

CASE STUDY

MONTAGE BIG SKY

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 FARMBOY

PROJECT SNAPSHOT

- **Location:** Big Sky, Montana
- **Client:** Montage Resorts / Lone Mountain Land Company
- **Interior Designer:** BraytonHughes Design Studio
- **Services:**
 - Brand Discovery
 - Research and Strategy
 - Art Narrative Development
 - Artist Facilitation and Contract Management
 - Art Direction and Collection Building
 - Project Management
 - Production and Procurement Management
 - Communications and Promotion

OVERVIEW

The vision for Montage Big Sky was to create the first luxury resort experience in the Big Sky region, offering a new modern mountain retreat to the area while evoking a welcoming ambiance of a classic ski lodge. The client understood that a great world-class art collection would create an impressive hospitality experience for their guests and offer something distinguishable from other resort properties in the area. They were seeking an art advisory partner who could both support the overall process from concept through to installation, and be able to go deep with the local community to ensure a true sense of place was reflected in its collection. Keeping art as a key consideration throughout the development of Montage Big Sky, Farmboy was brought into the project during the schematic design phase and continued working with all stakeholders through to its grand opening in December 2021.





AT A GLANCE

500,000+ SQUARE FOOT PROPERTY

139 ARTFULLY-DESIGNED GUEST ROOMS, SUITES, AND RESIDENCES

22,000 SQUARE FOOT SPA, EVENT, AND MEETING AREAS

150 UNIQUE FINE ART PIECES

24 LOCAL AND GLOBAL ARTISTS FEATURED



Havoc Hendricks
Tranquil Geode, 2020
Acrylic, latex, and spray enamel on wood

THE OPPORTUNITIES

- With Montana's vast and diverse Indigenous community – representing the fifth-largest proportion of Native American residents in the United States across 13 tribal nations – we had the privilege of working with local Indigenous talent who could share their unique perspectives and histories of the land that Montage Big Sky is on
- The expansiveness of the property allowed us to explore a vast range of art mediums and applications through the commissioned and acquired works featured throughout the common areas and suites
- Considering the international audience the property was designing for, the extensive collection showcases the work of local, regional, and international artists whose pieces offered a variety of perspectives and explorations of the holistic art narrative while evoking a strong sense of place.

OUR APPROACH

Defining The Art Program Strategy

The client was looking for direction on how to deliver a globally-relevant collection rooted in local storytelling across the property's substantial square footage. Our first step was determining the program's key objectives, defining audiences based on artwork placement, budgets, mediums, and guiding principles. Creating this strategic framework helped all stakeholders find alignment in the overall approach before diving deep into the creative exploration and narrative concept development while providing clear direction to support the overall trajectory of the project.

Community and Placemaking

It was critical that the art program honored and paid homage to the surrounding region of Big Sky and the communities, heritage, and naturescapes that make it such a unique destination, all while ensuring the collection resonated with international audiences. We needed to find a way to create a balance with the multitude of layered voices and perspectives our client wanted to have reflected in their property. Through our intentional artist sourcing, curation, and facilitation, we used this principle to seek talent whose works were either made by local artists in Bozeman and the surrounding Gallatin County, artists from Montana or neighboring states, or global artists who have a vested interest in Montana. The collection ultimately became a pinnacle of local storytelling that creates a strong sense of place for visitors, staff, and Big Sky residents alike.

THE ART NARRATIVE

TALES OF CONFLUENCE

At the junction of the great Gallatin River, between mountains and farmland, Big Sky has always been a place of natural confluence, connection and juxtaposition. And beyond the intersections of the natural world, Big Sky has also been a place where people connected; a place that welcomed travelers in their journey to celebrate the land and find retreat.

Guided by a pioneering spirit, from the earliest settlers to its present global residents, Big Sky is a place where paths cross and new connections are made. The art collection at Montage Big Sky will tell these tales of confluence by honoring the legacy of this majestic place, elevating its local voices and creating new conversations through global connections.



THE ART NARRATIVE

TALES OF CONFLUENCE

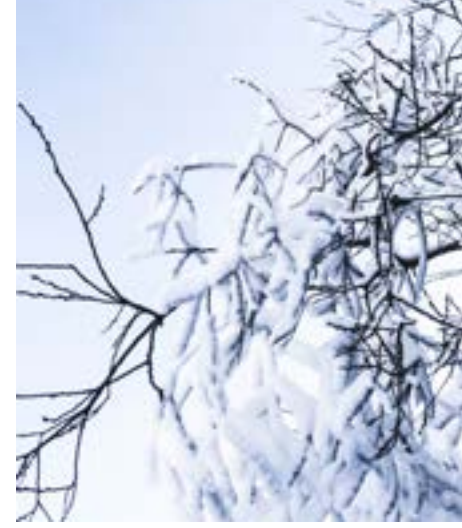
GRAND

VAST LANDSCAPES / MOUNTAINS / OPEN SKY / REFLECTIONS / WHITE SPACE / LIMITLESS / MAJESTIC / NATURE



AUTHENTIC

TRADITION / NATURAL MATERIALS / HAND-MADE / SUSTAINABLE / LOCAL NATURAL ELEMENTS / HERITAGE / SPIRITED / HISTORICAL / EARTH / TEXTURE / ORGANIC



RENEW

PEACE / SOFTNESS / WARMTH / SOOTHING / CONTEMPLATION / OPEN SPACE / FAMILIARITY / CONNECTION



HIGHLIGHTING PEOPLE AND PLACE

Montana boasts an incredible community of artists, each with their unique perspectives and cherished views on the place they call home. Montage Big Sky's art collection celebrates works that have been inspired by the state's regionality, telling a range of stories reflective of Big Sky's precious natural surroundings as well as the important lifestyles, cultures, people, and histories of the local community.





Monica Gilles-BringsYellow
Untitled, 2021
Acrylic, resin, and gold leaf on canvas

Monica Gilles-BringsYellow is a local Indigenous artist based in Missoula, Montana, who grew up just a few hours north of Big Sky. Her work centers on historical images of Native American people, with a particular focus on Indigenous women, discussing their resilience and highlighting their importance and impact. This commissioned by represents her reflection and represents an homage paid to the breathtaking landscape of Lone Mountain, using techniques and materials commonly used in her practice.



Robert Osborn
Gil Cameron, 2017
Photography

Robert Osborn is a fine art photographer based in Livingston, Montana, who has created eloquent images for nearly half a century and was adopted into the Nakota Assiniboine Tribe of Montana's Northern Plains in 2018. In the Montage Big Sky collection, his black and white, sharply-focused portraits of Montana cowboys and ranchers offer an impactful glimpse into the character of each subject he photographs. The inclusion of authentic tools and traditional accessories proudly memorializes the cultural heritage of the American West.



Robert Osborn
Barb Gunness, 2017
Photography



David Rice
Untitled, 2021
Acrylic on canvas



David Rice
Untitled, 2021
Acrylic on canvas



David Rice
Untitled, 2021
Acrylic on canvas



David Rice
Untitled, 2021
Acrylic on canvas

David Rice is a painter and muralist based in Portland, Oregon, whose work is an exuberant assembly of humans, animals, foliage, shapes, and patterns, with a dash of magical realism and plenty of jaunty colors. His large-scale paintings and building murals can be found in Sweden and across the United States. Rice was commissioned to create four unique, colorful paintings in his distinctive style featuring local references. From the explorer, whose backpack features a Yellowstone National Park patch and fishing gear, accompanied by a Western Meadowlark bird, to the American Black Bear and Antelope surrounded by Ponderosa pines, each painting by Rice celebrates Montana's natural beauty and splendor.



Amy Brakeman Livezey
Untitled, 2021
Mixed media on panel



Amy Brakeman Livezey
Untitled, 2021
Mixed media on panel

Amy Brakeman Livezey is an artist based in Helena, Montana, whose paintings combine realistic human forms with contemporary expressionist fields of shape and color. Using Montana Historical Society photographs as inspiration, with layers of paint and paper remnants, she invites viewers to take a fresh look at the past. Livezey was commissioned to create three original works of art in her signature style. Within abstracted fields, the figures in her paintings tell a story about homesteaders and the strong community ties seen in the rural landscape. Her unique work at Montage Big Sky is a contemporary window into the local ranching lifestyle and heritage.



Ben Miller
Yellowstone River, MT, 2021
Acrylic on polycarbonate

Ben Miller is a local artist based in Bozeman, Montana, who is known for his fly-cast paintings created on the banks of Montana rivers. Miller creates his pieces using a technique that involves intricate handmade brushes that he fashions in the style of fly lures, casting them against the work surface with accurate darting motions from as far as 20-feet away and aiming to capture the dynamic qualities of the riverscape in his paintings. His original fly-cast painting commissioned for Montage Big Sky celebrates the local natural splendor and traditional activity of fly-fishing, striving to honor and preserve the beauty and value of America's rivers.



AN EXPLORATION IN MATERIALITY

We collaborated with award-winning Montana-born artist Jessica Drenk whose practice investigates the intersection between the natural and the man-made by exploring diverse materials in her artistic process. Repurposing everyday objects as materials for transformation, Drenk creates sculptures and installations that reference shapes and forms found in the natural environment. In her two site-specific commissions for Montage Big Sky's lobby area, she used the pages of found books and gave them new life by repurposing and transforming them into stunning dimensional artwork.



Jessica Drenk
Bibliophylum, 2021
Books, wax, pins



Jessica Drenk
Interleave, 2021
Books, wax, glue



**GOOD ART.
GOOD PEOPLE.**