

The Times Square Show 2012

Dear Exhibitor,

Thank you for your interest in the outdoor public exhibition of contemporary art in the heart of New York City during Armory Arts Week in March 2012. The Armory Show and the Times Square Alliance are pleased to announce the second year of The Times Square Show, a collaboration to celebrate the arts in New York in conjunction with Armory Arts Week in March 2012.

In 2011, the inaugural Times Square Show was a tremendous success with more than 200 million impressions through print, television and online. Tens of thousands of photographs were taken by the more than 1,500,000 pedestrians passing through the exhibition space. The sculpture exhibition, curated by the Times Square Alliance in association with the Armory Show and The West Harlem Art Fund featured the following artists: Kyu Seok Oh, Tom Otterness, Niki de Saint Phalle, Grimanesa Amorós and David Kennedy Cutler.

Galleries interested in presenting work in Times Square should send proposals to artsubmit@timessquarenyc.org by **Monday, January 16, 2012**. **Proposals should include images of the works, a project description, and resumes of the artists.** The Alliance will conduct a quick technical review and may ask for additional materials. All artworks satisfying technical requirements must then be accepted by the Times Square Art Review Committee. For more information about site implantation and logistics for presenting working in Times Square, please refer to the information provided below. Included are details of the exhibition in Times Square, images of Duffy Square and Broadway Plaza between 45th and 47th Streets.

We look forward to your proposal. If you have any questions, please contact Ka-Man Tse, Public Art and Design Coordinator at ktse@timessquarenyc.org.

Thank you,



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The Times Square Show 2012

Dates: March 5 – 13, 2012

Location: Duffy Square and Broadway Pedestrian Plazas between 45 & 47 Streets

Delivery & Installation: Overnight / Monday morning on March 5 between 12am-6am

Press Event: Tuesday, March 6, or Thursday March 8, at 1PM

Removal: Overnight on Tuesday March 13

Times Square Alliance Services

- Overnight Security (Two security guards on Duffy Square 24/7)
- Permits
- Staff in field to Coordinate Delivery and Placement
- Signage
- Mass Media Promotion by Rubenstein Communications (Typical results are 3 television stories, 2 NY daily papers, and multiple blogs. 2011 results in 200 million impressions in print, television and online)
- Facebook Fans (353,354 +), Twitter Followers (20,000+), E-blast Subscribers (20,000) and Monthly Website Visitors (60,000)
- Links from E-blasts and Websites to Participating Galleries

Gallery Responsibilities

- Delivery and removal
- Advance photographs for website and public relations
- Liability insurance and if desired, insurance against damage
- Engineering safety letter, if required by the City or Alliance, that the sculpture will not fall over in 100 MPH wind.

Key Guidelines for Artwork

- Work is safe in a public space and weather-proof.
- Work is self-supporting.
- **No taller than ten feet including any pedestal or stage unless the Gallery secures a building permit.**
- Work is approved by the Times Square Art Review Committee.

APPENDIX 1: Implementation Issues in Times Square

The following is a partial list of issues related to an installation or performance in the Times Square District. These issues will be considered during the staff review. Most are not under the control of the Alliance and can change without notice.

- Special Event Permits
 - All activities or installations in Duffy Square or on a City street, sidewalk or plaza required an art or event permit from the City.
 - On publicly-owned property, 30 days is the standard maximum for event permits without additional processes.
- Building Permits
 - Typically, 3 dimensional installations require permitting from the NYC Department of Buildings.
 - Building permits may not be required for objects under 10' feet in height and platform less than 24 inches in height and 200 square feet in area.
 - Building permits may not be required for tents less than 400 square feet.
- Sound Permits
 - Sound permits for amplified sound are currently very limited for most of Times Square. Non-amplified, acoustic sound is recommended.
- Deliveries
 - Deliveries requiring large trucks or cranes generally should occur between midnight and 6 AM
- Liability
 - \$1,000,000 general commercial liability policy and compliance with NYS workman's compensation laws will be required. The Alliance has established a special policy that facilitates the purchase liability insurance for each event or project.
 - The applicant will hold the Times Square Alliance, City of New York and property owner harmless and include them as additional insureds.
- Art Damage
 - The Alliance does not maintain an insurance policy that insures publicly displayed objects or installations against damage or theft.
- Utilities
 - There are no electrical connections on the ground on the Broadway Plazas. For Duffy Square, a single exterior 110 outlet exists outside of the TKTS booth. Generators are permitted under certain circumstances.
 - Wi-Fi is provided on Duffy Square and most of Broadway Plaza between 47th & 45th Streets, and may be expanded in the future.
- Sponsor Acknowledgement in Times Square
 - In general in Duffy Square or Broadway Plaza, sponsor acknowledgement is limited to sandwich boards or other small formats.
- Billboards
 - The Alliance does not own any billboards. The use of electronic or printed billboards is at the complete discretion of the owner or operator.

APPENDIX 2: IMAGES



Duffy Square and Broadway Plaza between 46-47th Streets



Broadway Plaza between 45-46th Streets

APPENDIX 3: FREQUENTLY ASKED QUESTIONS

What is the goal of the Times Square Public Art Program?

Through its Public Art Program, the Times Square Alliance brings temporary high-quality, cutting-edge art and performance to Times Square's public spaces, so that it is known globally as a place where ordinary people encounter authentic, ever-changing urban art in multiple forms and media.

Who is the Times Square Alliance?

The Times Square Alliance is a non-profit organization that is responsible for the overall well-being and continual rejuvenation of the Times Square area. The Alliance works to improve and promote Times Square so that it retains the energy, edge and distinctiveness that have made it an icon for entertainment, culture and urban life for almost a century. The BID has worked since 1992 to promote a clean, safe and vibrant district through supplemental public safety and sanitation services, tourism, constituent outreach, events, communications, as well as advocacy with respect to a host of public policy, planning and quality-of-life issues.

We co-produce major events such as the annual New Year's Eve celebration and Broadway-on-Broadway, and self-produce Taste of Times Square, Solstice in Times Square, and the Valentine Sculpture installation. The Times Square district stretches from 40th Street to 53rd Street west of Sixth Avenue to Eighth Avenue, including Restaurant Row. For more information about the Alliance, please visit www.timessquarenyc.org.

What kinds of projects does the Times Square Public Art Program support?

The Public Art Program supports projects in all forms of art, performance, design and emerging new media. The projects must satisfy the program's mission and criteria, plus requirements of any relevant property owner.

What kinds of projects, artists and organizations has the Alliance assisted in the past?

Recent partners include Performa, Art Production Fund, Creative Time, and El Museo del Barrio. Recent projects produced by the Alliance include *Meeting Bowls* by mmmm..., Hidemi Takagi's *Blender*, Adam Frank's *Performer*, Christine Jones' critically acclaimed *Theatre For One*, Liz Magic Laser's *Flight*, and Kyu Seok Oh's *Counting Sheep*.

Past partners include: Hip-Hop Theater Festival, Chashama, AIGA/World Studio, Cuban Artists Fund, Electronic Arts Intermix, and the Poetry Society of America. The types of projects include performance art, participatory works, mixed-media installations, gaming, music, theater, dance, sculptures, murals, banners, furniture and video on the giant LED screens. Both emerging and established artists have participated in our public art program. For more information, please visit www.timessquarenyc.org/arts.

Are the giant LED screens available for art projects?

The Alliance does not own nor operate any screens in Times Square. Several operators of LED screens have been supportive of the arts, but the minutes available are very restricted.

Is amplified sound permitted in Times Square?

In general, amplified sound is not permitted in Times Square. For more information about noise laws for the City of New York, please visit www.nyc.gov/dep.

Does the Alliance have funding for art projects?

The Alliance has limited funding. We do not give grants to organizations or individuals, but we provide other forms of support. The program focuses on providing access to one of the world's most prominent the public spaces and assisting with unique services in mass media promotion and event management.

What services does the Alliance offer to artists, producers, curators or art organizations?

Primarily, the Alliance assists artists and arts organizations in securing access to public space and private property in the district. We can also help with securing permits, community board approval, NYPD approval, event insurance, pedestrian signage, light pole banners, safety barricades, seating and equipment. Our Public Safety Officers stationed throughout the area provide security and public information, while our sanitation crews set up the space and remove any debris at the end. Our Operations managers can hold locations for truck deliveries and pick-up. The marketing department distributes e-blasts to tens of thousands including all local businesses and posts to social networking sites such as Facebook and Twitter. (We currently have 353,354 Facebook fans and 20,000 Twitter followers). The Alliance's public relations consultant, Rubenstein Communications, handles outreach to mainstream print and television coverage. Each year more than 1.5 million tourists enter our Times Square Visitor's Center, where we post updates on current art projects. During a typical day approximately 350,000 pedestrians pass through Times Square.

Are there any restrictions on the art projects?

In general, the restrictions are no different than any other public space in the City of New York.

Are there any project attributes to avoid?

Parades are nearly impossible to permit. Installations or objects over 10 feet in height or a stage greater than 200 SF require a building permit, which can be expensive and time-consuming. The use of amplified sound is restricted and requires special set-ups or locations. Nothing can be sold, though voluntary donations may be solicited. The size of sponsor logos or acknowledgments must be modest in scale.

What are the recommended time frames for installations?

Project installations or performance series should be relatively short. For installations in the public plazas, one to three days is typical with a maximum of 2 weeks. Performances usually are 10-30 minutes in duration.

How are works selected for Times Square? What is the Selection Process?

The Times Square Alliance has an Art Review Committee composed of curators, producers, district stakeholders and staff from the City of New York. Once a proposal is recommended by the Committee and is determined to be generally feasible, the Alliance staff will enter a discussion to develop a detailed project with a scheduled presentation.

What spaces do you have available for public art projects?

The Times Square Alliance owns or leases no public spaces (except for the Visitor's Center). The Public Art Program partners with property owners and managers in the district, as well as the City of New York.

Possible publicly accessible locations include the following:

- Broadway Plazas
- Duffy Square
- Streetscape Elements including Planters, Benches, Light poles and Banners
- Mobile Electronics including Cell phones, Laptops, iPods and GPS devices

Securing any of these locations depends on many factors besides our partnerships with the City of New York and property owners and managers in the district. Such factors including the nature and duration of the project, and when the project will be executed.

Can I propose an art project for the red staircase of the TKTS booth?

Unfortunately, the answer to that question is no. We do ask that you please consider the many other public spaces in Times Square. Feel free to walk around the district and explore other options.