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Constructed on strata of ethnic, linguistic, cultural and class differences, penetrating the fabric of a dynamic and complex city like Karachi through an outreach programme is a massive challenge.

The Outreach Committee of the KB17 has chosen a multilayered approach to achieve its target of reaching out to at least 20% of the city's population.

Public talks and a six-month Art Dialogue on Urban Regeneration paved the path towards the new Outreach initiative, Reel On Hai. Reel On Hai is an ambitious project that is based on the artistic transformation of empty discarded cable reels into artworks. The cable reel symbolises the industry that changed a sleepy harbour town into the manufacturing powerhouse of the country. The reels of cable these reels hold are the tentacles that supply power to this rapidly growing metropolis.

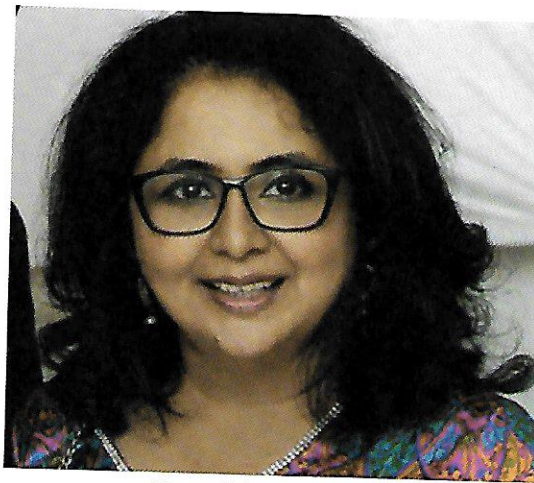
Local designers and architects have responded enthusiastically to the KB17, sending in proposals to transform these reels into artworks. The location given to each artist has been carefully considered keeping in mind the congruity between the artwork and the community living there. Artists have worked in pairs at locations all over Karachi to create art installations engaging the local community in the process of creating art.

This huge project that has brought together not only the artists working on the artworks but also the stakeholders in every area, be it the city government, people from ethnic and religious minorities, bureaucrats, school and college students and teachers, industrialists, doctors and hospital staff. People from all walks of life have connected with this project at different levels.

Bringing the city into context, all forms of public space have been included to engage people. A message on the KB17 website has a map of Karachi with markers at every reel site. On clicking, a history of the site, along with a write-up about the artwork and a short bio of the artist comes up, aiding a person to tour Karachi through its locations and streets. Thereby physically and virtually turning Karachi into something of an open-air museum.

Public Outreach Committee

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