

PUBLICA 2016: Delhi and Mumbai gear up for the second edition of the public art festival

23 January - 29 February 2016

New Delhi 30 October 2016: After the resounding success of the 2013 edition, PUBLICA, the public arts festival, returns to Delhi in 2016 in a bigger, more engaging and more international form. The second edition of the festival is scheduled to take place in Delhi and Mumbai from **23 January - 29 February 2016**.

The 2013 edition engaged over **2 million people** during a month in Delhi, and this edition hopes to reach even greater audiences. PUBLICA 2016 has invited Indian and International artists to produce works to feature in the festival under this year's curatorial theme, 'Touch'. Artists will make site specific works responding to the local context and guided by the festival's theme. The finished works will be placed in high footfall areas around Delhi and for the first time Mumbai, in an attempt to build on the outreach of the first festival and touch as many people as possible.



The Indian Weightlifter by Krishna Murari and Shashi Bala

The 2016 edition will be spread over fifteen to twenty indoor and outdoor high footfall venues ranging from cultural centres, to bustling street markets, metro stations, parks and teeming shopping malls. The city will become the backdrop for a series of visual and performance based installations created by a range of artists who will create visually engaging, dynamic pieces of public art. Artists in PUBLICA 2016 include **Gigi Scaria, Anant Mishra, Owais Husain, Deepjyoti Kalita, Krishna Murari, Tushar Joag, Jasone Bilbao, Bhuwal Prasad** and **Raktim Parashar**.

The idea of the festival is to remove artworks from their limiting traditional setting of museums and galleries and put them in view of broader audiences to try and drive engagement in the arts and promote cultural change at grass roots. Venues for artworks in this edition include, **Indira Gandhi International Airport, Shanti Path, Nehru Park, Children's Park, Select Citywalk Saket, DLF Emporio, Vasant Kunj, Nizamuddin Basti, India Habitat Centre** and **Cyber Hub Gurgaon**.

Surbhi Modi, Founder and Chief Curator, PUBLICA and Floodlight Foundation,

"At Floodlight we feel strongly about the need to support public art projects in an attempt to enrich the cultural landscape of our cities but also expose more people to art. Through our installations as well as the extensive educational outreach, we hope to make a lasting impression on our ever expanding audiences and build support to take PUBLICA to new cities and new audiences on every edition."

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Educational outreach is a fundamental pillar of the programme and PUBLICA will include several partnerships including; ArtReach who will be running an arts project with underprivileged children; And Safe Educate (an arm of Safe Express) with live painting of a mobile container school by artist in residence, Bhuwal Prasad. PUBLICA would also like to encourage the public to vote for their favourite work which will be donated to the city for display for a year in the hope that it will encourage a groundswell of support towards more public art in our cities.

NOTES FOR EDITORS

About Surbhi Modi, Founder and Chief Curator, PUBLICA and the Floodlight Foundation

Surbhi Modi, curator, artist, mentor and creative entrepreneur is spearheading the Floodlight Foundation. She holds a Masters in Contemporary Art from Sotheby's Institute of Art in London and an MBA from IMI, New Delhi. Surbhi is part of the advisory committee of the International Institute of Fine Arts (IIFA) where she has led several initiatives to increase interactions and strengthen links between the industry and the university.

In 2011, she curated *Age of (T)Reason* for the Olympia Art Fair in London where she showcased renowned artists like Picasso, Pissarro and Jamal Naqsh amongst others. In 2013, she curated the highly esteemed PUBLICA, a month long public art festival throughout Delhi. In April 2014 she curated the exhibition *Beauty in the Beast*, at the Alliance Francaise, New Delhi, celebrating Bacon's notion of ordered chaos and showcasing some of India's most promising artists.

About the Floodlight Foundation

Floodlight Foundation is the first of its kind nonprofit artist mentoring and management agency in India. The Foundation provides artists with an environment where they can fine-tune their practice, receive curatorial support, technical guidance in making their works, and finally get help in promoting their works. Floodlight was set up to promote the patronage and appreciation of the visual arts. While acting as a platform for young and emerging artists, Floodlight also intends to build art awareness and appreciation among collectors and broaden the base of art connoisseurship. As India's foremost patron of new artistic commissions, projects and exhibitions in public spaces, their main drive is to increase the average person's engagement with the arts and to make art a part of everyday life.