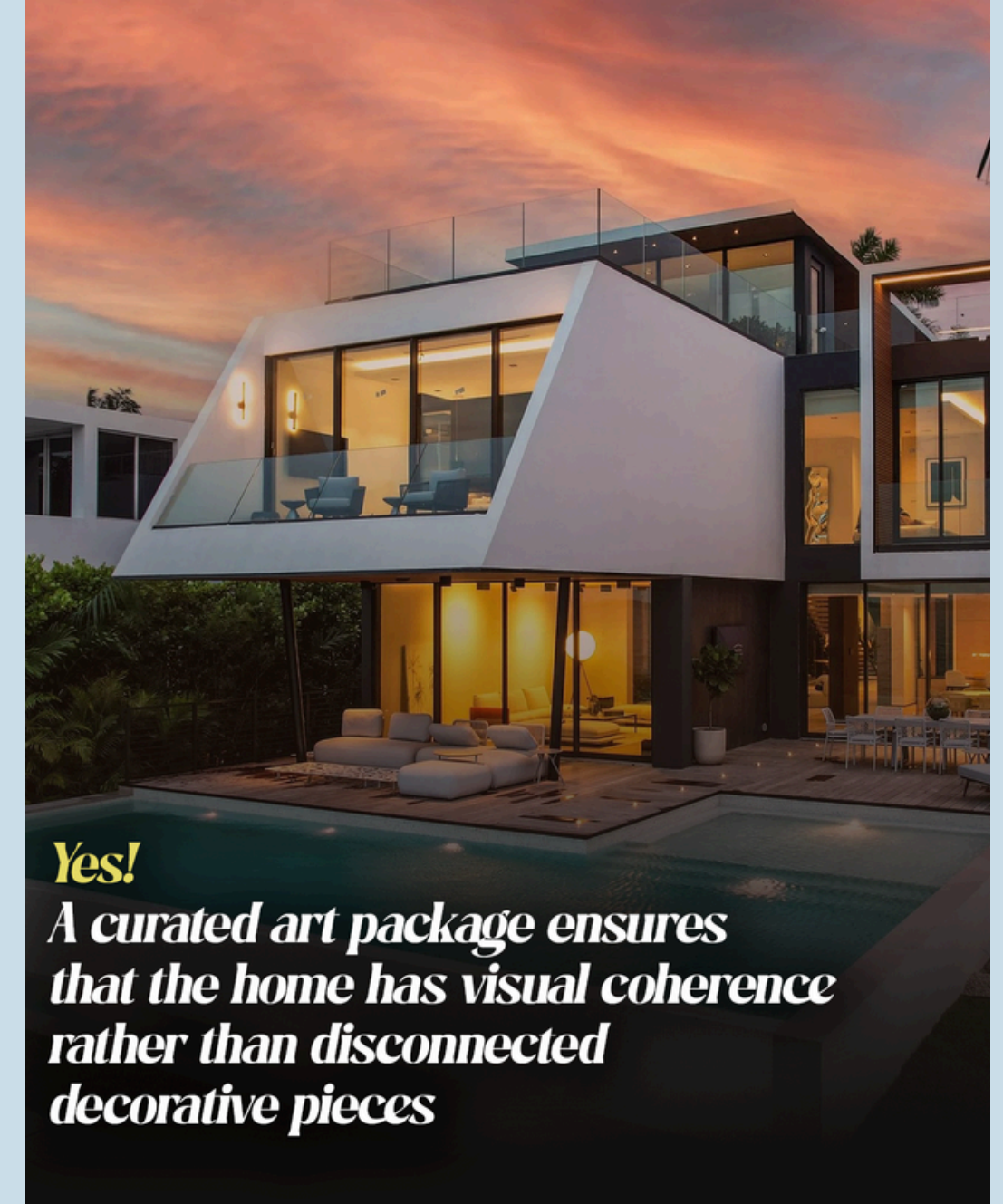
# LOOKING FORWARD

TO WORKING TOGETHER!

NEXT STEP:

**BOOK YOUR CALL HERE**

[WWW.MARTASALERNOART.COM](http://WWW.MARTASALERNOART.COM)



**Yes!**

*A curated art package ensures  
that the home has visual coherence  
rather than disconnected  
decorative pieces*