B"H



A sample proposal

Art for Your Building

Works from the collection of The Betzalel Gallery

Art in a building

Why art belongs in the rooms people use

Art gives a building its character. In a lobby, a hallway, an office or a dining room, the right paintings help a place feel considered, and they give people something to pause over.

The Betzalel Gallery works with businesses and institutions to fill a building with Judaic art, room by room, and to frame it so it sits well in the space.

A common guideline

2–3%

of a project's budget

A common industry guideline, or rule of thumb, is that many projects set aside around two to three percent of a building project's budget for art. It is not a law, and every project is different.

We help you make the most of that provision — choosing works that suit each room, planning how they sit together, and framing them with care. Speak with our professionals about how to use it well.

Working with the gallery

How we consult

01

Walkthrough

We visit the building, or work from plans and photographs, and look carefully at each room.

02

A plan per space

We suggest where art should go, and at what scale, room by room.

03

Curation

We select works from the gallery's collection — or discuss a commission — to suit the rooms and the people who use them.

04

Framing

Custom framing is done on premises at the gallery, so the works are ready for the walls.

Sample proposal

Five spaces, room by room

The rooms that follow are sample visualizations, using real works from our collection.
There is no named client; every building is planned on its own terms.



Lobby



Hallways



Offices / Boardroom



Waiting area



Dining / Common room

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THE Betzalel GALLERY

Sample visualization

Lobby

Raphael Nouril

Birkas Kohanim

36 × 27 in

A work from our collection, shown in a sample lobby. Every building is planned on its own terms.

567 Empire Blvd, Brooklyn, NY 11225



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THE Betzalel GALLERY

Sample visualization

Hallways

Joel Gluck

Jerusalem

48 × 60 in

A work from our collection, shown in a sample hallway. Every building is planned on its own terms.

567 Empire Blvd, Brooklyn, NY 11225



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THE Betzalel GALLERY

Sample visualization

Offices / Boardroom

Elena Flerova

Playing the Violin

26 × 22 in

A work from our collection, shown in a sample boardroom. Every building is planned on its own terms.

567 Empire Blvd, Brooklyn, NY 11225



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THE Betzalel GALLERY

Sample visualization

Waiting area

Elena Flerova

Knitting

24 × 36 in

A work from our collection, shown in a sample waiting area. Every building is planned on its own terms.

567 Empire Blvd, Brooklyn, NY 11225



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THE Betzalel GALLERY

Sample visualization

Dining / Common room

Tully Filmus

The Town Wedding

A work from our collection, shown in a sample dining and common room. Every building is planned on its own terms.

567 Empire Blvd, Brooklyn, NY 11225



The Betzalel Gallery

Speak to our art consultants

We would be glad to walk through your building and talk about how to fill it with art, and how to make the most of a project's provision for it.

Call, text or WhatsApp

(718) 603-1735

Visit

567 Empire Blvd

Crown Heights, Brooklyn, NY 11225

Hours

Sunday – Thursday, 11:00 – 6:00

Online

thebetzalelgallery.com