

LODHI ART DISTRICT

Date: December, 2015 – February, 2016

ST+ART DELHI 2016

St+art India Foundation returns to New Delhi with the fourth edition of its Urban Street Art Festival – St+art Delhi 2016, with the highlight of this festival being its marquee project – The Lodhi Art District.

Partners With The Ministry of Urban Development to Creatively Spread the Message of Swachh Bharat

Between December 2015 and February 2016, St+art India Foundation will work in close collaboration with CPWD to re-invigorate the Lodhi Colony area of New Delhi. International and national acclaimed street artists will work on walls between Khanna Market and Meherchand Market to convert Lodhi Colony into India's first Public Art District.

Public Art Districts have been known to improve the visual identity of cities worldwide and, in cases, led to an increase in tourism. The aim of the project is to work closely with the community of Lodhi colony and government bodies to create artworks in public spaces which make art more democratic and accessible to everyone.

The Lodhi Art District project also builds on the idea of Swachh Bharat Mission and will be initiated throughout the next two months with a focus on the involvement of RWAs (Resident Welfare Associations). The Ministry of Urban Development has commissioned the art project to St+Art Foundation to creatively spread the message of Swachh Bharat Mission. Together with the RWA's of Lodhi Colony the festival will also see the making of a wall specifically for the Swachh Bharat Mission with participation of Lodhi Colony residents. A workshop shall be conducted with the residents which shall lead to the creation of our collaborative wall.

"We are very glad to work on the Swachh Bharat Mission and with the Ministry Of Urban Development. Art has the potential to create a positive impact on Lodhi Colony and its residents while also paving the path towards making people more conscious about their environment. Through the creation of India's first public art district we hope to work with the government on more projects to create an alternate and sustainable approach towards the Swachh Bharat mission."

Arjun Bahl - St+Art India Foundation Co-Founder & Festival Director

To further reinforce and consolidate behavioral changes, an intensive cleanliness drive under 11 thematic drives was launched in October to propel people into action for cleanliness. The Ministry has tied up with St+Art Foundation in an attempt to reach out to households and propagate the message of holding pride in keeping their societies clean.

"I want to thank St+Art Foundation for bringing together artists from across the world to promote our message of a clean society. The artworks installed would discourage people from irresponsibly spitting and dropping litter on the streets, and aims to involve the community to ensure a sense of ownership and prestige amongst residents. The wall art

would also promote Lodhi Colony, which has always been known for maintaining clean surroundings.”

Praveen Prakash, Joint Secretary, Ministry of Urban Development and Mission Director, Swachh Bharat Mission

About Lodhi Colony:

Lodhi Colony bears a rich history in Delhi's timeline with its iconic architecture, the last mark left by the British Raj. With places such as the Lodhi Gardens, Safdarjung's tomb, the ever bustling Khan market and the emerging Meherchand Market it is a cultural and youth hub enhanced by the presence of the India Habitat Centre and India International Centre.

However, the current state of Lodhi Colony is in stark contrast to this rich heritage. The walls appear old and worn down, the structures bare. St+art India aims to act on the visual identity of Lodhi Colony to by turning it into a contemporary open-air gallery and putting Delhi on the worldwide cultural map.

Art for Everyone:

Street art is a global sub-culture through which artists use public spaces to create artworks. 'Art' is usually regarded as a novelty of the rich, being exclusive only to the higher strata of society. The aim of St+art India is to change that and make art accessible to everyone in the public domain leading to conversation and engagement with a much larger audience. Through workshops, screenings and talks St+art India encourages people to be involved in public art and to reimagine the use of public spaces.

“Art has been a novelty of the elite for far too long and with the festival we aim to change exactly that. With the Lodhi Art District project we hope to create an opportunity for a larger number of people to not only experience art, but also have conversations around it - leading to ideas of reimagining public spaces and the effects art can have on building community pride.”

Akshat Nauriyal - St+Art India Foundation Co-Founder & Content Director

Swachh Bharat reimagined

The ongoing Swachh Bharat campaign, a cleanliness initiative pioneered by the prime minister of India, Shri Narendra Modi, is given a contemporary twist through this project, with the use of art to improve and maintain public spaces. Similar projects across the world have proved that areas with public art build community pride and therefore are more prone to be maintained and kept clean by the local community.

Quote from Hanif - [HERE](#)

Art Tourism in India:

Art tourism is a rapidly growing industry worldwide. Global cities are looked upon as destinations for the art as much as their tourist attractions, especially by young travellers. Being an open colony with pedestrian friendly sidewalks, charming architecture and large walls, Lodhi Colony offers perfect canvas for a walkable art district.

Quote from Giulia - [HERE](#)

Through this initiative, St+art India Foundation hopes that the Lodhi Art District can become a case study for a good, prolific practice of public and contemporary art for society at large. Once finished, the Lodi Art District will be an internationally renowned area with artworks from some of the top street artists of the world. This in turn can help generate a lot of revenue through tourism and also enhance the image of New Delhi as a Global Capital of the world.

Lodhi Art District will be the pilot project under the Swachh Bharat campaign and the aim is to have at least four more such art districts in other urban Indian cities by 2020.

Participating Artists: Anpu (India), Agostino Iacurci (Italy), Amitabh Kumar (India), Baadal (India), Borondo (Spain), Chifumi (France), Daku (India), Nafir (Iran), Gaia (USA), Guesswho (India), Mr. Singh (India), Harshvardhan Kadam (India), ECB Hendrick Beikirch (Germany), Lek & Sowat (France), Never Crew (Switzerland), Ranjit Dahiya (India), Reko (Australia), Shoe (Netherlands), Senkoe (Mexico), Shilo Shiv Suleman (India), Suiko (Japan), Tyler (India), Zbiok (Poland)

About St+Art Foundation

The St+Art India foundation is a not-for-profit organization that works on art projects in public spaces. The aim of the foundation is to make art accessible to a wider audience by taking it out of the conventional gallery space and embedding it within the cities we live in - making art truly democratic and for everyone.

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Facebook	http://www.facebook.com/startindiafoundation
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