

MUNICIPAL CORPORATION OF GREATER MUMBAI

CHE/01599/DP/Dy.M.A. dt. 20.04.2019

Subject:- Guidelines from the Mumbai Commission for Arts, Music & Culture (MCAMC) for submission of any proposal for installation of art work, mural, sculpture, I Love "Ward / Area", wall painting, wall murals, etc. in respective wards.

Ref:- i) MC directive u/ no. DMC/DM / 1409 / MC dtd.15.02.2019

ii) MCAMC meeting Dtd. 06.03.2019

The MCAMC was constituted on 17.03.2018 as per Govt. GR dtd. 28.2.2018. The same was uploaded on MCGM portal and all the concerned depts. of MCGM were separately intimated about formation of the MCAMC and its terms of reference.

A further directive / Circular has been issued by me on 15.02.2019 u/no. DMC/DM/1409/ MC directing that prior permission of the MCAMC be obtained for any art installation in public spaces. It was mentioned that for any proposal, from any person / trust, of any temporary or permanent art installation, statues, flags, sculptures, wall murals, art works, wall painting, articulated Gateways, memorials, or any art-related works in public spaces, (i.e. roads, traffic islands, gardens, play grounds, junctions, promenades, open spaces, compound walls etc. within MCGM jurisdiction) the following procedure should be adopted:

- 5) All such art installation proposals should be submitted in writing to the MCAMC or concerned Asst. Comm. of Ward with requisite documents / through architect. The respective Asst. Comm. shall scrutinise and then submit the proposals to the MCAMC.
- 6) Only after obtaining prior permission of MCAMC, any proposal for art installation should be implemented.
- 7) On receipt of application from any applicant or Asst. Commissioner, the MCAMC shall convey its remarks in writing within 30 working days.
- 8) If any such installation is found erected in public spaces without clearance from the date of this Circular, then appropriate action will be taken by concerned Asst. Comm. as per provision of section 313-314 of MMC act 1888 and as per provisions of MRTP Act 1966.

Pursuant to the above said circular, I have been informed that the MCAMC has received proposals from various wards seeking NOC from the MCAMC for art installations. However, relevant details such as size, exact location plan, colour scheme, material etc. were not submitted. I understand that the MCAMC felt that the submission did not comment about any concept or context behind the proposed installation.

The overall idea for establishing MCAMC was not to clutter the city with a very large number of installations. It was to improve the overall aesthetics of the city. Hence such proposals should be brought forth only if they have great merit and embellish the aesthetics of the city. Assistant Commissioners are directed to bear the following in mind:

- 1) MCGM funding should not be used as far as possible.
- 2) It is reiterated that the idea is to install only such art pieces that have great merit and will add to the aesthetics of that area and not to trigger installations of a very high number of art pieces.
- 3) Installations should be of high merit and contemporary considering the global image of the City.
- 4) There has to be a context and concept behind any art installation.
- 5) Sculptures proposed to be placed on road dividers should not hamper the traffic flow and should strictly be confined within the width of divider.
- 6) Any installation proposed on a footpath should not hamper the movement of pedestrians.
- 7) Trees near the installation should be maintained properly and roots should not be constrained.
- 8) It should be ensured that installation or sculpture or mural should not resemble any personality. In other words statues should not be erected under the guise of a sculpture / mural.
- 9) The site for installation should be easily accessible & visible with appropriate setting for convenience of public.
- 10) Permission should be given for a temporary period of say 1-3 years with evaluation of the installation every six months on the basis of its maintenance, relevance & public feedback if any.

MCAMC's general set of guidelines / criteria to be complied with while submitting any proposal for art installation to MCAMC will be separately communicated so that an informed decision could be taken in this regard.

-Sd-

(Ajoy Mehta)
Municipal Commissioner

Copy to :-

Dir.(E.S.&P.) / D.M.C.(S.E.) / D.M.C.(E) / D.M.C.(Vigilance) / D.M.C. (R.E.) /
D.M.C.(S.W.M.) / D.M.C.(EDU) / D.M.C.(Z-I TO Z-VII) / CITY ENGINEER / CHE (Vig.) /
CHE(BM) / CHE(CTIRC) / CHE(ROADS) / HE / Asst. Com. A Ward / Asst. Com. B
Ward / Asst. Com. C Ward / Asst. Com. D Ward / Asst. Com. E Ward / Asst. Com. F/N
Ward/ Asst. Com. F/S Ward / Asst. Com. G/S Ward / Asst. Com. G/N Ward / Asst. Com.
H/E Ward / Asst. Com. H/W Ward / Asst. Com. A Ward K/E / Asst. Com. KW Ward /
Asst. Com. L Ward / Asst. Com. M/E Ward / Asst. Com. MW Ward / Asst. Com. N
Ward / Asst. Com. P/S Ward / Asst. Com. P/N Ward / Asst. Com. R/S Ward / Asst.
Com. R/N Ward / Asst. Com. R/C Ward / Asst. Com. S Ward / Asst. Com. T Ward /
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II/DY.CHE(BP)SP.CELL / E.E.(D.P.) ES/P&R/H&K/City.

Ref:- MGP/4533 dtd. 20.04.2019

The direction of the hon'ble M.C. is forwarded herewith for information and taking appropriate cognisance please.

AsBhatte
20/4/2019.
Dy. Municipal Architect
(Development Plan)
Member Secretary, MCAMC