

# SUSTAINABLE PUBLIC ART FRAMEWORK AND GUIDELINES (SPAFG) FOR MELAKA TOWN AREAS

Azahar Harun<sup>1\*</sup>, Sharmiza Abu Hassan<sup>2</sup>,  
Khairunnisa Mohd Abdul Ghani<sup>3</sup>, Ohm Pattanachotti<sup>4</sup>  
\*Corresponding Author

<sup>1,2,3</sup>College of Creative Arts (CCA), Universiti Teknologi MARA,  
Cawangan Melaka,

<sup>4</sup>Chiang Rai Rajabhat University of Thailand, 9, Phaholyothin Road,  
Muang Chiang Rai 57100 Chiang Rai Province, Chiang

azahar581@uitm.edu.my, sharmiza129@uitm.edu.my,  
khairunnisamag@gmail.com, drohmthai@gmail.com

Received: 15 February 2024

Accepted: 13 March 2024

Published: 31 March 2024

## ABSTRACT

*Despite the meticulous endeavours of local municipal councils, public art initiatives within various town areas of Melaka exhibit a lack of novelty, resulting in their inability to establish an enduring impact. Previous studies have indicated that the present situation can be primarily ascribed to inadequate strategic foresight, ineffective decision-making processes, and a deficiency in artistic literacy. In order to address this matter, our research presents the Sustainable Public Art Framework and Guidelines (SPAFG), a holistic strategy aimed at improving urban embellishment and supporting the municipal councils of Melaka, particularly in the areas of public art planning, governance, and policy development. The SPAFG engages in the process of comparing and associating with various data sources throughout its developmental phases. These sources include the Sustainable Development Goals (SDG11, SDG15, and SDG17) as well as the Public Art framework that has been adopted by several city councils in western countries, and evaluations conducted by professionals specialising in sculptural art, landscape architecture, and art gallery management. The SPAFG, contains five unique themes, including Human and Environment, Creative Intervention, Culture and Heritage, Policy and Governance, and Economic Drivers and Motivation. The relevance and benefits SPAFG)*



*initiative lie in its capacity to enhance awareness, facilitate education, and offer direction to town councils in making informed decisions regarding the implementation of public art within the urban spaces of Melaka. By adhering to the principles of the SPAFG framework, local authorities can effectively contribute to the achievement of sustainable development goals and facilitate the establishment of significant and influential public art initiatives.*

**Keywords:** *Public art, Melaka Municipal Councils, Sustainable Public Art Framework & Guideline (SPAFG)*

## INTRODUCTION

The presence of public art in urban places has been widely acknowledged as a catalyst for positive change and cultural enhancement. It is commonly displayed in outdoor settings such as parks, plazas, streets, or buildings and plays a significant role in shaping the cultural identity of cities, generating a sense of civic pride, and elevating the overall aesthetic appeal of urban environments (Pedrabissi, 2015; Azahar et al., 2021). The domain of artistic expression covers a diverse array of forms, such as sculptures, murals, performances, and installations. It also functions as a dynamic medium through which the historical, contemporary, and prospective aspects of a certain locality are communicated to both its residents and tourists. Public art has a crucial role in the fabric of urban landscapes, serving as an essential element that connects many narratives related to tradition, innovation, and identity.

However, public art frequently suffers from a limited perception despite its rich potential to shape the city's identity, represent the local community and culture, and educate and promote awareness of its social, cultural, and historical heritage. According to Muhizam (2009) town councils commonly regard public art as none other than ordinary urban ornamentation and demarcation tools. As a result, its profound impact on the city's social, cultural, and historical tapestry is often overlooked or given utmost consideration, especially by the town councils. According to Landi (2012), it is crucial to recognise the significance of public art, as it has the potential to enhance the overall urban experience and stimulate

economic growth within a city. Hall et al. (2001) conducted a study which demonstrates that public art has the potential to address social challenges through the facilitation of social transformation and the augmentation of civic identity. In summary, public art possesses a multifaceted nature that extends beyond its visual qualities, as it is deliberately crafted to evoke emotional reactions and engender appreciation from its viewers (Sharp et al., 2005; Kroiz, 2018).

Previous studies have indicated that inadequate planning and decision-making processes within municipal councils pose significant challenges in the context of public art. According to Mohd Fabian et al. (2012) these challenges stem from a lack of understanding regarding the substantial potential of public art, which, in turn, may impede the attainment of crucial objectives, including creating a distinctive identity for the town, promoting local history and culture, bolstering the tourism industry, and representing the local community. The central issue can be summarised in a list as follows:

- Lack of art education
- Improper placement
- Lack of quality
- Lack of community's participation
- Lack of collaboration
- Lack of identity

## **Background of the Study**

Nestled on the western coast of the Malay Peninsula, Melaka City emerges as a remarkable emblem of cultural and historical significance, steeped in a history that stretches back centuries. With its UNESCO World Heritage status, this Malaysian gem is a living testament to the region's rich multicultural heritage, reflecting the convergence of Malay, Chinese, Indian, and European influences. With its captivating streetscapes, temples, and colonial-era architecture, Melaka City continues to draw countless travellers, affirming its stature as a global cultural and historical treasure.

Despite this recognition, a lack of complete awareness of public art's transformative qualities, particularly among local municipal councils, hampers effective planning and decision making. Consequently, this deficiency compromises the city's capacity to leverage public art as a means

of shaping a distinctive urban identity, safeguarding and propagating its cultural and historical legacy, stimulating tourism, and faithfully reflecting the essence of its local populace. Therefore, municipal council initiatives must be intensified to meet the requisite standard. According to Hollinger (2011), public art planning entails the strategic placement of public art installations as well as the methods used to manage a public art programme that incorporates urban design and planning, artistic expression, public policy, local government administration, and other elements.



**Figure 1. Examples of Public Sculptures in Melaka**

Source: Author

This issue underscores the need for innovative approaches, strategies, and policies aimed at enhancing the appreciation, integration, and governance of public art within the municipal councils of Melaka. Such measures are essential to harnessing the full potential of public art for the benefit of the town's cultural and socio-economic landscape.

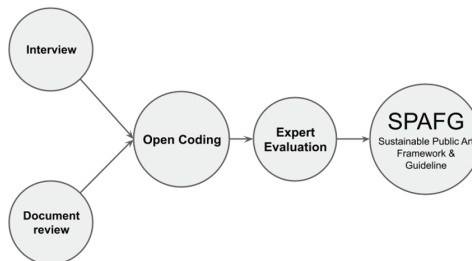
## **Research Aims**

This article aims to achieve two main objectives. Firstly, it seeks to identify the critical components required for a Sustainable Public Art Framework and Guidelines (SPAFG) for the Melaka town areas. Secondly, it aims to develop a Sustainable Public Art Framework and Guidelines (SPAFG) for the Melaka town areas. This is in response to the following two questions: What are the essential elements of a Sustainable Public Art Framework and Guidelines (SPAFG)? How will the Sustainable Public Art Framework and Guidelines (SPAFG) function in the Melaka town areas?

## METHODOLOGY

The objective of this project is to develop the Sustainable Public Art Framework & Guidelines (SPAFG). The researcher employed a triangulation approach to enhance the credibility and trustworthiness of the findings. This involved utilising multiple data sources and methodologies, including document review and interviews, as recommended by Patton (1999), to gain a comprehensive understanding of the phenomenon under investigation. The acquired information was analysed and processed by using an open coding methodology to deduce essential elements for integration into the SPAFG. During the final phase, a focus group of three experts, mainly in sculptural art, landscape architecture, and art gallery management, were selected to provide valuable knowledge, diverse viewpoints, and practical assistance. The panel of experts comprises renowned Malaysian public sculpture artist Associate Professor Ramlan Abdullah, Associate Professor LAr Dr. Suhardi Maulan, who currently serves as the Dean of the Faculty of Design and Architecture at UPM and also a council member of the Institute Landscape Architect of Malaysia, and the honourable Mr. Amerrudin Ahmad, the Head Director of the National Art Gallery. The involvement of these experts will involve and focus group deliberations. By employing diverse techniques, the aforementioned experts will offer crucial feedback, thereby actively contributing to the improvement of the SPAFG. This collective endeavour guarantees that the guidelines are educated, practical, and closely in line with the identified needs and expectations of stakeholders.

The reliability of the evaluation result was assessed using Cohen's Kappa analysis.



**Figure 1. Triangulation of Multiple Data source for Formulating SPAFG**  
Source: Author

## **Document Review**

The process of doing a comprehensive document review is an essential step in the research process. It involves systematically examining and analysing relevant documents, as described by Bowen (2009). In the context of this study, the document review approach is strategically utilised to identify and extract essential elements relevant to the governance and policy pertaining to public art. This assessment primarily centres around three key documents: the Sustainable Development Goals (SDGs) established by the United Nations, the Recommendation on the Historic Urban Landscape issued by UNESCO, and the City, Culture, and Creative Framework document jointly published by UNESCO and the World Bank.

### **United Nation: Sustainable Development Goal (SDG)**

The importance of SDGs in regard to sustainability is significant. They address a wide range of interconnected issues, including poverty, inequality, climate change, environmental degradation, peace, and justice. Kleespies et al. (2022) assert that the United Nations has enacted a collection of 17 Sustainable Development Goals (SDGs) to tackle the global predicaments confronting humanity. To achieve these aims, it is crucial that future decision-makers and stakeholders in society recognise the importance of these goals.

The Sustainable Development Goals (SDGs) offer a comprehensive framework that facilitates collaborative endeavours aimed at attaining a future characterised by sustainability and equity (Nik Mahdi et al., 2023). They aim to strike a balance between economic, social, and environmental sustainability, recognizing that these three pillars are interdependent.

### **SDG 11 - Sustainable Cities and Communities**

SDG 11 aims to make cities and human settlements inclusive, safe, resilient, and sustainable. Its objectives include providing access to adequate housing, safe and affordable transport, improving urban planning and management, protecting cultural and natural heritage, and enhancing disaster resilience. By achieving this goal, we can promote sustainable urbanisation, reduce the environmental impact of cities, and ensure that everyone has equal access to basic services and opportunities.

## **SDG 15 - Life on Land**

SDG 15 focuses on protecting, restoring, and promoting sustainable use of terrestrial ecosystems, sustainably managing forests, combating desertification and land degradation, and halting biodiversity loss. It aims to conserve biodiversity, combat wildlife trafficking, and promote the sustainable management of forests and land resources. By achieving this goal, we can safeguard ecosystems, ensure the sustainable use of natural resources, and maintain biodiversity for future generations.

## **SDG 17 - Partnerships for the Goals**

SDG 17 emphasises the importance of global partnerships and cooperation to achieve the other SDGs. It calls for collaboration between governments, civil society organisations, businesses, and other stakeholders. This goal promotes the sharing of knowledge, technology, and financial resources to support sustainable development efforts worldwide. By fostering partnerships and working together, we can mobilise resources, enhance capacity building, and accelerate progress towards achieving all the SDGs.

## **UNESCO: Recommendation on the Historic Urban Landscape**

The document entitled “Recommendation on the Historic Urban Landscape” initiated as prescribed by UNESCO (2011) emphasises a comprehensive viewpoint that includes the wider urban environment and geographical location beyond the confines of the historical core. The consideration encompasses a wide range of factors, including but not limited to natural characteristics, constructed surroundings, infrastructure, public areas, societal and cultural customs, economic mechanisms, and intangible legacy. This strategy is specifically oriented towards the protection and maintenance of the human environment, promoting the sustainable utilisation of urban areas, and effectively incorporating the conservation of urban heritage into social and economic progress.

The document acknowledges the fluid nature of urban heritage conservation and highlights the challenges and opportunities that arise from the changing practices of urban conservation. It also recognises the impact of urbanisation on historic areas and the potential for economic

initiatives to contribute to both community well-being and heritage conservation. Additionally, the document emphasises the importance of urban settlements in integrating natural and cultural heritage to achieve sustainable development in the face of environmental changes. In the realm of policy, it promotes the incorporation of urban historical preservation within national development policies, highlighting the importance of achieving a harmonious equilibrium between conservation efforts and sustainable practices. Various stakeholders, such as Member States, public and commercial entities, international organisations, and NGOs, are assigned distinct tasks within the domain of heritage protection policy. In order to put these principles into practice, the text suggests a range of tools that include civic involvement, information and planning tools, regulatory frameworks, and financial mechanisms.

The significance of capacity-building involving communities, decision-makers, and professionals is underscored, alongside research that prioritises the comprehension of urban values and the assessment of change proposals. Additionally, the strategic utilisation of information and communication technology is highlighted as a means to effectively document and present the intricate aspects of urban areas. Within the realm of international cooperation, the statement espouses the endorsement of knowledge-sharing methodologies to internationally disseminate exemplary practices. It further promotes transnational collaboration, placing significant emphasis on the synchronisation of aid programmes. In general, the statement promotes the adoption of a comprehensive and integrated strategy towards historic urban landscapes, aiming to effectively match heritage preservation with the present-day requirements for sustainable development.

### **UNESCO & World Bank: City, Culture, and Creative Framework**

According to the City Culture and Creative (CCC) Framework suggested by UNESCO and the World Bank (2021), there are 6 domains which include: livability, infrastructure, and public spaces; Skills, talent, and innovation; Social networks, technical and financial support; Institutions, regulations, and partnerships; uniqueness; and digital environment. The following sections expand on each of the domains.

In order to improve livability, infrastructure, and public spaces, it is



critical to collaborate with local artists and designers on a comprehensive redesign process that prioritises the construction of safe and conducive surroundings for human interactions. Furthermore, the proposal of an attempt to allow access to underutilised public buildings serves the objective of establishing chances for artistic activities, giving housing options, and aiding the creation of modular/pop-up markets. Promoting financial support for public Creative and Cultural Industries (CCI) events is critical for cultivating a vibrant cultural milieu, offering community members a safe location for gathering and engaging in artistic encounters.

A critical component of cultural advancement in the domain of skills, talent, and innovation is the support of continual learning and experimentation for artists and creatives in the local community. Recognising the complex variety of challenges confronting the creative community, it is proposed that financial support be directed towards public arts events with the goal of improving socioemotional well-being, stimulating innovation, and increasing audience involvement. Recognising the inherent difficulties that artists and creatives encounter, it is prudent to provide specific technical support services to help them navigate these problems. During difficult times, it is critical that financial assistance for Creative and Cultural Industries (CCIs) be administered in a transparent and equitable manner, including direct grants, subsidised loans, and tax breaks.

Experts recommend that cities with large expenditures in the Creative and Cultural Industries (CCI) sector establish a competent body or team inside their municipal administration. This institution would be responsible for assisting and coordinating recovery activities in the CCI sector. The concept entails the formation of coalitions that are tailored to the city's specific needs. These coalitions would collaborate with CCI (Cultural and Creative Industries) representatives to identify regulatory measures that would ensure the continued operation of CCIs during times of crisis and in the future.

In regard to the concept of uniqueness, it is recommended to perform a complete analysis and assessment of the urban cultural environment in order to gain a nuanced understanding of the city's cultural assets, challenges, and opportunities. To sustain the city's particular cultural fabric, it is critical to implement policies specifically geared to protect and preserve the vast

spectrum of cultural manifestations.

It is critical to recognise the dynamic character of the digital domain in the context of the Digital Environment. As a result, proactive actions to create training initiatives specifically tailored to simplify the transfer to digital platforms and enhance the digital capabilities of artists and persons involved in creative pursuits are advocated.

## **Data Integration and Analysis**

The data collected from the multiple sources is integrated, analysed, and synthesised to deduce meaningful conclusions and recommendations. This approach enables the researchers to formulate the Sustainable Public Art Framework & Guidelines (SPAFG), which will serve as a valuable resource for urban planners, policymakers, artists, and other stakeholders involved in the creation and management of sustainable public art in urban environments.

## **Interview**

According to Benlahcene et al. (2021), interviews are widely recognised as a crucial approach for acquiring insights into the subjects being studied. Moreover, this study affords researchers a distinct opportunity to gain close proximity to the perspectives and lived experiences of the participants. On this particular occasion, an interview was carried out with four representatives of the municipal and city councils in Melaka state. These councils include Majlis Perbandaran Alor Gajah (MPAG), Majlis Perbandaran Hang Tuah Jaya (MPHTJ), Majlis Bandaraya Melaka Bersejarah (MBMB), and Majlis Perbandaran Jasin (MPJ). They were asked to

## **Expert Evaluation**

The IRR analysis (Table 1) indicates generally high levels of agreement among the raters. The themes "People & Environment," "Creative Intervention," and "Economic Drivers & Motivation" show almost perfect agreement, while "Culture & Heritage" demonstrates substantial agreement. However, there is a slight agreement in the evaluation of "Policy & Governance," suggesting that more clarification or training might be needed

in this area to improve inter-rater reliability.

**Table 1. Percent Agreement and Cohen Kappa Analysis**

No	Themes	Agreement	Cohen Kappa	Indicator
1	People & Environment	85%	1.0	Almost perfect agreement
2	Creative Intervention	75%	1.0	Almost perfect agreement
3	Culture & Heritage	64%	0.69	Substantial agreement
4	Policy & Governance	50%	0.42	Slight agreement
5	Economic Drivers & Motivation	54%	1.0	Almost perfect agreement

Source: McHugh (2012)

According to McHugh (2012), the interpretation of Cohen's Kappa result can be understood in the following manner:

Values less than or equal to zero are considered to indicate a lack of agreement, while values ranging from 0.01 to 0.20 are classified as exhibiting no to mild agreement. On the other hand, values falling within the range of 0.21 to 0.40 are categorised as having fair agreement, while values ranging from 0.41 to 0.60 are classified as having moderate agreement. Values falling within the range of 0.61 to 0.80 are considered to indicate substantial agreement, and values ranging from 0.81 to 1.00 are classified as almost perfect agreement.

## Data Integration and Analysis

The data collected from the various sources is extracted, integrated, analysed, and synthesised to derive meaningful conclusions and recommendations. The triangulation of data from multiple sources will enhance the robustness and credibility of the research findings. The results will be used to formulate the SPAFG, which can serve as a valuable resource for urban planners, policymakers, artists, and other stakeholders involved in the creation and management of sustainable public art in urban environments.

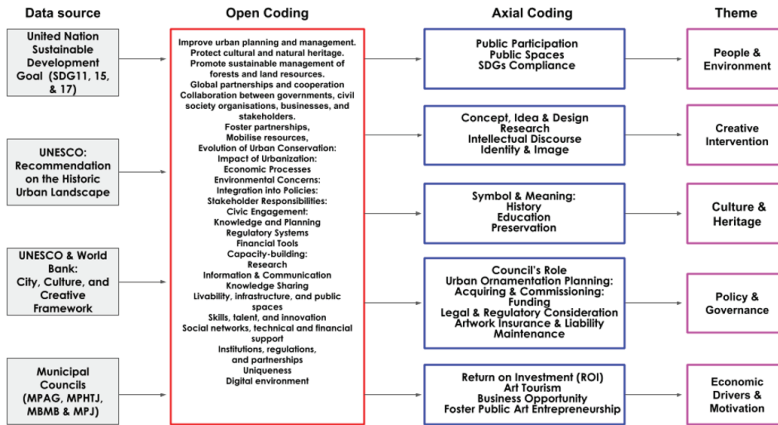


Figure 3. Data Integration and Analysis (Open Coding & Axial Coding)

Source: Author

## RESULT

The Sustainable Public Art Framework and Guidelines (SPAFG) embodies a paradigm shift in the realm of public art, conceptualising public spaces as more than mere static surfaces, but rather as active arenas for sustainable forms of artistic expression, community involvement, and societal change. The formulation of SPAFG is derived from established procedures that have been advocated by various authoritative sources, including the United Nations Sustainable Development Goals (specifically SDG11, 15, and 17), UNESCO's Recommendation on the Historic Urban Landscape, as well as the joint efforts of UNESCO and the World Bank through the City, Culture, and Creative Framework. Furthermore, the study utilised inputs from four municipal councils in Melaka, namely MPAG, MBMB, MPHTJ, and MPJ. This framework aims to cultivate urban environments that foster the flourishing of artistic expression, sustainable practices, and a sense of communal unity. Such a vision has the capacity to create a lasting impact on future generations. The SPAFG framework encompasses five distinct themes, namely Human & Environment, Creative Intervention, Cultural & Heritage, Policy & Governance, and Economic Drivers & Motivation.

## **Human & Environment**

This theme focuses on the relationship between public art and its impact on the environment, as well as its relevance to human experiences. It considers the use of sustainable materials and practices in public art installations to minimise environmental harm. The category also emphasises the importance of ensuring accessibility and inclusivity in public art projects, considering how they can positively contribute to both human well-being and the local ecosystem.

### **Public Participation:**

This aspect revolves around the active involvement of the local community in the process of developing and implementing public art projects. It encourages public consultations and seeks to integrate diverse perspectives into the decision-making process. According to Fazlur et al. (2022), Public Participation is seen as a forward-thinking practice as it provides avenues for integrating the varied interests of stakeholders. In relation to SPAFG, the inclusion of public participation into the Human & Environment theme will ensure that the public's values, aspirations, and ideas are taken into consideration, fostering a sense of ownership and connection between the community and the public art initiatives.

### **Public Spaces:**

The Public Spaces category explores the integration of public art within the fabric of urban and community environments. It aims to enhance the aesthetics and functionality of public spaces through art interventions, making them more welcoming and engaging for residents and visitors alike. The category promotes the revitalization of underutilised areas, aligning with the concept of placemaking to transform spaces into vibrant, community-oriented places.

### **SDGs Compliance:**

The Sustainable Development Goals (SDGs) Compliance category evaluates how public art initiatives align with the United Nations' SDGs. It seeks to promote public art projects that contribute to achieving specific sustainability objectives, such as poverty eradication, climate action, and social equity. This category emphasises the role of public art in raising awareness about global challenges and inspiring positive action towards a

more sustainable future.

## **Creative Intervention**

This theme underscores the significance of creativity and innovation in public art projects. It values artistic expressions that push boundaries and challenge conventional perspectives, encouraging artists to explore various art forms and mediums to create unique and thought-provoking installations.

### **Concept, Idea & Design:**

Concept, Idea & Design focuses on the quality and feasibility of the artistic proposals put forth for public art installations. It emphasises the incorporation of cultural, historical, and contextual elements into art designs, ensuring that they align with the overall theme and objectives of the project.

### **Research:**

Research plays a vital role in this category, as it involves conducting thorough research on the site, its history, and its community to inform the artistic approach. This category recognizes the importance of grounding public art projects in meaningful and well-informed concepts.

### **Intellectual Discourse:**

This aspect values public art projects that foster intellectual discourse and critical thinking. It encourages artists to create installations that challenge viewers to reflect on social, cultural, and political issues and to engage in meaningful discussions about these topics.

### **Identity & Image:**

Identity & Image focuses on the role of public art in shaping and celebrating the local identity and sense of place. It encourages artists to incorporate elements that resonate with the community's heritage and aspirations, leaving a lasting positive impact on the area's image and reputation.

## **Culture & Heritage**

This theme recognizes the importance of preserving and promoting cultural heritage through public art. It emphasises the need for public art installations to respect and celebrate local cultural traditions, enhancing

cultural education and awareness.

### **Symbol & Meaning:**

Symbol & Meaning explores the significance of symbolism and interpretation in public art. It encourages artists to consider the meaning behind their art and how it connects with the site's historical and cultural context.

### **History:**

The History category underscores the importance of acknowledging and integrating the historical context of the site into public art projects. It values installations that reinterpret history through a contemporary lens, offering fresh insights and perspectives.

### **Education:**

Education focuses on the integration of educational elements in public art installations. This category aims to stimulate curiosity and learning among viewers, raising awareness about sustainability, history, and other social issues.

### **Preservation:**

Preservation emphasises the long-term sustainability of public art installations. It values projects that become enduring landmarks in the community, ensuring that they are appropriately maintained and preserved for future generations.

## **Policy & Governance**

This theme addresses the roles and responsibilities of local government and stakeholders in public art decision-making. It emphasises the importance of supportive policies and governance structures to foster a thriving public art landscape.

### **Council's Role:**

Council's Role focuses specifically on the involvement of the local council in shaping public art initiatives. It explores how the council champions public art, engages with artists and the public, and monitors the impact of art projects.

### **Urban Ornamentation Planning:**

Urban Ornamentation Planning considers the integration of public art within urban planning and design strategies. It values public art installations that enhance the aesthetics and overall appeal of urban spaces.

### **Acquiring & Commissioning:**

This category addresses the process of acquiring and commissioning public art projects. It ensures transparency and inclusivity in the selection process and encourages open calls for proposals.

### **Funding:**

Funding examines the financial aspects of public art projects, including securing sustainable funding sources and engaging private or corporate sponsors. This category values responsible financial management and resource allocation.

### **Legal & Regulatory Consideration:**

Legal & Regulatory Consideration ensures that public art projects comply with relevant laws and regulations. It addresses issues like permits, intellectual property rights, safety, and accessibility.

### **Artwork Insurance & Liability:**

This aspect deals with the insurance and liability aspects of public art installations. It emphasises protecting public art against damage or theft and managing potential liabilities.

### **Maintenance:**

This aspect underscores the importance of regular upkeep and maintenance of public art installations. It values sustainability through proper maintenance to ensure the longevity of art projects.

### **Carbon footprint reliability:**

This aspect refers to the commitment to minimising the environmental impact associated with the creation, installation, and maintenance of public art installations. It involves making choices that reduce the carbon footprint, which is the total amount of greenhouse gases, particularly carbon dioxide, that are emitted directly or indirectly by an individual, organisation, event, or in this case, an art project.



## **Economic Drivers & Motivation**

Economic Drivers & Motivation theme focuses on the economic aspects and potential benefits of public art initiatives. It emphasises how public art can serve as a catalyst for economic growth, development, and regeneration in a community. This category explores various economic drivers and motivations that contribute to the support and investment in public art projects.

### **Return on Investment (ROI):**

Return on Investment (ROI) refers to the evaluation of the financial and non-financial benefits derived from public art projects. It emphasises the importance of assessing the value and impact of art initiatives in terms of economic gains, social improvements, and cultural enrichment. This category values public art projects that demonstrate a positive and sustainable return on investment for the community and stakeholders involved.

### **Art Tourism:**

Tourism involves considering the role of public art in attracting visitors and tourists to a destination. It emphasises how art installations can enhance the attractiveness and cultural appeal of a place, contributing to the growth of tourism-related businesses. This category values public art initiatives that leverage tourism opportunities to promote local culture and heritage.

### **Business Opportunity:**

Business Opportunity focuses on the potential for public art to create new business ventures and opportunities. It emphasises the role of art in supporting local artists and creative entrepreneurs, as well as fostering collaborations between the art sector and other industries. This category values public art projects that stimulate economic activities and create a thriving ecosystem for creative businesses.

### **Foster Public Art Entrepreneurship:**

Fostering Public Art Entrepreneurship involves creating an environment that encourages artists to explore innovative approaches and take on entrepreneurial roles. It emphasises the importance of supporting artists as creative entrepreneurs, empowering them to contribute meaningfully to the economy and society. This category values public art initiatives that nurture

and promote artistic entrepreneurship and innovation.



**Figure 4. Sustainable Public Art Framework & Guideline (SPAFG)**

Source: Author

## CONCLUSION

In summary, our analysis of public art initiatives in several town areas in Melaka state has revealed a noticeable absence of originality, which hampers their capacity to create a lasting impression, despite the diligent efforts of local government authorities. The issues that were observed can be mostly ascribed to a lack of strategic foresight, ineffective decision-making processes, and a shortage in creative literacy, as emphasised in prior studies. In light of these concerns, our study has presented the Sustainable Public Art Framework & Guidelines (SPAFG), a comprehensive approach aimed at improving urban aesthetics and offering assistance to the local authorities of Melaka in the areas of public art planning, governance, and policy formulation.

During its developmental stages, the SPAFG undertook a comprehensive process of examining and establishing connections with diverse data sources. These sources encompassed the Sustainable Development Goals (SDGs), public art frameworks implemented by city councils in western nations, and evaluations conducted by experts specialising in sculptural art, landscape architecture, and the national art gallery. The SPAFG, which encompasses five distinct themes, namely Human & Environment, Creative Intervention, Culture & Heritage, Policy & Governance, and Economic Drivers & Motivation, serves as a comprehensive framework for town

councils seeking to augment awareness, facilitate education, and make well-informed decisions pertaining to the integration of public art in the urban areas of Melaka.

## **ACKNOWLEDGMENTS**

The authors express their sincere appreciation to the Malaysian Ministry of Higher Education (MOHE) for their support of this project through the Fundamental Research Grant Scheme (Ref: FRGS/1/2021/SS102/UiTM/02/1); (Ref: 600-RMC/FRGS 5/3 (005/2021)). Furthermore, the authors would like to acknowledge Associate Professor Rahman Abdullah, Associate Professor LAr Dr Suhardi Maulan, and Honourable Mr. Amerrudin Ahmad for their valuable contributions to the development of the SPAFG. Gratitude is also extended to the Majlis Perbandaran Alor Gajah (MPAG), Majlis Bandaraya Melaka Bersejarah (MBMB), Majlis Perbandaran Hang Tuah Jaya (MPHTJ), Majlis Perbandaran Jasin (MPJ), and the UiTM Research Ethics Committee (Ref: REC/06/2022 (ST/MR/108) for their unwavering assistance throughout the research endeavour.

## **AUTHOR CONTRIBUTIONS**

All authors contributed equally in this paper.

## **CONFLICT OF INTEREST**

The author declares that there is no conflict of interest with any individuals or organisations.

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