MUSEUM OF ART & PHOTOGRAPHY

Impact Assessment Report

FY 2021-22

Supported by

Wipro Foundation

Implemented by

Art & Photography Foundation

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EXECUTIVE SUMMARY

Location
Bengaluru

Beneficiaries

- Students
- Persons with Disabilities (PwD)
- Art & Photography Enthusiasts
- Museum Visitors
- Artists, Conservators and Collectors

Benefits

- Developing Museums as spaces for exchange of ideas, culture, and stories
- Inclusive public spaces for interaction around Art
- Collection of rare Art, History and Culture related books as a part of Wipro Library

Key Findings

Program Design

- The program aims to support the development of public spaces i.e., Museum and a Library with key focus around accessibility and inclusion.
- Dedicated around the theme of Art and Photography, the program tends to develop cultural spaces of exchange through art and foster the spirit of creating vibrant, inclusive, and sustainable society.
- Engaging students from government school, organizing day long annual events as well as facilitating visits for Wipro's customers are aimed at building the ecosystem encouraging deeper understanding of our world through art.

Program Delivery

- Supporting the construction of the museum building, spread across 44,000 square foot and five galleries, which includes auditorium, an art and research library named "Wipro Library", education centre, specialised research and conservation facility, café, member's lounge, and fine dining restaurant.
- Curating museum visits for government school children from institutions in and around Bengaluru with the objective of fostering inclusion.
- Conducting day long annual events comprising talks, panel discussions, film screenings etc., around themes aligned with principles of inclusion and sustainable development.
- Facilitating Wipro's customers visits to the museum as a part of Wipro's customer relationship engagement.

Impact Created
- Engaged with 2074 children through 90 workshops during the assessment year (FY 2021-2022).
- Setting up of completely functional and freely accessible library, named Wipro library hosting rich collection of rare Indian Art, History and Culture related resources.

Recommendations

- Seating capacity may be improved at the Wipro Library through provision of more tables and chairs
- Laptops/desktops may further aid in better utilisation of the available resources. Desktops/laptops and Finding Aid could be provided to the visitors for easy navigation around the content of archival collection at the library.
- Open access of resources in Wipro Library may be provided to visitors by designing proper library related policies, compliances, and management systems.
- More capacity building initiatives and knowledge-sharing platforms for school-based educators may be designed around Art Education

SEARCHING FOR FORM

INTRODUCTION

Museums as a cultural institution, have evolved to reflect the zeitgeist of their times. True to their etymological origin – 'mouseion' [1] or seat of 'muses', these institutions were originally sites of philosophical contemplation; however, they increasingly grew into sites of cultural preservation and propagation – playing a unique role in forging nation building narratives and unveiling new kinds of knowledge. With traditional industries on the decline, countries looked for new ways to revitalize their economies and museums have assumed an important economic narrative. Their possibilities to attract investments, create jobs, and increase GDP growth has been widely acknowledged. Even though the core function of a museum has and will remain the preservation and transmission of culture; however, a 'museum' is increasingly seen to blend into the social and economic landscape of its surroundings in myriad ways.

Socially, museums plays an important role in cultural and educational development, due to the transmission of knowledge, and inspiration to support creative projects. Children – especially, are able to change their attitudes towards learning and hone their critical thinking abilities; while teachers feel supported in delivering class content in lively and engaging ways. A museum is also an important actor in redefining the design landscape of a city – both physically, and socially. Not only can these spaces re-vitalize urban spaces slipping into degeneration through renovation activities but can infuse new life into these areas by fostering lively communities around the institution, while also reviving the local economy. Thereby and together, these spaces become important vehicles of urban 'regeneration'.

An over-looked, yet important role of a museum is its ability to foster inclusion, health, and well-being of the communities it serves.[2] Literature has increasingly shown that there are strong associations between well-being and engagement with the arts. Museums were potentially shown to increase longevity, reduce anxiety and depression, while also soothing patients with dementia, and enhancing general well-being. Furthermore – museums can provide spaces to foster dialogue between mainstream and indigenous communities, fostering reconciliation between the two.[3]

While much has been said about the qualitative impact of museums on social and economic life; however, there have increasingly been a range of quantitative studies – allowing policy makers to monetize the benefits of museum. The Institute for Learning Innovation, in their study surveying 5,499 people across 11 museums, revealed that, on an average, the physical and social benefits of visiting a museum outlasted the personal and intellectual ones[4][5]. However, the benefits of visiting a museum went beyond the four areas, and had perceptibly improved well-being levels among visitors.

The study reveals that on an average, "the multiday benefits of an art museum experience were equivalent to $905 per person, per visit in economic value." The study also highlights, that each of the museums under the study delivered an average $325 million worth of well-being related economic value to customers. A cost-benefit analysis revealed that the benefits to cost ratio was roughly worth $12 of benefit achieved for every $1 spent. While the figures presented were individual - the true power and value created by art museums lay in their collective value, by collectively serving hundreds of thousands of individuals each year.[6]

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India, at present, hosts more than 1000[7] museums, representing the rich artistic legacy of India intertwined with its rich artistic, cultural and philosophical heritage. India's complex art history traces its roots back to pre-historic Bhimbetka cave paintings depicting daily lives, hunting and rituals. These were followed by artefacts from the Indus valley civilization ranging from pottery, mother goddess sculptures, seals, and jewellery. Signatures of Vedic and Mauryan culture are visible through rock edicts, pillars along with intricate carvings, designing and inscriptions. More sophisticated techniques emerged, with Buddhist and Gupta Art dated to 3 & 6 B.C.E displaying rock cut architectures, beautifully crafted sculptures, and intricately designed temples.

[2] https://mgsprod.wpengine.com/wp-content/uploads/2023/01/a172-literature-review-evidence-of-impact-of-museums-in-the-fields-of-health-and-wellbeing-final-report-200121.pdf
[3]https://www.tandfonline.com/doi/pdf/10.1080/09548960600615947
[4[http://www.instituteforlearninginnovation.org/wp-content/uploads/2022/11/FINAL-Measuring-the-Public-Value-of-Art-Museums-TECHNICAL-REPORT2.1.pdf
[5] https://www.forbesindia.com/article/lifes/measuring-the-societal-and-economic-benefits-of-museum-visits-in-enhancing-wellbeing/85613/1
[6] https://www.instituteforlearninginnovation.org/for-immediate-release-new-study-measures-the-public-value-of-art-museum-experiences
[7] Press Release: Ministry of Culture, Government of India, 2022. Retrieved from pib.gov.in/PressReleaseIframePage.aspx?PRID=1798527

The growth of Medieval Indian Art during 7th – 16th CE experienced the blooming phase of Dravidian architecture as well as Mughal craftsmanship. Many contemporary art – visual and performing, along with culinary objects can trace their origins to this syncretic period – populating not just museums, but daily cultural artefacts populating India's traditional and metropolitan landscape. Western influences in Indian art forms particularly made themselves apparent during colonial and post-independence eras fusing traditional and European techniques as can be seen in the paintings by Raja Ravi Verma, the Progressive Artists Group, and Bengal School that sought to re-interpret Indian culture in a new light – reaffirming Indian identity in new ways.

The advent of Digitalization and technology have now transformed the Indian art scene – adding new media, techniques fusing light and sound, and the creation of immersive experiences with AR & VR technologies. As a signature of changing art and cultural artefacts – the museology landscape is also constantly shifting, reflecting new modes of mediation between culture and the public emphasizing participatory approaches, inclusivity, and accessibility beyond borders. Theme based museums specializing in Natural History, Military, Music, Anthropology, Science & Technology, Arts & Craft etc. have also widened the scope of providing specific content and holistic experiences to visitors. Indian museums such as the Indian Museum (Kolkata), Bihar Museum, National Museum (Delhi), National Gallery of Modern Art, Salar Jung Museum, Hyderabad are some among the famous Indian museums paying an ode to India's complex art and cultural history.

The Government has also set its priorities in promoting the conservation of art and culture through enactment of various laws, policies, and schemes. One landmark step in this direction is the policy provision of utilizing CSR funds[8] towards the "protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional and handicrafts", as covered in the Schedule VII No. (v) of the Companies Act, 2013. India is also experiencing a transformational shift from the traditional museum centric approach to cultural spaces approach. The Government of India[9] has also been actively engaged in promoting the evolution of Museums as cultural spaces and centres, initiating conversations around best practices in museology through multiple summits and exhibitions.[10] With the global shift towards participatory, inclusive, and accessible spaces – there is large scale shift in discourse in making museums inclusive & accessible spaces, and synchronized with the digital & technological trends of the 21st century. In India,[11] museums are mostly publicly funded institutions, and therefore need to be accessible to all – including individuals with disabilities. With many disabilities linked to impaired vision and hearing, there is a need for contemporary museums to become accessible using multi-sensory methods such as audio-visuals and interpreters.

Among institutes that have attempted to make museums accessible to all, the Natural Museum of National History has been a pioneer in India, releasing braille museum publications, and a garden for persons with disabilities. Alongside NMH and multiple museums making inclusivity transitions, MAP is among one such institution catering to public accessibility needs with tactile art-work, audio-visual guides, and incorporating vernacular approaches to content and workshops to cater to audiences across the disability spectrum & diverse socio-economic strata.

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[8] Schedule VII. Retrieved from schedulefile (indiacode.nic.in)
[9] Press Release: Ministry of Culture, Government of India, 2023. Retrieved from pib.gov.in/PressReleaseIframePage.aspx?PRID=1924585
[10] Press Release: Ministry of Culture, Government of India, 2022. Retrieved from Press Information Bureau (pib.gov.in)
[1]1 Museum Accessibility for People with Disabilities, 2022. Retrieved from How To Make Museums Accessible For People With Disabilities | ReReeti

Closely tied to making museums inclusive spaces, is the need for technological integration. The Government of India has made notable advancements towards integration of museums onto Digital platforms. The National Digital Repository for Museums in India digitizes the rich theme-based collections and artefacts, irrespective of the museum's physical and geographical location, and has so far made the content of 10 national museums available on a single portal. Such initiatives are integral to making museums inclusive spaces for people with orthopaedic and neurological disabilities with motor disabilities. Similarly, the Museum of Art & Photography has also seamlessly integrated technology to bring story-telling to life, through digital archives, interactive technology, and VR simulations that make global content locally accessible for individuals with limited mobility and resources.

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Funded by the Wipro Foundation, The Museum of Art & Photography has created inclusive, accessible community-based spaces for audiences. This report seeks to capture the multi-dimensional activities and impacts created by the Foundation through the grant, for the year 21-22.

ABOUT THE PROJECT

MAP (Museum of Art & Photography) seeks to inspire people to interact with art while encouraging humanity, empathy, and a deeper understanding of the world. It aims to democratize art and change the perception of museums in the country by establishing them as engaging spaces of ideas, storytelling, dialogue, and cultural exchange, while simultaneously building museum going culture.

MAP is divided into five storeys, including art galleries, an auditorium, an art and research library, an education centre, a specialized research and conservation facility, a cafe, member's lounge, and fine-dining restaurant. It is located at the heart of Bengaluru, India on Kasturba Road and features strong focus on accessibility, through innovative technology and appropriate accessibility tools to support people with disabilities who visit the museum.

MAP recognizes itself as South India's first major private art museum encouraging diverse audiences to interact, engage and connect with arts and experience culture in new ways.

At present, MAP is a custodian to the growing collection of over 60,000+ artworks offering a comprehensive journey of Indian art and culture. MAP also hosts the state-of-the-art conservation lab for conservation, protection, and restoration of the artworks using latest cutting-edge techniques for preserving the rich cultural heritage.

On the Governance front, MAP is the legal entity of Art and Photography Foundation, registered as a Public Charitable Trust in Bangalore during 2011. The foundation is governed by its trustees and is supported by private patrons, corporate sponsors, grant giving organizations and The Museum of Art & Photography Foundation, Inc., an independent affiliate of the Foundation in the United States.

Objectives of the project

To support key public places in urban areas such as libraries, museums and fostering inclusion by making such spaces accessible to all sections of the society.

Implementation model

The implementation of the project involved planning, brainstorming and consultation with experts including architects, designers, accessibility specialists etc.

The building has been designed by Mathew and Ghosh, with focus on accessibility, especially for supporting individuals with disabilities. The building has been designed with steel panels, which are embossed with cross patterns. The façade of the structure resembles an industrial water tank, designed metaphorically for bringing the connection of storing something i.e., art in the case of MAP. The designing and execution of the construction was coordinated under the guidance of MAP's Architectural Committee.

The implementation model also witnessed close collaboration between the Diversity and Equal Opportunities Centre (DEOC), MAP's Inclusion Manager, architects, and designers for ensuring that the building complies with the best accessibility practices. It included confirming presence of accessible signage such as fire/emergency, floor maps and other signage on every level of the museum. The construction of the MAP Auditorium was integrated with installation of induction loops, helping the hearing-impaired individuals have immersive and inclusive experience.

IMPACT ASSESSMENT APPROACH

Objectives
- To assess the impact created by the support provided to Museum of Art and Photography
- To visit the infrastructure and identify the alignment of achieved outcomes with expected outcomes

Stakeholders covered
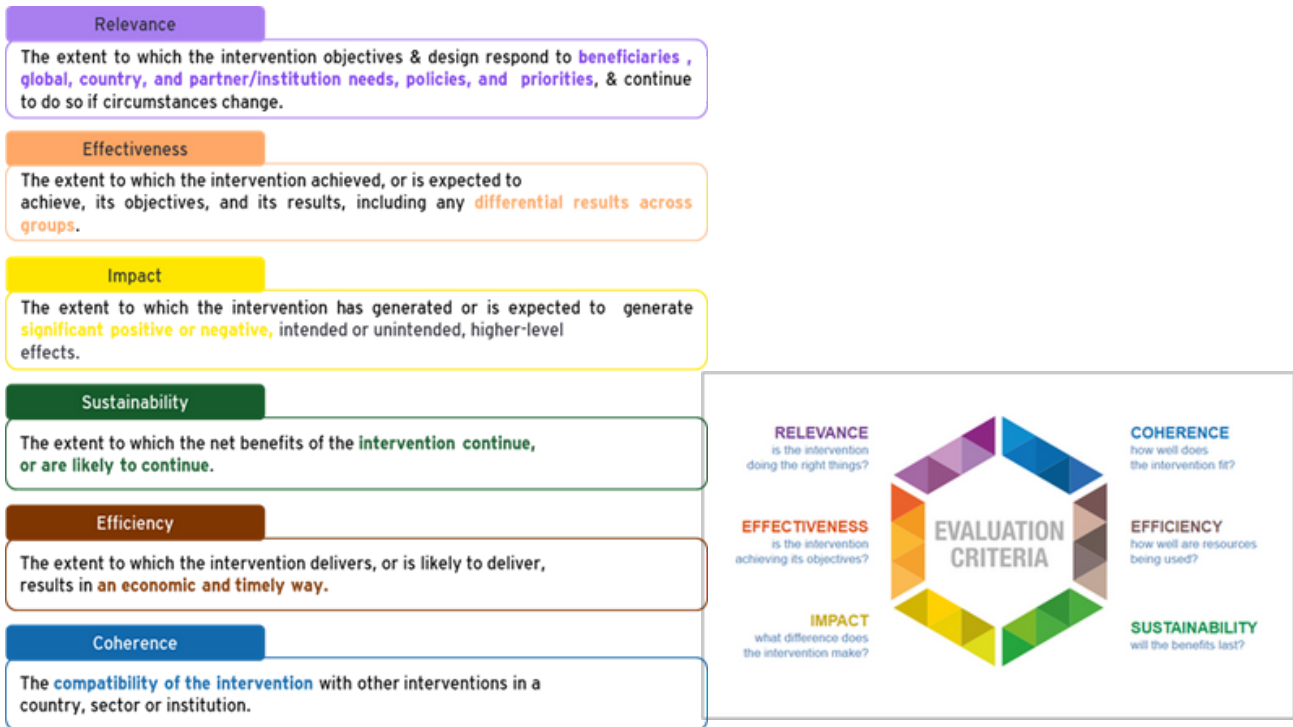
For the assessment, the following stakeholders were covered in stakeholder intractions:
- MAP staff
- School children
- Teachers/educators
- Artists
- Researchers
- Visitors

One-on-one interactions were scheduled with stakeholders either virtually or telephonically to identify quantitative anf qualitative outcomes and impacts of the museum and its activities on them.
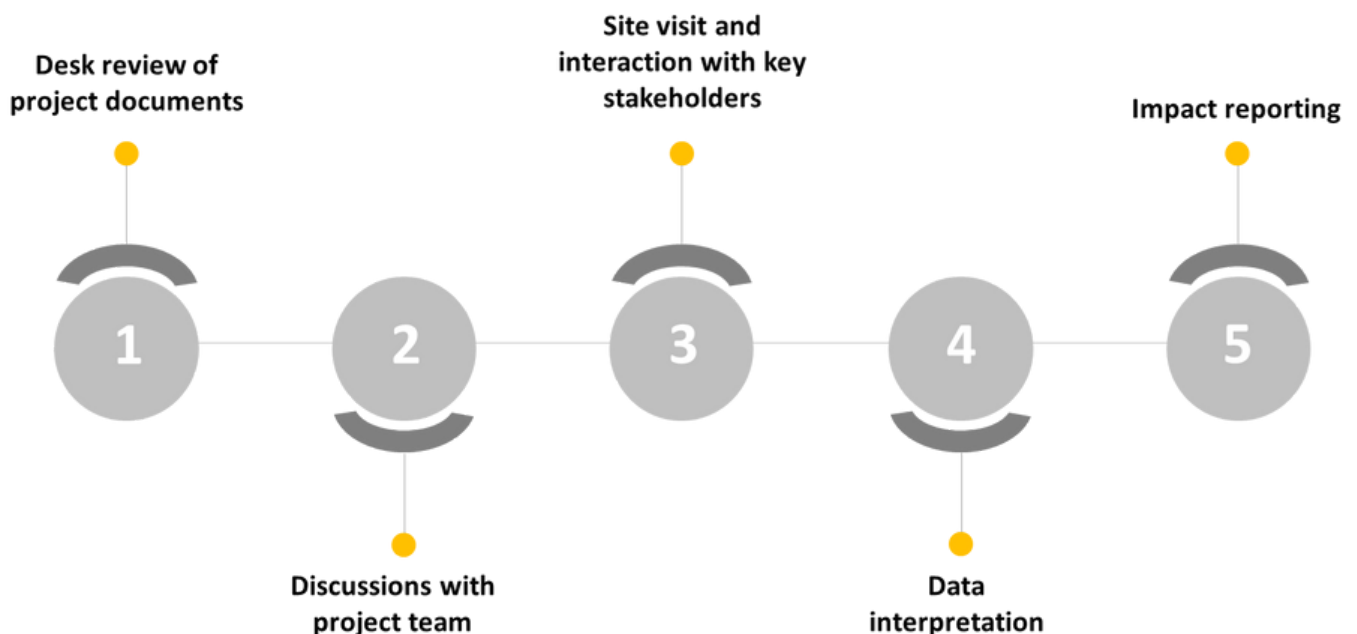
Framework for assessment

For assessment of the impact of project, the OECD DAC Evaluation Criteria were used. This criterion provides a normative framework to determine the impact of any development intervention. The framework has defined six (6) evaluation criteria, i.e., Relevance, Coherence, Effectiveness, Efficiency, Impact, and Sustainability.

Relevance
The extent to which the intervention objectives & design respond to beneficiaries, global, country, and partner/institution needs, policies, and priorities, & continue to do so if circumstances change.

Effectiveness
The extent to which the intervention achieved, or is expected to achieve, its objectives, and its results, including any differential results across groups.

Impact
The extent to which the intervention has generated or is expected to generate significant positive or negative, intended or unintended, higher-level effects.

Sustainability
The extent to which the net benefits of the intervention continue, or are likely to continue.

Efficiency
The extent to which the intervention delivers, or is likely to deliver, results in an economic and timely way.

Coherence
The compatibility of the intervention with other interventions in a country, sector or institution.

EVALUATION CRITERIA

RELEVANCE is the intervention doing the right things?

COHERENCE how well does the intervention fit?

EFFECTIVENESS is the intervention achieving its objectives?

EFFICIENCY how well are resources being used?

IMPACT what difference does the intervention make?

SUSTAINABILITY will the benefits last?

Process

The assessment followed a 5-step process as depicted below:

Desk review of project documents — 1

Discussions with project team — 2

Site visit and interaction with key stakeholders — 3

Data interpretation — 4

Impact reporting — 5

FINDINGS AND OBSERVATIONS

The Museum of Art & Photography spreads across 44,000 square feet of area and comprises of five floors. The Museum includes art galleries, an auditorium, an art and research library, an education centre, a specialised research and conservation facility, a cafe, member's lounge, and fine-dining restaurant. The Art and Research Library, also named as **Wipro Library** hosts rare book collections as well as artefacts related to Indian Art and Culture.

Due to the onset of Covid, the construction of the Museum as well as the library were delayed and the Museum finally opened on 18th February 2023 in physical capacity; however, MAP's Digital Museum was launched in 2020. The **Digital Museum** comprised of the following:

- Exhibitions: This included digital exhibitions which were interactive and designed specially for the virtual realm. The exhibitions allowed viewers to explore the Museum's Collections through artists, themes and mediums.
- Events: Ranging from talks with leading cultural figures to film screenings, workshops, seminars and masterclasses for adults and children.
- Read: Section featuring original and specially commissioned content in the form of blogs, interviews, and essays that make it possible for all viewers to learn more about art and culture.
- Watch: A comprehensive video library featuring all of MAP's online events and programmes, along with short films on artworks from the MAP collection.
- Learn: A one-stop-source for audiences of all ages to engage with art and culture. This included designing resource packs and learning video series for children .

EXHIBITIONS

MAP organized numerous exhibitions across diverse artforms using their collection as well as partnerships with contemporary artists. Some of the key exhibitions include the following:

- Painted Stitches, Woven Stories I: An online exhibition around 19th and 20th Century quilting techniques of Kantha was organized by MAP during the first quarter of 2021-2022.
- Painted Stitches, Woven Stories II: The MAP team curated digital exhibition helping audiences understand the interconnectedness amongst textiles, artists, keepers, motifs, materiality while focusing on the variations of woven textiles in clothing, photographs, paintings and art.
- The MAP team also engaged with the National Institute of Speech and Hearing, Kerala for conducting curator-led walk-throughs and witnessed 90 participants.
- In another exhibition titled "Past Continuous" which was launched in May, focus was laid towards understanding the geography of the city over the years, through the practice of Bangalore-based artist Shanthamani M.
- In June, MAP organized an online exhibition launching "Stories on a Banana Leaf", which offered unique perspective of looking at food as a marker of identity but also as the social glue of our community by bringing together artworks from MAP's collection and interpreting ingredients.

During consultation with artists, the respondents praised the museum and appreciated the availability of the dedicated team of researchers, archivist, conservators, program etc., which contributes to the overall development of art. The artist also considered MAP to be one of the rarest museums in the country which has kept pace with the digital advancements and technology by integrating them suitably into their practice.

EDUCATION & OUTREACH

In the assessment period (FY 2021-2022), the education team at MAP engaged with children through educators by conducting interactive workshops. Additionally, workshops were also organized for the educators too.

The MAP Team added newer materials to the Discover MAP kits, including stories and colouring activities for young audiences. The latest kits include Painting a Red Sky by Manjit Bawa, Art From The Honey Forest, and A Stitch in Time- The Kanthas of Bengal. Another round of addition involved launching 3 new Discover MAP packs: Music to the Eyes, From Kalighat to the World and Knots to Dye For.

2074
CHILDREN ENGAGED WITH IN FY 2021-22

90
WORKSHOPS CONDUCTED

During Summer, MAP also engaged with young audiences by launching the #SummerAtMAP workshops, focusing on India's vernacular art traditions, such as Cheriyal Scrolls, Bhil Painting, Madhubani and Gond-Pardhan.

A digital workshop for educators titled Iconic Images, exploring photojournalism and the idea of an iconic image was also organized by the team at MAP.

The team also launched a fresh online video learning series for young people called Art Sparks, advocating learning and thinking with the arts. The first season basically engaged conversations of young art explorers with a facilitator while eight female artists of India were introduced to the learners during its second season.
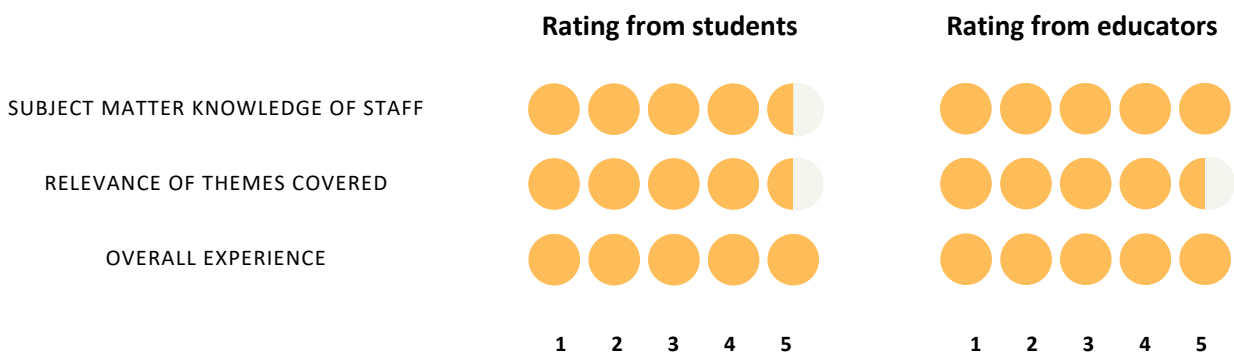
During consultation with students, the respondents stated that they experienced a change in their outlook, perspectives and understanding towards art and various artforms post attending the digital workshop organized by MAP. The students shared that post attending the workshop, they are able to notice the intricacies of the artform such as types of art, medium used etc.

The students also shared their opinion about MAP being different from other museums as MAP offers an interactive and experiential space while focusing on local artforms, indigenous artists and representation. As per the students, MAP also offered holistic perspectives around their subject/artworks through their diverse collections. The students also agreed that engagement with the digital workshop has instilled curiosity and interest around artforms, artists and culture. They also proposed for more such engagements to be designed and conducted with school children.

The educators from these schools mentioned that they partnered with MAP for digital workshops for their students as MAP offered a perfect blend of theory as well as practical exposure through their modules. The respondents also shared about the activity been replicated with students from other classes. One of the respondents also mentioned about inclusion of the course "Visual Arts" as a part of the academic curriculum for students belonging to 11th-12th standard, drawing inspiration from MAP.

When asked to rate the experience of engaging with MAP, the children and educators who were part of these workshops rated the following on various aspects.

	Rating from students	Rating from educators
SUBJECT MATTER KNOWLEDGE OF STAFF	●●●●◑ (4.5)	●●●●● (5)
RELEVANCE OF THEMES COVERED	●●●●◑ (4.5)	●●●●◑ (4.5)
OVERALL EXPERIENCE	●●●●● (5)	●●●●● (5)
	1 2 3 4 5	1 2 3 4 5

MAP ACADEMY

The MAP Academy is a free online platform comprising a comprehensive art encyclopedia, online courses and a blog that encourages knowledge building and engagement with the histories of art.

- Online Encyclopedia: The MAP Academy Encyclopedia of Art (MAEA) is a detailed and inclusive resource, comprising over **2000 articles** covering relevant dimensions around art historical research.
- Online Courses: The MAP Academy launched their first online course titled "Textiles from the Indian Subcontinent", in the form of short videos, engaging texts and quizzes while focusing on stories around textiles from the Indian subcontinent.

PARTNERSHIPS AND COLLABORATIONS

Some of the key partnerships and collaborations forged during the year includes the following:

- <u>Museums Without Borders, supported by FedEx</u>: Museum of Art and Photography collaborated in a first-of-its-kind global initiative of linking museum collections across the world. It featured releasing of episodes, ranging from six to ten minutes each juxtaposing an artwork from MAP with an object from a partner museum. In the past year, episodes have been released featuring the Partition Museum, Amritsar; Maharaja Sawai Man Singh II Museum, Jaipur; Victoria & Albert Museum, London; Maharaja Fatesingh Museum, Vadodara; Horniman Museum & Gardens, London; National Gallery Singapore; Mehrangarh Museum Trust, Jodhpur; Crafts Council UK; Peabody Essex Museum, Massachusetts; Lalbhai Dalpatbhai Museum, Ahmedabad; and Huis Marseille, Museum for Photography, Amsterdam.

- <u>Mindscapes, supported by Wellcome Trust</u>: MAP was also chosen amongst other three institutions namely Brooklyn Museum in New York, Gropius Bau in Berlin and Mori Art Museum in Tokyo for the global project funded by the Wellcome Trust. As a part of Mindscapes initiative, their artist in residence Indu Antony, launched Namma Katte (Our Space in Kannada), dedicated and safe space for sharing and connecting for women residing in the densely populated localities of the city, Lingarajapuram. The idea behind Mindscapes is to facilitate conversations around mental, social and emotional wellbeing through arts.

INCLUSION AND ACCESSIBILITY

MAP has laid extreme focus on ensuring accessibility for their every content and implementing the spirit of inclusivity through their actions. Some of the key features include:

- Integration of accessibility features such as Alt text, audio description, Indian sign language interpretation and subtitles, where required during digital exhibitions.
- Creating guided tours of exclusive exhibitions tailored for people with visual and hearing impairments. A guided tour led by a curator was arranged exclusively for participants with visual impairment, attracting over 20 attendees, for the exhibition "Sights and Sounds."
- The implementation of Induction Loop systems in both the classroom and auditorium stands out as a significant feature, as MAP's auditorium will become one of the limited venues in the country equipped with this system to support those with hearing impairments
- MAP entered into a Memorandum of Understanding (MOU) with the Rereeti Foundation to conduct a thorough six-month study on the expectations of People with Disabilities (PwDs) from museums and cultural institutions. This study will involve a systematic approach, including interviews with PwDs and disability experts. Subsequently, a detailed actionable report will be produced and shared to benefit not only MAP but also other cultural institutions across India.

- Young adults with intellectual disabilities associated with the NGO, The Art Sanctuary, participated in an inclusive online photography workshop where they had the opportunity to refine their photography abilities.
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- MAP established connection with the Disability NGO alliance

    (DNA), consisting of 150 NGOs dedicated to supporting Persons with Disabilities (PWDs). This alliance enables MAP to directly promote its accessible events to the intended beneficiaries.
- Additionally, Bleetech, a startup based in Pune, has joined forces with MAP to host its ISL content. This partnership allows the museum to extend its reach beyond its own platforms and serve a broader audience. ISL interpreters collaborate with MAP through SignAble, India's pioneering video remote interpretation (VRI) solution tailored for the deaf.
- A specialized internship program for was conceptualised individuals with disabilities interested in pursuing careers in the arts at MAP. Successful candidates were chosen based on their dedication to art careers, eagerness to learn, and team needs at the time. The selected candidate, Anuja Pangaonkar joined the Communications Team from January 2022.

The artists who were part of stakeholder consultations shared that exhibiting at MAP leads to wider outreach of the artwork as MAP is one of the rarest museums which has been equipped with accessibility features for Persons with Disabilities. They also experienced more diverse and inclusive audiences during exhibitions after the availability of accessibility features.

CONSERVATION
A three-month training program was organized focusing on the Conservation and Restoration of Paper: Prints, Drawings, Maps. The course targeted five chosen participants, followed by a one-month internship marking a crucial advancement in enhancing capacity within the country's conservation ecosystem.

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OBJECTS
RESTORED

COVID RELIEF
MAP took proactive measures to assist artists during the pandemic by initiating relief planning efforts. In collaboration with 1Shanthiroad Studio, the museum established a Grant Relief Fund to aid artists in sustaining their work amidst the pandemic. This fund was available to all practicing visual artists regardless of their chosen medium. Through a rigorous selection process conducted by an independent jury, 20 artists were chosen to receive support of INR 50,000 each, along with mentorship opportunities.

20
ARTISTS
SUPPORTED
UNDER COVID
RELIEF

OECD IMPACT ASSESSMENT FRAMEWORK

Relevance (Is the intervention doing the right things?)	• Although Bangalore hosts a lot of museums, it didn't have a museum dedicated to Art as well as Photography within same premises, catering to photography enthusiasts as well as art afficionado. • The lack of inclusive public spaces such as museums and library around Indian Art, History, Culture and Photography with special focus on Persons with Disability created a need for the present intervention. • The intervention has resulted in the establishment of not only a museum and a library but has created a democratic space for audiences to engage, interact and connect with the art, artists, and the community as well. • The infrastructure developed offers an accessible, inclusive experience to the visitors, especially for Person with Disability. The integration of technology and partnerships forged ensure that the intervention has been able to accomplish its objectives.
Coherence (How well does the intervention fits in?)	• The intervention has resulted in the creation of the space featuring rich, ancient, and exhaustive collection around Indian Art, History and Photography at a single place. • In sync with the Government of India's focus around promoting inclusion as well as empowerment for "Divyangs", the intervention offers inclusive and accessible experience for various categories of Persons with Disability. • The Wipro Library established at the museum follows international nomenclature of categorization as per Universal Dewey Decimal Classification. • The library also utilizes latest software such as "EasyLib" as well as practices barcoding of resources for overall library management, which is a standard practice followed for ensuring efficient library services.
Effectiveness (Is the intervention achieving its objectives?)	• The intervention has led to the construction of the MAP as well as the Wipro Library, dedicated to Indian Art, History and Photography. • Every space and facility within the campus is specially designed with enhanced accessibility features for inclusive experience for PwD (Persons with Disability) visitors. • The library hosts rich collection of around 5000+ collaterals on Indian Art, Photography, History and Culture while featuring some renowned exclusive collections too.

Efficiency (How well are resources being used?)	• The building has been designed with utmost focus on making MAP an inclusive and accessible space for PwDs. • The museum is spread across five storeys and includes art galleries, an auditorium, an education centre, an art and research library, a specialised research and conservatory facility, a café, member's lounge, and a fine dining restaurant. • The museum is wheelchair friendly, offers reserved parking spaces for PwD visitors, provisions of hearing loop, Indian sign language interpretations, audio guides, tactile touch etc., demonstrates the efficiency in making the space inclusive. • The WIPRO library is being extensively used by the collectors, archivists, conservators, researchers as well as other employees at MAP with respect to their work/projects. • MAP has also contributed towards the research domain by collaborating with key stakeholders and contributed towards building knowledge and its dissemination. • The library also hosts exclusive and rare collections such as resources related to Mahatma Gandhi, donated by his grandson to the MAP.
Impact (What difference does the intervention make?)	• With the objective of fostering inclusion, the MAP team engaged with 2074 children through 90 workshops during the assessment year (FY 2021-2022). • The MAP team partnered with school children for a digital workshop titled "Art Musings", where 57 students participated around the theme of art and wellness. The students were also engaged in creative activities, slow looking and deep thinking through art as a medium. The feedback survey conducted post the workshop revealed 79% of the students rating the workshop as "Excellent" while remaining 21% rated it to be "Good". • The MAP team hosted another digital workshop titled "Who We Are", where 141 students were engaged with the themes of self-identity & stereotypes. They were also introduced to artworks from various genres of collectibles at MAP. As per the feedback survey undertaken post the session, 86% of the respondents shared that they have learnt something new from the workshop. • The WIPRO Library at present hosts rare collection of over 5000 + collaterals covering themes of Indian Art, Photography, History and Culture.
Sustainability (Will the benefit last?)	• The coming together of a dedicated Art & Photography based museum along with an Art & Research Library within the same premises offers bright future for establishing public spaces for people to engage, interact and learn. • The intertwined focus around accessibility and inclusion, especially for Persons with Disability adds further dimension around sustainability. • The integration of technology in the events, exhibitions as well as across the Museum illustrates the rising potential of establishing MAP as one of its kind in the space. • The forging of International Partnerships with museums across the world provides assurance, authenticity, and credibility for the work which MAP has undertaken and plans to pursue in future.

RECOMMENDATIONS

Infrastructure

- MAP may consider strategies to enhance the seating capacity of the Wipro Library as majority of respondents highlighted the lack of seating during interactions.

Accessibility

- Desktops/laptops may be provided in the library for digital browsing by visitors on site.
- "Finding Aid" categorized based on subjects, themes, and complexity levels in the library may be provisioned to help users in browsing through the collection as per their interests and requirements.
- MAP may provide open access of the resources in Wipro Library to their visitors by designing proper library related policies, compliances, and management systems.

Outreach

- MAP may conduct capacity building initiatives for school-based educators around Art Education, and equipping them with skills around engaging students across themes/subjects through the medium of Art. The museum may also focus on inviting students from multiple schools by providing a platform for knowledge sharing and cross-cultural exchange through art.

CONCLUSION

Overall, MAP (Museum of Art and Photography) is progressing towards establishing itself as an epicenter for engaging, connecting and exchanges around art. The support of Wipro Foundation to MAP towards promoting accessible public spaces such as Museums and Libraries is pivotal in building the culture of engaging with Museum as cultural spaces. The construction of the Museum and the Wipro Library holds prospects in the future as developing into spaces for public interaction, engagement, and connection through art. The focus on accessibility with special focus on disability ensures that access to art won't remain limited only to the privileged sections of the society. With such focus on inclusion, MAP may thrive as a centre for democratising art and promoting India's rich culture and tradition.

Even during the onset of COVID-related delays in the construction of the physical space, MAP continued to evolve strategies and create its online presence through meaningful engagements around art. The focus on digitization of artworks and accessibility further enhanced their outreach with audiences across India. The Museum demonstrates potential in further integrating technology and forging national as well as international partnerships to build the culture of engaging with artforms through museums. With the options of curating free visits for students at government schools, the museum will act as spaces to instil curiosity, develop knowledge and awareness amongst them. The provision of Wipro Library being freely accessible to students, scholars, researchers, academicians, and enthusiasts can further act as a milestone in promoting the ecosystem of Art and Culture in India.