

REQUEST FOR PROPOSALS - ART EDUCATOR & CURATOR

Project: Pitkin Avenue BID Banners Redesign Project

Project Timeline: Spring 2021

RFP: Art Educator & Curator for Banner Redesign

Budget / Curator Fee: Negotiable

Proposal Deadline: March 10, 2021

Project Brief

This Spring the Pitkin Avenue Business Improvement District (BID) is launching a community arts project involving the redesign of the street pole banners along the Pitkin and Rockaway Avenues commercial corridors. The new banner design will incorporate art pieces made by local Brownsville, Brooklyn students to create a captivating and vibrant “Walking Art Gallery” along the avenues. In total, the project will provide an opportunity for up to 45 original student art pieces to be displayed.

This project is made in partnership with the NYC Small Business Services (SBS) Neighborhood 360 Program and the Brooklyn Arts Council Community Arts Program.

Call for Art Educator & Curator:

Request for Proposals and Qualifications

The BID is currently accepting proposals from Art Educators & Curators to engage Brownsville students and young people with the intention of creating original works of art to be submitted for inclusion in the banner redesign. The banner project will be an opportunity to showcase the artistic skills of students in Brownsville’s schools and art programs.

The BID is requesting proposals from an Art Educator & Curator on how they would engage students to create original works of art for the banner redesign. Additionally, the proposal needs to describe the visual, conceptual framework for the banners, including themes the Art Educator/Curator would like the students to explore. The Art Educator/Curator will be responsible for assisting in the creation of the art and reviewing individual submissions to ensure each piece submitted follows the guidelines required for public display.

Art Educators/Curators should consider how their proposed banner artwork concepts will transform the streetscape and highlight Brownsville’s rich culture and heritage. The BID is interested in highlighting cultural landmarks and iconic historical figures that showcase the cultural diversity of Brownsville. However, Art Educators/Curators are encouraged to think out of the box and explore their creativity in terms of how they conceptualize the banner artwork.

To be considered for the Art Educator/Curator role, candidates must submit:

1) Proposal (as one pdf)

A brief write-up that includes:

- Name, Phone number, Email
- Description of your vision for the banner design theme and/or concept within the technical requirements. The write-up can be supported by images, sketches etc.
- A plan for how you will engage with the students and facilitate the artwork creation
- Why are you interested in this project!
- Qualifications and work experience
 - Samples of work
 - Links to websites accepted
 - Experience facilitating art education and/or workshops a plus
 - Ability to execute community art projects of this scale a plus
 - Community art project and curator experience a plus but not required

RFP Selection Process

Proposals will be reviewed by the Pitkin Avenue BID based on the following criteria:

1. Artistic merit, including quality of work, originality, and artistic excellence in art education and community art led projects
2. Art Educator/Curator's interest and expressed desire in this project;
3. Art Educator/Curator's ability to meet the considerations of art and the technical requirements,
4. Qualifications and professional experience with facilitating art education, and specifically the ability to execute community art projects of this scale within the criteria described.

The Pitkin Avenue BID reserves the right to select and retain the artist deemed most appropriate for the project at its sole discretion.

RFP Submission Requirements

In the subject line, clearly mark:

“Art Educator/Curator: Your First and Last Name”

Submit Proposal as a single pdf to: jesse@pitkinavenue.nyc

All submission materials will be retained by the Pitkin Avenue BID.

For information or questions regarding this Request for Proposal, please contact:

Jesse Gericke, Planning Director

718.922.9600 x702

jesse@pitkinavenue.nyc

Curated Art: Technical Requirements / Project Specs







Each banner will be 8 feet high by 3 feet wide and will include the BID and SBS logos. About 65% of the banner will be dedicated to the artwork. If the Art Educator/Curator wishes, each artist will be allowed to sign their individual artwork. The BID will create a webpage dedicated to the banners, complete with a map that will identify individual pieces.

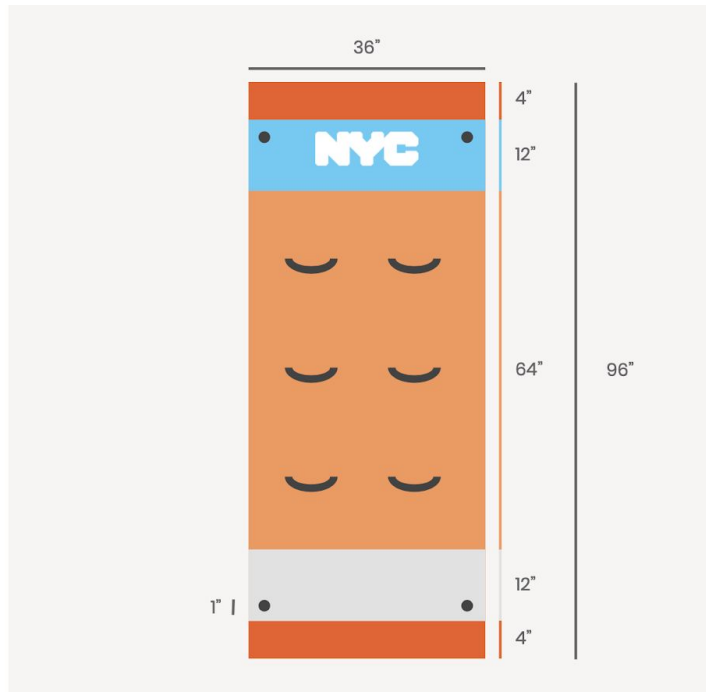
See Appendix for banner artwork specifications, followed by examples of recent BID banners for reference.

Appendix A: Banner Specifications

Banner Mechanical 8'H x 3'W

Legend

BID Logo Area	
Creative / Information Area	
Sponsorship Safety Area	
Pole Pockets (no text or copy)	
Wind Slits (adjustable with artwork)	
Grommets (no text or copy)	
Finished Size	96"H x 36"W
Creative Area	64"H x 36"W
Resolution	100 DPI



Examples of BID Banners:



Pitkin Avenue BID and BMS Banner on Rockaway Avenue between Glenmore and Pitkin Avenue (Photo taken by Pitkin Avenue BID staff member, February 2021).



Top left: NoHo BID banner (retrieved from www.noho.bid); Bottom left: Pitkin Avenue BID banner (retrieved from www.pitkinavenue.nyc); Far right: Grand Street banner (retrieved from www.grandstreetbk.org).