

2023 REQUEST FOR PROPOSALS

Temporary Street Mural on 14th Street in Union Square

Deadline

February 17, 2023

Opportunity

The Union Square Partnership [USP], in collaboration with the NYC Department of Transportation [NYC DOT], is seeking a professional working artist to design and install a temporary street mural at Union Square in the pedestrian areas along the north and south sides of 14th Street, between University Place and Broadway. The mural will be primed and painted over approximately three days in late May 2023.

The 14th Street Busway, initiated as a pilot in fall 2019, is now a permanent street feature bringing enhanced access and public space to Union Square. The center of the Busway crosses the heart of Union Square, where painted sidewalk extensions provide areas for pedestrians. These new pedestrian areas are situated at a highly visible confluence of foot traffic and transit access, providing a remarkable canvas to bring art and color to the streetscape.

Union Square is not only a major transit hub but an important public square for social gathering, culture, recreation, and commerce. It is also a historic crossroads for all New Yorkers and all the peoples of the world to feel welcome and empowered. The mural artwork at this location should draw inspiration from the site's history, local context, and the diversity of its users.

One of NYC's most dynamic neighborhoods, Union Square boasts a thriving cultural, retail, and restaurant scene that draws high foot traffic throughout the year. The mural will be on view for millions of New Yorkers and visitors, including the 350,000 pedestrians who walk through Union Square daily, as well as bus riders, and upper-floor tenants with views of 14th Street. In 2022, the 2nd annual street mural at this site, "Ripples of Peace + Calm" by Ji Yong Kim, was featured in more than 22 media stories totaling more than 50 million impressions. Learn more about the 2022 mural and the project background [here](#).

Artwork Guidelines

- Artwork will span nearly 7,500 square feet of the Busway's designated pedestrian areas on the north and south sides of 14th Street between University Place and Broadway. Download site plan [here](#). CAD file available upon request.
- Artwork may not include text and should be simple and abstract [geometric and/or stencil pattern] to allow for easy installation at a very complicated site. Artwork will be installed with the help of community volunteers who have varied experience levels.

- Artwork should be vibrant and engaging from multiple viewpoints: Pedestrians at street level, riders along the busway, and viewers looking down at the artwork from adjacent buildings.
- Artwork should include no more than six [6] unique colors. The color palette should be vibrant, and distinct from the red tones of the busway lanes, signaling a clear separation between vehicles and pedestrian space.
- Artwork at the crosswalk locations must be a solid background color [no pattern] in order to minimize conflicts with pedestrian crossing access during installation.
- Artwork will be applied to gravel using Sherwin Williams Resilience exterior acrylic latex paint or an approved equal. Note that the gravel surface may be uneven with loose dirt in areas.
- The site will require one day of an initial primer coat [painted over the 2022 mural], and a final clear top coat with Shark Grip slip resistant additive or an approved equal.
- Artwork will be installed in late May 2023 with an anticipated 11-month lifespan.

Project Budget

- The selected artist will be required to submit a budget prior to entering into an agreement that will include design costs, assistant artist fees, implementation, and project management such as supervising installation, which will include working with a group of rotating volunteers, and site cleanup. This budget should not exceed \$10,000 [excluding materials]. The budget for materials should not exceed \$7,500.

Submission

Submissions should include the following, limited to five [5] pages:

- Artist contact information, including name, address, phone number, email, website and link to portfolio if applicable.
- Artist bio and sample projects [include similar urban public space installations if applicable], including title, date of completion, medium, dimensions, location, description of the artwork, and list of partners.
- Artist statement or other description of the proposed mural artwork [up to 500 words].
- Up to five [5] images of mural concept artwork including at least one plan and street-level view [may include sketches and/or Photoshop renders].
- Suggested color swatches and palette inspiration.
- The estimated project budget, including design fee, and assistants required.
- The proposed installation plan, including a timeline, and plans for material cleanup. Submissions should propose environmentally conscious ways to recycle, donate or dispose of unused materials.

Email submissions as a direct download link [e.g., Dropbox, WeTransfer] to Tali Cantor at tcantor@unionsquarenyc.org by Friday, February 17, 2023, at 11:59 PM EST. Please do not send email attachments. Selected artists will be notified by March 1, 2023 and may be asked to attend an interview with the review committee.

Review Process

The Union Square Partnership will submit selected artwork to NYC DOT's Temporary Art Program (DOT Art) for review and approval by the DOT Art Advisory Committee. DOT Art staff will oversee all phases of project management including design development, internal DOT operational review, and permitting. Because of the complex nature of the site and surface, the artwork may require modification before installation.

2023 Timeline

Artwork Submission Deadline	February 17
Artist Selection + Notification	March 1
USP Submission to DOT Art	March 15
Implementation + Planning	April – May
Installation	Late May

About the Union Square Partnership

For over 45 years, the Union Square Partnership has been working to ensure the best possible neighborhood for its residents, businesses, and visitors. USP's programs include sanitation, public safety, economic development, public programming, and marketing services, and we invest in the beautification and maintenance of Union Square Park - the district's crown jewel. As the leading advocate for the Union Square-14th Street community, we work to enhance the neighborhood's quality-of-life by creating a cleaner, safer, and more enjoyable environment. With our vibrant community continuing to evolve and grow, the Union Square Partnership's role is now more important than ever. We are dedicated to this neighborhood, and work 24/7 to make sure that Union Square remains a phenomenal place to live, work, and visit. www.unionsquarenyc.org.

About NYC DOT's Temporary Art Program

NYC Department of Transportation's Temporary Art Program (DOT Art) has installed over 350 temporary public artworks on NYC DOT property throughout New York City in partnership with a diverse body of professional artists, galleries, business improvement districts and nonprofit organizations. City sidewalks, fences, triangles, medians, bridges, jersey barriers, step streets, pedestrian plazas and other unique project sites serve as canvases and foundations for temporary art and cultural programming. www.nyc.gov/dotart.

Site Images + Site Plan



14th Street between University Place + Broadway Looking West



14th Street Between Union Square West and Union Square East Looking South

UNION SQUARE PARTNERSHIP



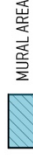
14th Street and Union Square West Looking East



14th Street Between University Place and Broadway View North

14TH STREET MURAL PROJECT AREAS

UNION SQUARE PARTNERSHIP



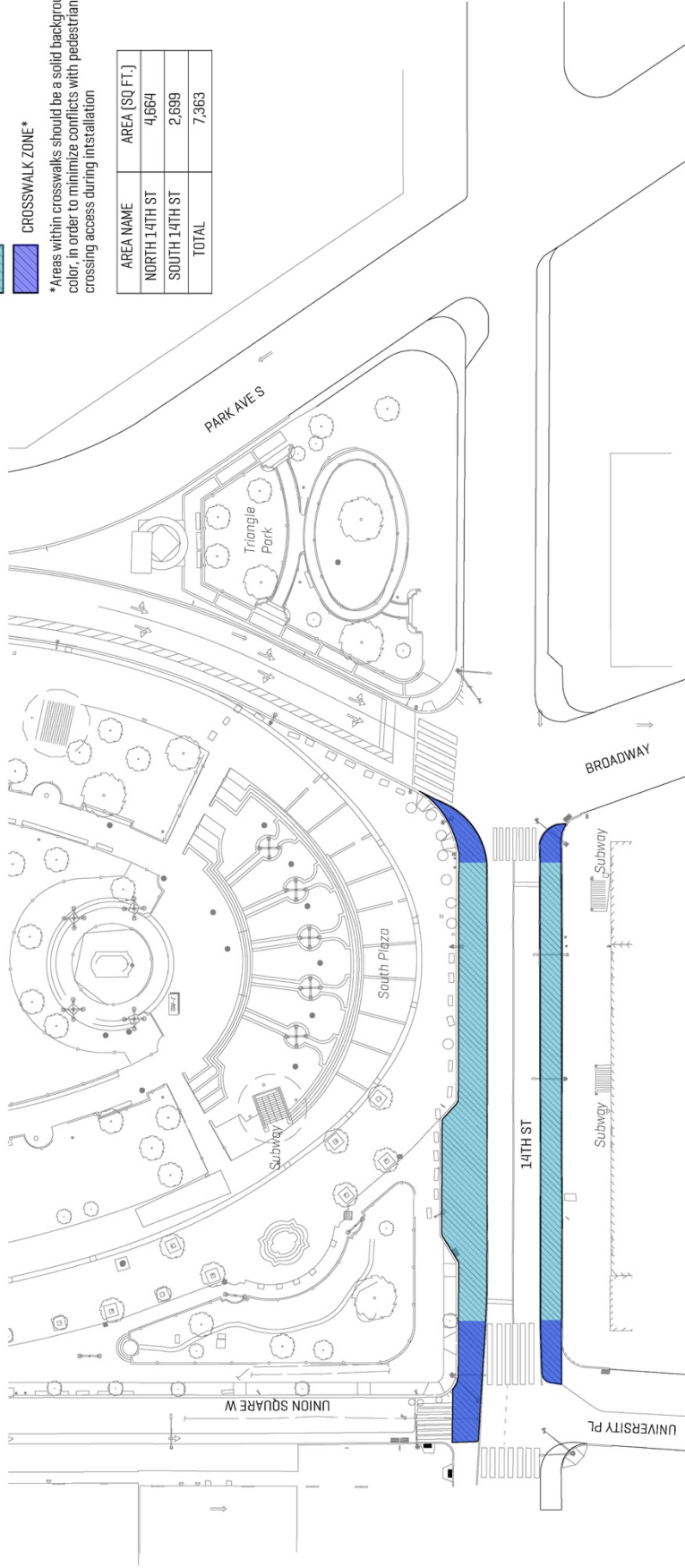
MURAL AREA



CROSSWALK ZONE*

*Areas within crosswalks should be a solid background color, in order to minimize conflicts with pedestrian crossing access during installation

AREA NAME	AREA [SQ. FT.]
NORTH 14TH ST	4,664
SOUTH 14TH ST	2,699
TOTAL	7,363



SCALE: 1" = 40'-0"