

EFFECTIVENESS OF PUBLIC ART IN URBAN SPACES

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ABSTRACT

The public spaces in our cities are considered to be improved by public art. Public art is essential in public spaces because it contributes creativity and gives the area a purpose.

Public spaces with a variety of works of art add to their vibrancy and inclusiveness, which can encourage interaction between the general public and works of public art.

These types of artworks, which are openly accessible for everyone to engage with physically or intellectually, can have an impact on the built environment, not only in terms of beautifying the city or improving the design of public areas, but also in terms of enhancing the city's cultural experience.

PUBLIC ART

Public art is not an art form. It can be any shape and size. Its shape can be carved, assembled, assembled and painted. What sets public art apart is the unique connection between how it is made, where it is, and what it means. Public art has the power to raise awareness, transform the landscape, and express the values of a society. This work is displayed in public areas and serves as a platform for collective expression. (Adapted from Temple University Press, 1992). Public art is visually and physically available to the public. They are installed in outdoor and indoor public spaces.

Such works of art come in a variety of forms that represent social, cultural or universal values. Heritage can also be used to highlight the most important aspects of a region or country. According to its name, it is a form of art that is not located in formal art galleries and museums but rather has greater accessibility to the general

public. Taking this claim a step further, it is said that artwork created for museums and galleries does not face as much criticism as that created for public spaces that anyone can view. (Hunting, 2005).

Public art is an umbrella term encompassing all works of art that have been obtained with public funds or entered the public domain (e.g., by donation or public exhibition), where they are located within the community, or It doesn't matter who sees them.



TYPES OF PUBLIC ART:

(Reference : Article by Masterclass)

Public art is of various different types which can be installed in public spaces.

- installations: This type of public art takes location into account during the design process. Art in stations and other public facilities is considered an installation in public space.
- Application: Murals and sculptures attached to buildings and other structures are the applied arts of public spaces. They are usually large and clearly visible on the street.
- Integration: Sidewalks, building facades and landscapes house art integrated into public spaces. An artist or design team creates art around what is available, considering the surface. For example, designing a large shape into a lawn.
- Standalone: These are usually free-standing sculptures or large site-specific structures, such as public sculpture gardens.

Based on the purpose of the public art there are three forms of public art:

- Historical : This type of art reflects on the historical significance of the place or the city. It connects the communities through the tradition and culture of that place. Historical art is generally related to any historical event or an important person of the history.

- Aesthetic : Aesthetic art is the artwork that is mainly used for aesthetical treatment or for the beautification of the place. These can be used to attract attention of the eye.
- Functional : Functional artwork such as street furniture, signs, information boards etc are often used for certain function.

This research focuses on two-dimensional visual art that is murals, paintings or graffiti. This type of Public art is economical and easy to install or apply in the city. Large part of the community can take part in the process of making this type of art work.

MURAL

Mural is "a painting applied to and made integral with the surface of a wall or ceiling" (Encyclopædia Britannica, 2010). It can be found either inside or outside the building. Mural is economical to make as it requires normal paints and brushes to make it. It does not require lot of maintenance and can be created without making a fuss. Various other techniques and materials are also used nowadays by the artists.

Any form of visual art that is applied to, or is a part of, walls or other surfaces, whether on private or public property, and is available to the general public, is considered a mural.

URBAN ENVIRONMENT AND URBAN PUBLIC SPACES

The public realm is defined by Francis Tibbalds (1992: 1) as "all parts of the urban fabric to which the public have physical and visual access." The area we share with strangers, those who are not our family members, acquaintances, or co-workers, is known as public space. (Walzer, 1986: 470).

The main markers of accessibility and activity are included in almost all definitions and viewpoints about public space. Urban public space is a place in the city that is open to everyone and serves as the hub of action there. They are "controlled by a public agency, and are provided and managed in the public interest," in the words of Madanipour (1996). Public areas in cities could be examined in various ways : streets; squares; areas under the bridges.

URBAN LIVABILITY AND SUSTAINABILITY

Livability :

Spatial relationships between urban elements i.e. buildings, streets, etc always affect the quality of urban space, making cities more or less livable. Urban quality of life is the ability of an urban space to meet the well-being and quality of life expectations of its residents. Measurable spatial patterns underlie the development of livable cities.

Habitability is the quality of life of a community living in a particular environment. It involves the built and natural environment, but is also based on psychological factors such as emotions and perceptions. Research shows that the quality of life in and around a space affects the entire community in terms of health, economy, education, social life and culture.

Public art helps in making places livable by adding aesthetic, cultural and informative value to leftover or abandoned spaces of the city. It helps in creating a better environment for the city as well as its citizens or communities.

Sustainability :

Oxford defines sustainability as using natural products and energy in ways that do not harm the environment. Development that satisfies current requirements without jeopardising the ability of future generations to meet their own needs is what we call sustainable development.

It is a global development process that minimizes environmental resources and reduces impacts on environmental sinks, using processes that simultaneously improve the economy and quality of life. ' Simply put, it's 'long-term quality of life.'

Some types of Public art uses certain sustainable materials for creating art work in public spaces. It provides information to the people about the importance and the need for sustainability in the future.

SUMMARY

Public art is not just art placed in public spaces. Public art is thought to contribute to contemporary urban issues through its participatory process and interactivity that engages the masses. As compared to other public art types, murals are popular because they are relatively inexpensive and accessible to community members. Mural paintings seem to be more accepted due to their benefits of being able to contribute in some way to the urban environment and ultimately to the economic development of the city.

CASE STUDY : MURAL ART IN INDORE CITY

Description of the The City of Indore :

The biggest and most populated city in India's Madhya Pradesh state is Indore. In 2011, the projected population of Indore was 3,570,295 and 1,994,397. The most heavily populated major metropolis in the Central State, Indore has a land area of just 530 square kilometres (200 square miles). (As per Wikipedia)

Characteristic of Indore City :

Indore has been selected as one of 100 cities in India to be developed as smart cities as part of the Smart Cities Mission. It also qualified for the first round of the Smart City Mission and was selected as one of the first 20 cities to be developed as a smart city. Indore has been part of Swachh Survekshan since its beginning. According to Swachh Survekshan, in 2017, 2018, 2019, 2020, 2021 and 2022, he has been ranked as the cleanest city in India for six consecutive years. (as per wikipedia)

Indore is very rich in culture. It is also known as the India's food Capital. The street food if Indore is very popular. The two most popular Steet food places are Chappan Dukan and Sarafa Bazaar.

Since The State of Madhya Pradesh shares border with five other states, The city has people of various culture and traditions. Indore comes under Malwa region and was ruled by The Holkars.

Indore is the educational hub of the Central India. It has various colleges, schools and coaching centres. Indore has a very large student population. Indore is the first city of India to have both IIT and IIM.

Indore has lots of Public urban spaces and these urban spaces plays a huge role in the city's development. Such spaces can be improved through the help of public art.

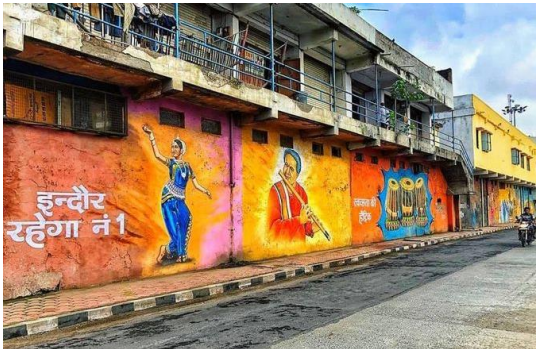
The study of Mural Art in Indore city :

Left over and abandoned spaces are common phenomena in cities. In many major cities like Indore, such neglected spaces would be illegally occupied by informal sectors or the homeless. In Indore, such spaces seem to be left empty and unoccupied, making them ideal spaces for vandalism. These types of places create dull image of the city.

In 2016 after the Swaccha Bharat Abhiyan was initiated Indore Municipal Corporation took the responsibility in its hands to transform the urban spaces of the city. Many walls of the city were painted, murals were made and the previously dirty and dull spaces were transformed with the help of public art.

Some of the Major public urban spaces in Indore which are transformed through public art :

Bhawarkua Road and Square; Bypass Bridge; Race Course Road; Sanjay Setu



These type of Public art adds value to the urban space and also impacts the urban environment the community of the city.

Using the case of Indore city and reflecting upon the research following Points are discussed:

Artistic Value of the art : These murals get appreciation for the creativity of the artists. These murals reflect the culture of the city and surroundings and sometimes provide information to people. The use of vibrant colours and materials makes it unique.

In Indore the walls of the street that are near some buildings are painted to the themes that tell public about the type of activity or business that the building has. It provides information to the public and also makes the urban space livable. Sustainable materials are sometimes used in the artwork.

Aesthetic Impact : Some urban spaces that are left abandoned or make a bad impression on the public and of the city, by applying these mural arts that spaces can be made aesthetically beautiful. These paintings automatically create a beautiful picture for our eyes and makes the dull places bright and active.

It increases the people activity near these areas as well. Such places now can be used by vendors or it can be used for recreational purposes.

Acceptability by the citizens : Murals and paintings are acceptable to all as they don't hinder with the structure and surroundings of the buildings or spaces. It is also economical but makes a great impact on the space.

Message of the art : Murals provides information and valuable messages to the community about the current affairs or history and culture of the city.

In Indore during swacchata sarwekshan the Indore Municipal Corporation painted many walls regarding the messages of cleanliness. It motivated the citizens in working for the betterment of the city.

Murals also helps attract tourism, they can showcase the culture of the city to the tourists.

Participation and appreciation : Public art provides employment to the artist and helps them grow by showcasing their talent on the walls of the streets. The citizens can also take part in making murals and paintings. It will bring different groups and communities together in working for the betterment of the space.

Negative Impacts of the art : Sometimes the mural or the artwork can create nuisance and create a negative image if made in wrong places or due to poor quality of work.

If not done with the permission of the respective authority it can be considered illegal aswell. Sometimes the citizens can object on the public art if it gives wrong message to the public. Use of wrong type of material can also cause trouble and can have negative impact on the urban environment.

CONCLUSION

How does Public art affect the Urban Spaces what are its benefits and helps to enhance the overall aesthetic and cultural experience of the city?

Based on research on public art and its effects on Indore's urban public spaces, it is possible to draw the conclusion that public art has a beneficial influence on the city's physical, social, and cultural environments.

From the research we can conclude that the role of public art in urban environment brings lots of benefits to the artists and communities who are involved in art project. It also brings value to the city. There are various benefits of public art, to name a few :

- Anyone can access public art. Not only in galleries and museums, but in public places.
- Enrich our physical environment by bringing streets, squares, city buildings and schools to life.

- A great tool for civic engagement, building social capital and promoting civic discourse.
- Provide career opportunities for artists and foster an environment in which creative classes thrive.
- Promote the local economy. Enterprises supply materials and labor. Restaurants, hotels and transportation companies benefit from locations that attract visitors.
- This is an investment to create a place that is measured in terms of livability and quality of life, while also inspiring community pride.
- Energize where people work to improve employee morale, productivity and respect.
- Create a supportive learning environment. It opens eyes and hearts! Engage students in an environment conducive to both learning and having fun.
- Raise public awareness of important community issues such as environmental protection and respect for diversity.

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