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New York, NY 10001 FlatironNoMad.nyc

## **REQUEST FOR PROPOSALS**

### **Winter Glow Public Art Installation (December 2024-January 2025)**

**April 2024**

[The Flatiron NoMad Partnership](#) (the “Partnership”) seeks submissions of existing public art installations to serve as the centerpiece of our Winter 2024-25 programming series. Designer/firm shall install and maintain an engaging temporary art installation that enlivens the Flatiron Public Plaza on the north side of 23<sup>rd</sup> Street at Broadway & Fifth Avenue in December 2024 and January 2025. The Partnership will also consider additional installations for pedestrian spaces along Broadway from 31<sup>st</sup> Street south to 19<sup>th</sup> Street, the Park Avenue South medians, and Publicly Owned Private Spaces (POPS) located in the Partnership Boundary (BID).

## **BACKGROUND**

### About the Partnership

The Flatiron NoMad Partnership was formed in 2006 and expanded in 2022 to include the burgeoning NoMad neighborhood. The Partnership's mission is to enhance the reputation of Flatiron and NoMad as two of New York's most vital and exciting neighborhoods. The Partnership provides services in six program areas: Sanitation, Public Safety, Homeless Outreach, Streetscape & Beautification, Marketing & Events, and District Advocacy.

### Public Art in Flatiron NoMad

The Partnership manages, maintains, and programs the Flatiron Public Plazas at 23<sup>rd</sup> Street, NoMad Piazza (Broadway from 25<sup>th</sup> to 27<sup>th</sup> Street), and multiple pedestrian seating areas along Broadway from 19<sup>th</sup> Street to 31<sup>st</sup> Street. Over the years, the Partnership has hosted numerous public art installations on the Flatiron Plazas and has proudly partnered with arts and design leaders from the Van Alen Institute, The Armory Show, and The Noguchi Museum along with many emerging design studios. We now seek to expand our public art program to further activate the redesigned Broadway corridor through Flatiron and NoMad.

Learn more about recent district art installations:

- [Control No Control, Iregular Studio \(2023\)](#)
- [Dancer, Tomokazu Matsuyama and Armory Off-Site \(2022\)](#)
- [Interwoven, Atelier Cho Thompson and Van Alen Institute \(2021\)](#)

## **INSTALLATION OBJECTIVES**

- Temporary, interactive and highly visible (incorporating use of LED lighting) that's engaging both day and night
- Existing, structurally sound, safe, and durable piece(s) that have not been displayed in NYC
- Engages diverse audiences to enjoy the artwork and connect in public space
- Emphasizes and contributes to the Flatiron NoMad aesthetic
- Compliments on-site horticulture without damaging trees and seasonal plantings

## **SITEDETAIL**

The main artwork will serve as the centerpiece of the Partnership's 2024-25 Winter programming series on the Flatiron North Plaza (located at the intersection of 23<sup>rd</sup> Street, Fifth Avenue, and Broadway) which sees approximately 60,000 people visit daily. Additional pieces may be placed in 2-3 strategic pedestrian areas along Broadway from 19<sup>th</sup> Street to 31<sup>st</sup> Street, the Park Avenue South Medians between 19<sup>th</sup> and 31<sup>st</sup> Streets, and POPS locations in the BID.

- [Site Maps & Photos](#)
- Flatiron Plaza Electrical Access
  - 400A PNL, 208Y/120V, 3PH 4W (bare ends; designer/firms must secure a NY State licensed electrician to tie into the panel)
- Satellite locations may have no utility access and we ask designer/firms to consider creative solutions (solar power, rechargeable batteries, etc.)

**FIRM ELIGIBILITY**

- Designer/Firm has completed at least two public realm projects in a major North American city
- Designer/firm may be based globally but must contract with a local firm (NYC Metro) to install, maintain, and deinstall the artwork(s)
- Secure and maintain necessary liability insurance during the installation period (see full insurance detail [here](#))
- Minority and Women-Owned Business Enterprises (WBE) are highly encouraged to submit proposals.

**PROPOSAL GUIDELINES**

- Designer/firms' resume
- Two (2) previous artworks including start and completion dates, final costs, renderings/photos, short description, and project references
- Designer's statement or other description of the proposed artwork (up to 500 words)
- Up to five (5) renderings of the artwork(s)
- Estimated project budget outlining design costs, implementation, and project management
- Proposed installation and de-installation plan and timeline

**BUDGET**

\$75,000-\$125,000 inclusive of insurance, NY State structural engineering review (stamped drawings), transportation, installation, maintenance, and deinstallation

**TIMELINE**

- April 15, 2024: Questions Due
- May 3, 2024: Submission Deadline (5PM EST, submission details below)
- June 2024: Notice of Award
- Summer 2024: Contract Finalized
- Fall 2024: Project Launch
- Early December: Installation & Opening Event
- Winter 2025: Deinstallation

**SUBMISSION REQUIREMENTS**

Please send full submissions, including the Project Budget, installation photos, and list of references, as one combined PDF with "2024 Winter Glow Public Art Installation" in the subject line to Mikako Murphy, Senior Planning Associate, via email ([mmurphy@flatironnomad.nyc](mailto:mmurphy@flatironnomad.nyc)) no later than 5PM EST on Friday, May 3, 2024.



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Questions regarding the RFP should be directed via email to Mikako Murphy no later than 5PM EST on April 15, 2024. Questions and responses will be shared with all proposers by Friday, April 19, 2024.