Public Art Guidelines:

Applies to all pieces of art which cost INR 5 lacs* or more:

Public Art should fulfill atleast any one of the following criteria:

i. Should be memorable viz. something people would like to be photographed with.
ii. Should be usable (viz. interactive).
iii. Communicate (reasonably clearly) a message which is important to the brand positioning.

In addition,

i. Generally, public art should reflect a degree of 'smart' wrt the thinking/innovation which would set it apart.
ii. Each piece should be marked with a description containing "Name of Piece, Date of Installation, Name of Artist and a brief description".
iii. Public art pieces should be 'hardy' viz. not easily damaged by exposure to the elements or human touch.
iv. Public art pieces needs to be properly secured / anchored/fitted such that they cannot be easily stolen.

* as in 2013, to be increased by 25% every leap year starting 2016