

Request For Proposals

# TIMES SQUARE TRANSFORMATION

## Temporary Art Gallery on Vinyl Mesh Construction Fencing

Partnership between New York City Department of Design and Construction  
and Times Square Arts, the public art program of the Times Square Alliance



Times Square Alliance  
1560 Broadway #800  
New York, NY 10036

Issued  
September 25, 2013

First Submissions Due  
November 18, 2013

## **Partners Background**

### **TIMES SQUARE ALLIANCE**

The Times Square Alliance works to improve and promote Times Square - cultivating the creativity, energy and edge that have made the area an icon of entertainment, culture and urban life for over a century. Founded in 1992, the Alliance keeps the neighborhood clean and safe, promotes local businesses, manages area improvements and produces major annual events including New Year's Eve, Solstice in Times Square and Taste of Times Square. As the custodians of Times Square, the Alliance works every day to improve the quality of life for the neighborhood residents and businesses while driving economic growth in New York City.

The Alliance's district covers most of the territory from 40th Street to 53rd Street between 6th and 8th Avenues, as well as Restaurant Row (46th Street between 8th and 9th Avenue and is a 501(c)3 not-for-profit organization, accepts tax-deductible contributions, and is governed by a large, voluntary Board of Directors. [www.TimesSquareNYC.org](http://www.TimesSquareNYC.org)

### **TIMES SQUARE ARTS**

Times Square Arts, the public art program of the Times Square Alliance, presents innovative contemporary art and performances in multiple forms and media to more than 400,000 daily visitors to New York City's Times Square, making it one of the highest profile public arts programs in the United States. Since its inception, Times Square Arts has featured works by a diverse group of more than six dozen prominent and emerging artists.

Working in partnership with cultural institutions and festivals, the program is further supported by National Endowment for the Arts ArtWorks, ArtPlace America and Rockefeller Brothers Fund. [www.timessquarenyc.org/arts](http://www.timessquarenyc.org/arts)

### **NEW YORK CITY DEPARTMENT OF DESIGN AND CONSTRUCTION**

The Department of Design and Construction (DDC) is the City's primary capital construction project manager. DDC provides communities with new or renovated public buildings, such as firehouses, libraries, police precincts, courthouses, and senior centers. This public agency also delivers new or upgraded roadways, sewers, water mains, and other infrastructure projects in communities throughout the city. To manage this \$8 billion portfolio, DDC partners with other City agencies and with emerging and world-renowned architects and consultants, whose experience and creativity bring efficient, innovative, and environmentally-conscious design and construction strategies to City projects. For more information, please visit <http://www.nyc.gov/ddc>

DDC is managing the design and reconstruction of Times Square designed by Snøhetta Architects. These construction barriers will eventually give way to reveal a revitalized Times Square with new amenities and a thoughtful, pedestrian-centered design. Rebuilding the plaza entails complex subsurface rebuilding as well, where the circuits of water, electricity, steam, subways and data are as complex as life above the ground.

## Request for Proposals

### OVERVIEW

Times Square Transformation (TSqT) is a partnership collaboration between Times Square Arts, the public art program of the Times Square Alliance, and the New York City Department of Design and Construction, the City's capital project management agency, whereby we will turn the construction fences in Times Square into a large-scale canvas for a rotating contemporary art gallery. The construction fences will be present at the Crossroads of the World throughout the three-year construction of Broadway Pedestrian Plazas.

### PROJECT DESCRIPTION

TSqT is seeking artists and curators to make submissions that explore the themes of transformation, systems and exchanges, which characterize both the infrastructure beneath Times Square as well as the cultural life above. The visual artwork must consider a modular design for two sizes of vinyl mesh that will be affixed to the metal fencing used to section off construction areas. Throughout the physical transformation of the Broadway Plazas and Duffy Square, the construction fencing will be moved many times to adjust to the irregularly-shaped areas and moving work orders. As contractors may change the locations of individual fence sections and entire areas at unpredictable times of the night and day, it is necessary that the submissions consider unlimited arrangements of the fencing.

As Times Square is a dynamic and diverse commercial site, TSqT is looking for ambitious artwork that will be appropriate for all 24/7 audiences, but still communicates a sense of edginess that has been at the cornerstone of the Times Square identity. TSqT will consider artists, designers and curators of NYC institutions who may want to use this outdoor gallery for new works or as an extension of existing exhibitions. This display should function as an independent exhibit on its own right and not require explanatory text. For the first round of applicants, there are opportunities for 150+ unique panels on 'bicycle' barriers.

### PROJECT OBJECTIVES

- To provide a temporary gallery for contemporary artists of two-dimensional work that is printed onto vinyl covers for the metal construction fencing
- To reflect the history & vibrancy of Times Square itself
- To generate curiosity and pride in the complexity of public works and infrastructure
- To display original and innovative artwork
- To raise awareness of the creative role and commitment of Times Square Arts throughout the construction process
- To maintain a visually-exciting exhibition that is subject to unpredictable placements of the fencing
- To consider the outdoor conditions and duration of the display

### ELIGIBILITY

Professional artists, designers and curators of NYC organizations/institutions (applicants) are encouraged to apply.

### SCHEDULE AND DURATION

Between September 2013 and Spring/Fall 2015, TSqT will produce up to six exhibitions. Each exhibit will be on display for two to six months. Dates and duration may vary due to the needs of the site, the intensity of the construction and other unforeseen issues.

## LOCATION

The reconstruction project area encompasses Duffy Square and the Broadway Plazas, between 41<sup>st</sup> to 47<sup>th</sup> Streets, Broadway to Seventh Avenue, Manhattan, New York, 10036. Please see location plan.

## TEMPORARY GALLERY LOCATIONS

Plazas 42<sup>nd</sup> to 44<sup>th</sup> will be completely closed to pedestrians and under construction through December 2013. The plazas north of 44<sup>th</sup> will be under construction over the next two years. Works may shift block by block or by project. Therefore, positions of the fences will change throughout the construction process and we will not be able to guarantee locations.

## INSTALLATION SIZE AND TECHNICAL SPECIFICATIONS

There are two styles of metal fencing and the corresponding vinyl mesh that will be adhered to the fencing:

- 'Bicycle' barricades: 98" wide x 44" high, with an image area of 95.5"x31.5"
- Chain link fencing: 96" wide and 72" high, with an image area of 96"x58"

Both image area measurements include a 2 1/2" margin zone at the edges for cutting and grommets; no critical design should extend into this zone. Please see the appendices for the finished sample rendering and the templates for your proposal image(s).

Final artwork technical specifications developed by DDC will be provided to selected applicant. Please be aware that if selected, images will be required to be at least 150dpi at full size.

## MAINTENANCE AND LOOK

This is an outdoor exhibition in the context of a construction site and America's number one tourist destination. Times Square Alliance will maintain the cleanliness of the vinyl printed artwork to the best of their ability, but cannot guarantee perfect conditions. Applicants should anticipate the normal wear and tear of the location. Times Square Arts will not be making multiple printings for each exhibit.

## CRITERIA

- The submission proposal must be modular in design. The fences will be moved at all hours of the day and night by the contractors and there is no way to guarantee the placement of the fence and its related image. Each day maybe a new gallery and the images on the fences must be able to work as 8-foot sections.
- Visual exploration of transformation, systems or exchange. The applicant should supply a statement to explain how their work literally or metaphorically explores these themes.
- Submission must have already accessed provenance and permissions for the artwork. We will not accept concepts without proof of intellectual property rights.
- Digital presentation must be hi-resolution and scale-appropriate. The applicant should submit work that is appropriate for the site, scale and detail of reproduction.

**SELECTED APPLICANT RESPONSIBILITIES**

- Design and supply the digital delivery of the final artwork according to the specifications. For the first round of applicants, provide a proposal for approximately 150+ 'bicycle' barricades.
- Coordinate with Alliance on all publicity and marketing requirements and opportunities

**TIME SQUARE ARTS RESPONSIBILITIES**

- Review and approve designs in a timely manner
- Secure all necessary permits and coordinate the installation and de-installation with City of New York
- Coordinate the operations between the Times Square Transformation partners
- Produce all public relations materials including press alerts, e-blasts, tag-it cards, banners and sandwich board signage
- Produce any events related to the project
- Document the work for use online and in future publications about Times Square Arts

**HONORARIUM**

Times Square Arts will give the selected artist an honorarium of \$2,500 for the design and supply of the selected proposal. The Times Square Transformation Partnership will cover the production expenses of all printing and installation.

**OWNERSHIP**

All winning submissions agree that the partners of Times Square Transformation have all the rights necessary for the publication and exhibition of the artworks and thereby grant the Partners a world-wide, perpetual, royalty-free, exclusive license to use the digital artwork (1) for print and on-line publicity and promotion of the program, (2) in publication promoting the program, (3) to produce non-commercial products promoting the program (such as T-shirts, postcards).

The printed vinyl is owned by the Partners and will have right of first refusal for future use of the vinyl. Partners agree that all future uses will be non-commercial.

The Applicant cannot exhibit any version of the winning submission at another institution concurrently.

## Proposal Process

**DUE DATE: INITIAL SUBMISSION PROCESS DUE NOVEMBER 18, 2013 FOR 2014 SELECTIONS.**

Projects will be selected on a rotating basis. The process will involve these key stages:

<b>Sept. 25, 2013</b>	<b>RFP open call</b>
<b>Nov. 18, 2013</b>	<b>Initial submissions due</b>
<b>Dec. 2, 2013</b>	<b>Projects selected</b>
<b>Dec. 9, 2013</b>	<b>Agreement on final design and images for promotion</b>
<b>Jan. 15, 2014</b>	<b>Artwork submitted for printing</b>
<b>Feb. 1, 2014</b>	<b>Installation/press unveiling subject to schedule</b>

### **PROJECT CONTACT FOR QUESTIONS**

Sherry Dobbin, Director of Public Art, [sdobbin@timesquarenyc.org](mailto:sdobbin@timesquarenyc.org), (212) 452-5200

### **PROPOSAL REQUIREMENTS**

Only one submission per applicant is permitted.

**PDF Format** Please email the proposal as a PDF that is no greater than 10MB.

<b>Page One:</b>	Title and Image
<b>Page Two:</b>	Applicant info (Artist, designer or curator and organization/ institution with all contact details. Include website)
<b>Page Three:</b>	Title, Image, Project Description (no greater than 150 words)
<b>Page Four:</b>	Written Statement: please answer how this work answers the criteria of the artistic brief and the questions of Transformation
<b>Page Five:</b>	Mock-up or rendering in situ
<b>Page Six:</b>	Flat layout of designs - please include a legible image for all proposed panel designs, in both the chain link and bicycle barrier dimensions.
<b>Page Seven:</b>	Display options / configurations
<b>Page Eight:</b>	Other information about the artwork, including connection to other Partner exhibitions or festivals that relate
<b>Page Nine:</b>	Bio of Artist / Designer / Applicant (abbreviated and highlighted relevant experience). Bio for Curator and Organization, where applicable.
<b>Page Ten- Eleven:</b>	Photos of relevant past exhibits with captions of place, client and year. When possible, please include at least one outdoor exhibit or site specific installation.
<b>Appendices:</b>	Additional CVs, References, Press

**Email PDF to:** Sherry Dobbin [sdobbin@timesquarenyc.org](mailto:sdobbin@timesquarenyc.org)

**subject:** Times Square Transformation

Only email submissions are acceptable, no mailed submissions will be accepted.

## Review Process

The proposals would be reviewed by a panel who are represented by the Times Square Arts Advisory Committee who represent the worlds of design, public art and city agencies and are listed below.

### **TIME SQUARE ARTS ADVISORY COMMITTEE**

Barry Bergdoll, The Philip Johnson Curator of Architecture and Design, MOMA  
 Tom Finkelpearl, Executive Director of QUEENS MUSEUM OF ART  
 Sara Reisman, Director of Percent for Art, DEPARTMENT OF CULTURAL AFFAIRS  
 Jennifer Lantzas, Public Art Coordinator, DEPARTMENT OF PARKS, CITY OF NEW YORK  
 Emily Colasacco, Manager of Urban Design & Art, DEPARTMENT OF TRANSPORTATION  
 Willy Wong, President of AIGA NYC and Creative Director for NYC & CO.  
 Tim Tompkins, President, TIMES SQUARE ALLIANCE  
 Ellen Goldstein, VP of Planning, Policy & Design, TIMES SQUARE ALLIANCE  
 Sherry Dobbin, Director of Public Art, TIMES SQUARE ALLIANCE  
 Victoria Milne, Director of Creative Services, NYC DEPT. OF DESIGN AND CONSTRUCTION  
 Kate Howe, Head of Graphic Design, NYC DEPT. OF DESIGN AND CONSTRUCTION





## Appendix

- A. LOCATION PLAN
- B. TEMPLATES AND SPECIFICATIONS FOR THE FENCING
- C. SNØHETTA RENDERINGS OF THE FUTURE RECONSTRUCTED BROADWAY PLAZAS
- D. SOURCES/LINKS FOR ADDITIONAL INFORMATION

### A. Location Plan



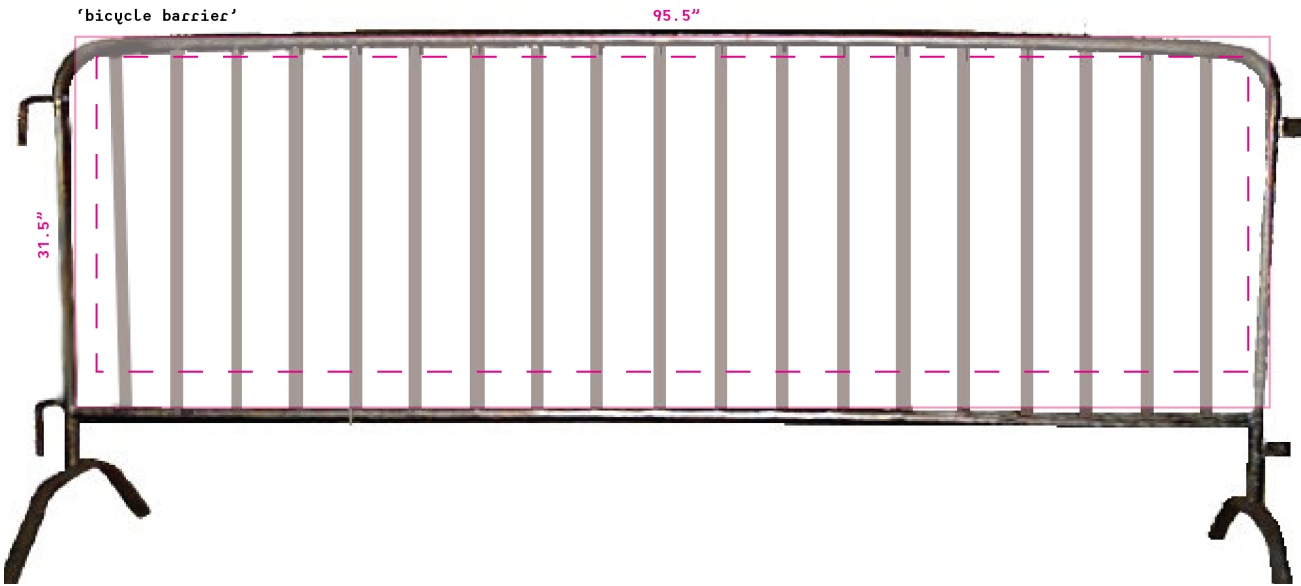
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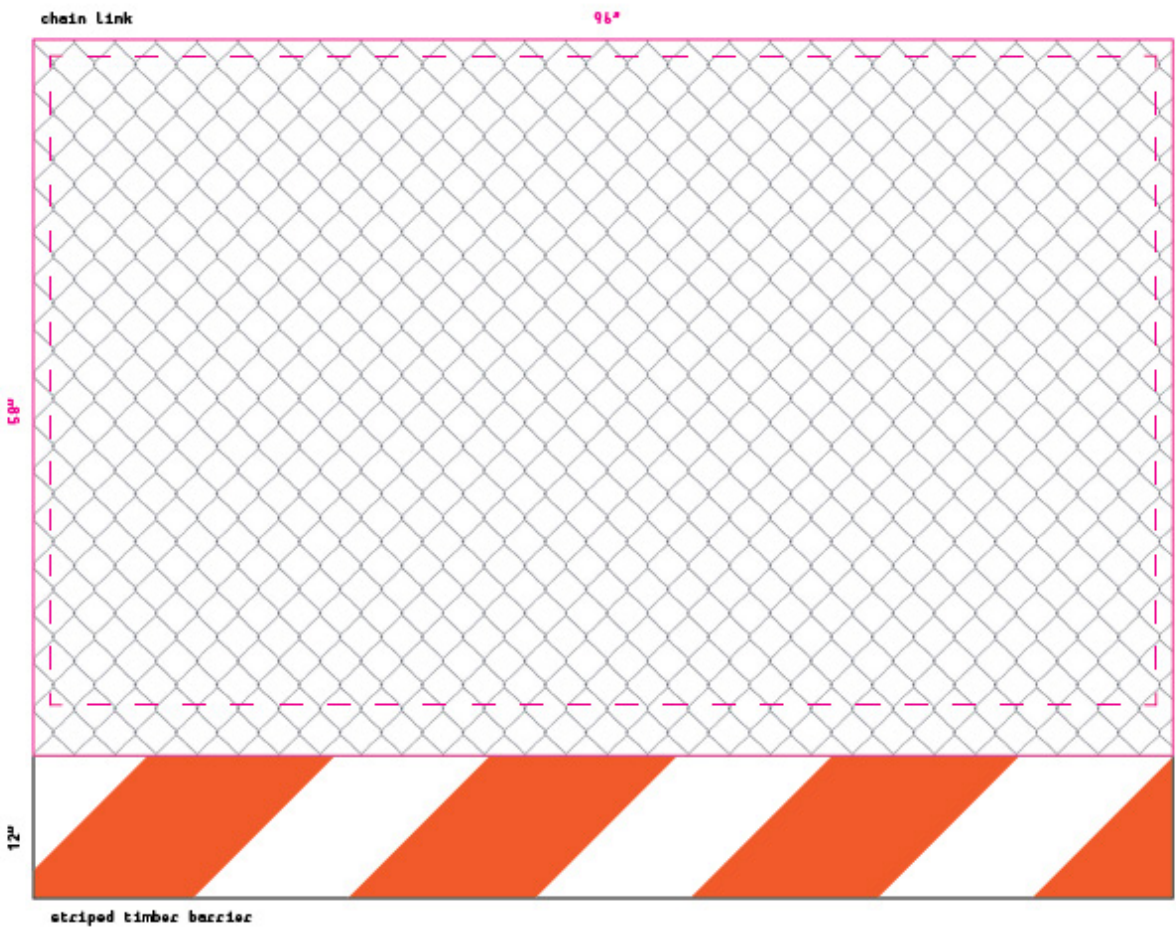


Please use these templates to show flat images of all your proposed panels.

Typical 'Bicycle' Barricade



Typical Chain Link Fencing





## C. Renderings of Reconstructed Broadway Plazas



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