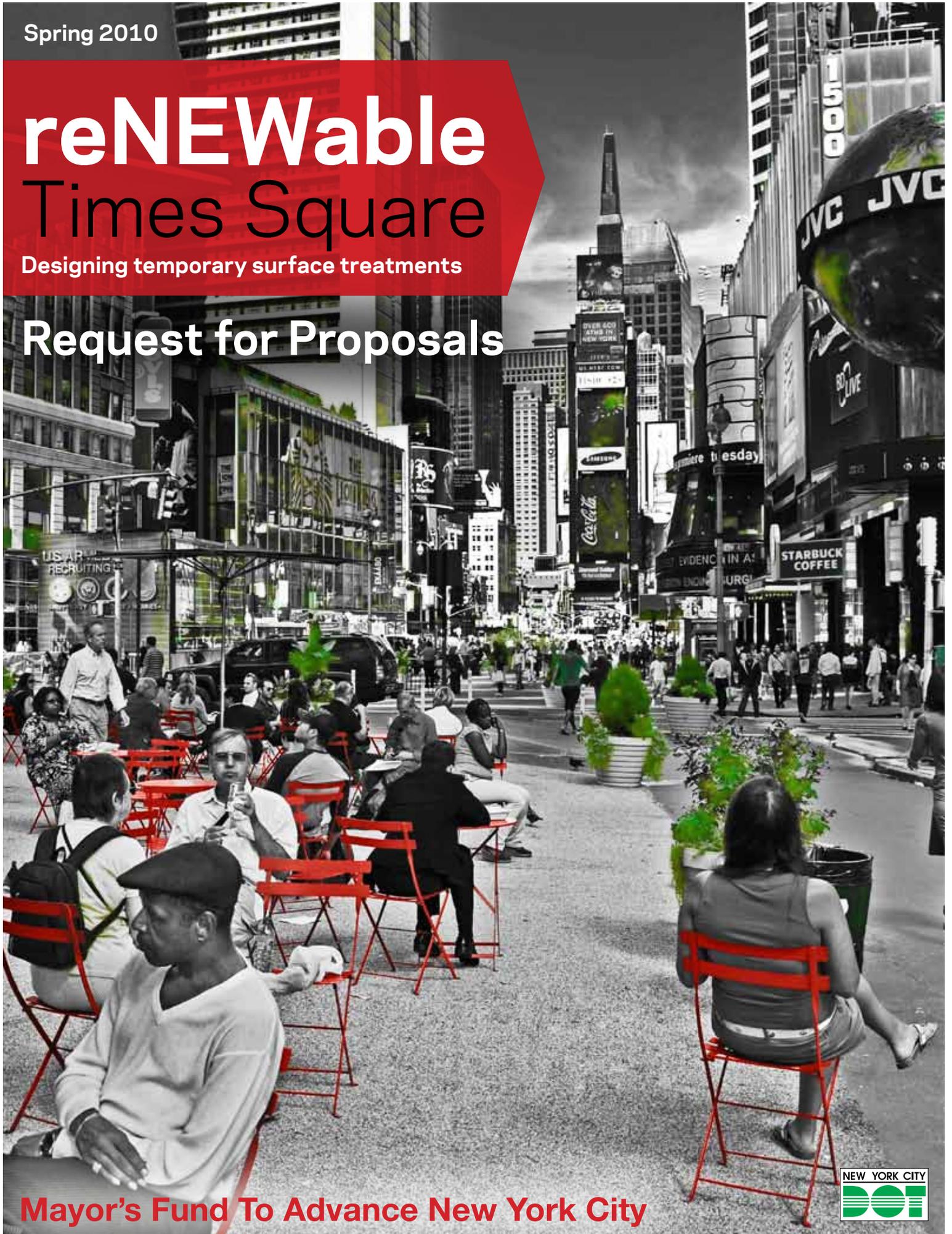


Spring 2010

reNEWable Times Square

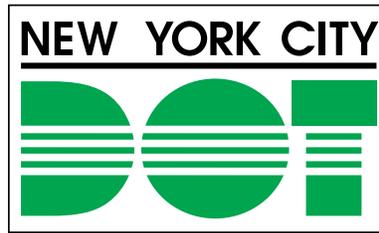
Designing temporary surface treatments

Request for Proposals



Mayor's Fund To Advance New York City





**reNEWable
Times Square**

Spring 2010

Request for Proposals

**Mayor's Fund To Advance New York City
and
NYC Department of Transportation**

INTRODUCTION

Times Square, one of New York City's (the "City") most vibrant destinations, attracts over 350,000 pedestrians each day, more than anywhere else in the City. The area is home to 39 Broadway theatres, 35 hotels (accommodating 25% of Manhattan's hotel rooms), 250,000 employees, various cultural and commercial events, public broadcasts and film shoots, and the New Year's Eve Celebration. The streets of Times Square are filled with people 24/7 gazing up at the bright lights and billboards as well as constantly changing images projected from LCD screens. Visitors are also attracted to the area's retail offerings including several flagship stores for national chains, destination restaurants, and of course, Broadway shows.

The Mayor's Fund to Advance New York City (the "Mayor's Fund") hereby invites eligible artists, designers, organizations, and non-profits living or operating within the City (the "Artist(s)") to propose temporary design solutions to renew the surface treatments at all five plazas and smaller ancillary spaces located on Broadway from 47th to 42nd streets for installation beginning in June 2010. The final design shall be translated into a surface treatment by a contractor selected by the New York City Department of Transportation (the "DOT") with ongoing support from the selected Artist(s).

PROJECT BACKGROUND

Until recently, the Times Square Bowtie, the area between 47th and 42nd streets along the lengths of both 7th Avenue and Broadway (the "Bowtie"), was overwhelmed with both pedestrian and vehicular traffic. The hundreds of thousands of people who flood into Times Square every day were being relegated to only 11% of the public space available. This common occurrence caused the term "pedlock" to be coined at this location. Many people were forced to walk in the road simply to move through the area.

In 2008, the City opened a revitalized Duffy Square at the northern end of the Bowtie, a beautiful black-granite plaza with a striking canopy and red glass staircase that houses TKTS, a pavilion that sells Broadway theatre tickets. This enhancement provided the first area in Times Square where people could stop and enjoy this signature public space.

In August of 2009, to enhance safety for all modes of transportation along the Broadway corridor, as well as to further accommodate the diversity of activities occurring simultaneously in Times Square, DOT launched Green Light for Midtown; a pilot program that created new pedestrian areas on Broadway in Times Square (47th to 42nd streets) and Herald Square (35th to 33rd streets). Extensive safety enhancements were also made along the Broadway corridor between Columbus Circle and Madison Square.

Along Broadway in Times Square, the asphalt pavement was painted red and seating areas were delineated with epoxied gravel, planters and moveable tables, chairs and umbrellas. Through this pilot project, the balance of vehicular and pedestrian traffic in Times Square was altered. These new spaces host special events, performances and/or public art installations on a regular basis. The Times Square Alliance (the "Alliance") maintains the area on behalf of the City of New York.

Both before and after implementing the Green Light for Midtown as a pilot, DOT collected extensive data on safety, travel times, traffic volumes and pedestrian volumes. Additionally, the Alliance organized a series of surveys to gather local opinion on the outcome of the project. Based on the findings of the Green Light for Midtown study, DOT will renew the plazas that will become a permanent part of the City's streetscape. Future plans involve rebuilding both 7th Avenue and Broadway in the Bowtie beginning in 2012 in partnership with the Department of Design and Construction.

It is critical that the temporary surface treatments remain fresh and vibrant during the design phase of the capital project. Therefore, the Mayor's Fund hereby invites eligible Artist(s) to propose temporary design solutions to renew the surface treatments at all five plazas and smaller ancillary spaces located on Broadway from 47th to 42nd streets for installation beginning in June 2010. The new surface treatment shall remain in place for approximately eight (8) months (July 2010 – February 2011).

ELIGIBILITY

Artist(s) living, working or operating within the City are eligible to submit a proposal (the “Proposers”). By submitting a proposal, all Proposers confirm their availability to collaborate with DOT on a daily basis, if necessary, during the design, fabrication and installation phases from May to mid-July 2010. A single conceptual design shall be selected through this solicitation. Each Proposer is permitted to submit only one proposal.

SITE DESCRIPTION AND SCOPE

The site consists of five plazas located on Broadway from 47th to 42nd streets and smaller ancillary spaces adjacent to 7th Avenue (together the “Site”) (See Appendix A). The main surface material, asphalt, shall act as the canvas for the Artist(s). The epoxied gravel seating areas, concrete islands and traffic stop curbs shall remain in place during this project. The Site should be considered as one connected space.

The existing surface treatment consists of a red epoxy coating with a repetitive dot design in a lighter shade of red. This surface treatment was completed with a product that is known to adhere to asphalt. A maximum of four colors of this epoxy coating will be supplied and installed by DOT’s contractor for the new design.

The selected Proposer shall be responsible for completing a final design, preparing templates or a stenciling technique with the contractor, being on-site during installation and should also be available, if necessary, over the following eight (8) months to advise DOT, during routine maintenance.

DESIGN CONSIDERATIONS

I. Proposers shall submit a conceptual design for the Site (the “Artwork”), which shall:

1. Be epoxy coating, as is currently in place at the Site;
2. Be a maximum of four distinct colors;
3. Consist of a graphically bold design that may be repeated throughout the Site or may allow for variations based on the overall concept;
4. Consist of a legible and unified scheme;
5. Consider the experience of the pedestrian at the Site;
6. Take into account the current surface conditions of the asphalt pavement including but not limited to the bumps, potholes, utility covers, etc, which shall all remain as is during implementation of the surface treatment;
7. Take into consideration the existing furniture, which includes red bistro chairs and tables, silver high tables and benches (See Appendix C for photograph of the existing furniture);
8. Consider the many civic and commercial events along with the ongoing public art installations (both visual and performance) that occur at the Site;
9. Be solely the result of the artistic effort of the Proposer; and
10. Be unique, original and not infringe upon any copyright or the rights of any person.

DESIGN CONSTRAINTS

I. Proposers shall not incorporate the following areas/elements into their conceptual design:

1. Crosswalks;
2. Epoxied gravel areas;
3. Traffic stop curbs (at 46th, 44th and 43rd streets);
4. Duffy Square and Military Island; and
5. Granite blocks.

II. Proposers shall not incorporate three-dimensional objects including, but not limited to, sculptures, signs, etc. into their conceptual designs.

III. The final selected conceptual design may require:

1. Minor color modifications; and
2. Design layout modifications to accommodate Site conditions such as manhole covers or other existing elements.

MATERIAL AND INSTALLATION SPECIFICATIONS

The materials and process used for the surface treatments have been developed to accommodate the budget and compressed time schedule. An epoxy coating identical to that which was used to create the previous temporary surface treatment shall be used for this project. Such coating shall be supplied and installed by DOT's contractor. The surface shall be primed with two coats of epoxy coating and shall serve as the base for the design.

SELECTION

A committee shall evaluate and rate all submitted proposals based on the criteria prescribed below.

	Criteria	Percentage
1	Proposed designs exhibit strong artistic quality that shall have a positive impact on the Times Square area	50%
2	Past artwork demonstrates proficiency in design and the ability to supervise large-scale projects in the public realm	25%
3	Previous experience demonstrates proficiency in team-based public art or design projects with an understanding of the diverse scale and dimensions of this project	25%
	Total	100%

PROJECT FEES

The selected Proposer shall be awarded a design fee in the amount of \$15,000, which includes all expenses, to be funded by the Mayor's Fund and shall enter into a contract with the Mayor's Fund. The materials and installation shall be funded under a separate contract with DOT's contractor.

SITE VISIT

Artist(s) should consider attending a Site visit. The Site visit(s) shall commence at the Times Square Information Center on the eastside of 7th Avenue between 46th and 47th streets (See schedule below).

SCHEDULE

March 3:	Release of RFP
March 15, 2010 at 10:00 am:	Site visit
March 25, 2010 at 4:00 pm:	Site visit
April 16, 2010:	Proposal submission
May 4, 2010:	Winner Notification

SUBMISSION GUIDELINES

I. Applications should consist of the following materials to be evaluated:

1. Application Form (available on page 9 of this document);
2. Maximum of one (1) conceptual design in plan view (See Appendix A); one (1) detail drawn-to-scale with measurements of a single block (45th to 46th streets); and three (3) Photoshop renderings using images in Appendix B; and
3. Maximum of five (5) images of past work with associated image list that should include title and date of work, media, location and dimensions (H x W x D).

II. All submission materials may be provided on a CD or in hardcopy. DOT strongly prefers submission on a CD. Only the attached Application Form shall have the name of the Proposer. Submitted images shall not identify names of individuals, firms or organizations.

III. Please adhere to the following specific submission requirements:

1. Files contained in Appendix A and B shall be downloaded from DOT's Urban Art Program website at www.nyc.gov/urbanart in order to superimpose a conceptual design directly onto the image.
2. All images shall be submitted by Proposers as follows;

A. For JPG submittal;

- a. All images but full site plan: 10 x 7.5 inches size at 150 dpi at medium setting; maximum of 500 KB per image; and
- b. Full site plan: 17 x 9 inches at 300 dpi at higher setting; maximum of 5 MB.

B. All submitted images should be labeled on the CD as follows:

- a. Design_Plan_View_01
- b. Detail_Design_02
- c. Photoshop_Rendering_01
- d. Photoshop_Rendering_02
- e. Photoshop_Rendering_03
- f. Past_Work_01
- g. Past_Work_02
- h. Past_Work_03
- i. Past_Work_04
- j. Past_Work_05

ADDITIONAL INFORMATION

- I. All designs submitted pursuant to this solicitation shall remain the property of the Proposers, including copyright in their Artwork.
- II. Proposers shall agree to the following:
 1. Costs incurred in submitting any materials in connection with this solicitation are the sole responsibility of the Proposers;
 2. All submitted materials in response to this solicitation, CDs or hardcopies, shall become the property of DOT, except such designs as specified in paragraph I; and
 3. Proposers may not release any information or make any statements to the public, press or other media regarding this solicitation, the submitted proposals or the contract sought without prior written approval from the DOT.
- III. The selected Proposer shall agree to:
 1. Enter into an Agreement with the Mayor's Fund;
 2. Fully cooperate with the Mayor's Fund and DOT and provide any further documentation necessary to accomplish all tasks listed herein; and
 3. Provide the DOT with a royalty-free perpetual license to use the Artwork, and any depictions thereof, for any lawful purpose, including without limitation all non-commercial uses.
- IV. The selected Proposer shall:
 1. Retain ownership and copyright in the Artwork; and
 2. Not use the designs without prior approval from DOT.
- V. The Mayor's Fund and DOT reserve, without limitation, the right to:
 1. Reject any and all proposals received in response to this solicitation;
 2. Not enter into an agreement;
 3. Waive or modify any irregularities in proposals received or any other aspect of this solicitation;
 4. Terminate any subsequent agreement at any time upon notice to the selected Proposer;
 5. Conduct discussions with one or more Proposer;
 6. Negotiate separately with any source whatsoever in any manner whatsoever; and
 7. Remove the Artwork without the selected Proposer's approval.
- VI. DOT agrees to use its best efforts to give credit and provide notice to the selected Proposer when using depictions of completed Artwork.

DEADLINE

Submissions must be received by 5:00 PM EST, Friday, April 16, 2010 to be considered. All submissions should be mailed or delivered to the following address:

NYC Department of Transportation
Planning and Sustainability
Urban Design & Art Unit
55 Water Street, 9th Floor
New York, NY 10041

NOTIFICATION

The selected Proposer shall be notified by Tuesday, May 4, 2010. The selected conceptual design shall be posted on the DOT's Urban Art Program website (www.nyc.gov/urbanart) and the Alliance's website (www.timessquarenyc.org). Only the selected Proposer shall receive direct notification.

QUESTIONS

Phone inquiries shall not be returned. All questions should be emailed to arts@dot.nyc.gov. Emails regarding questions that can be answered by reviewing this solicitation shall not receive a response. DOT shall periodically post relevant questions and answers on the Urban Art Program website.

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Design Solicitation Application Form

CONTACT INFORMATION

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Phone Number: _____

BACKGROUND INFORMATION

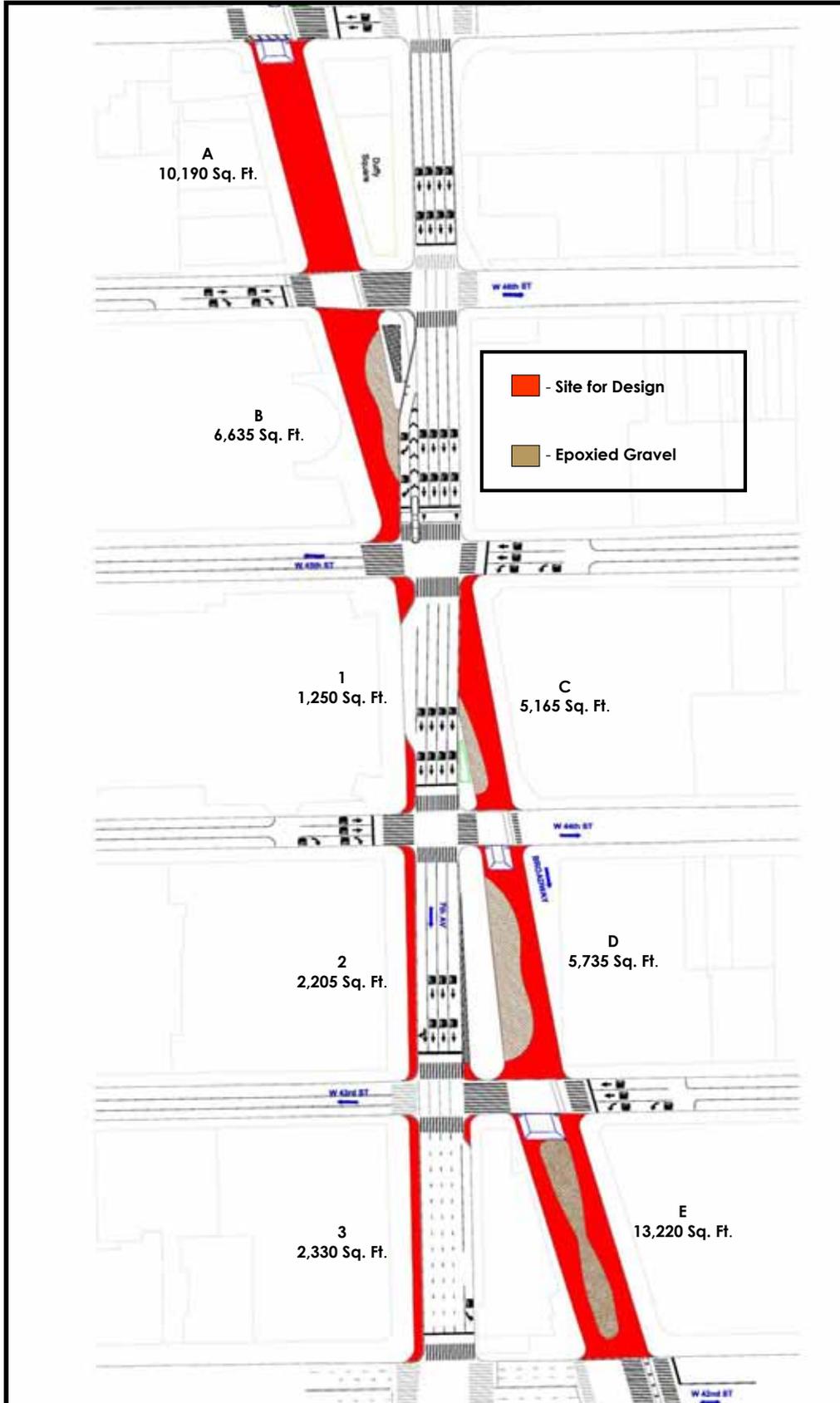
Proposed Design Description (Briefly describe your design and its creative intentions in 300 words or less:

Artist Bio (Briefly describe your previous artistic experience, large-scale projects, solo/group exhibitions in 300 words or less or attach curriculum vitae (maximum of two (2) pages):

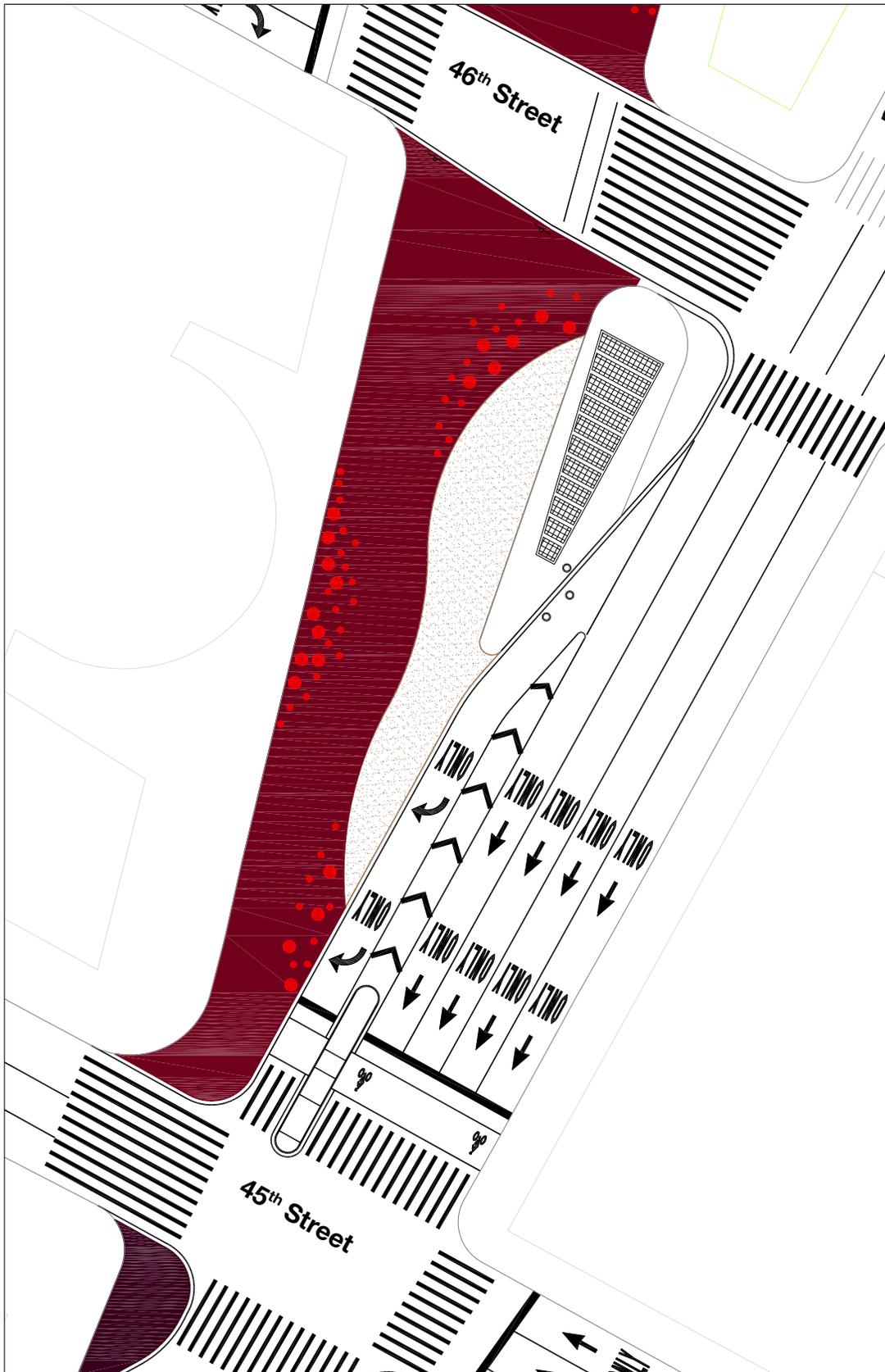
Past Experience (Briefly describe your team-based public art or design projects in 300 words or less):

APPENDIX A: SITE PLAN

(High resolution JPEGs are available for download at www.nyc.gov/urbanart).

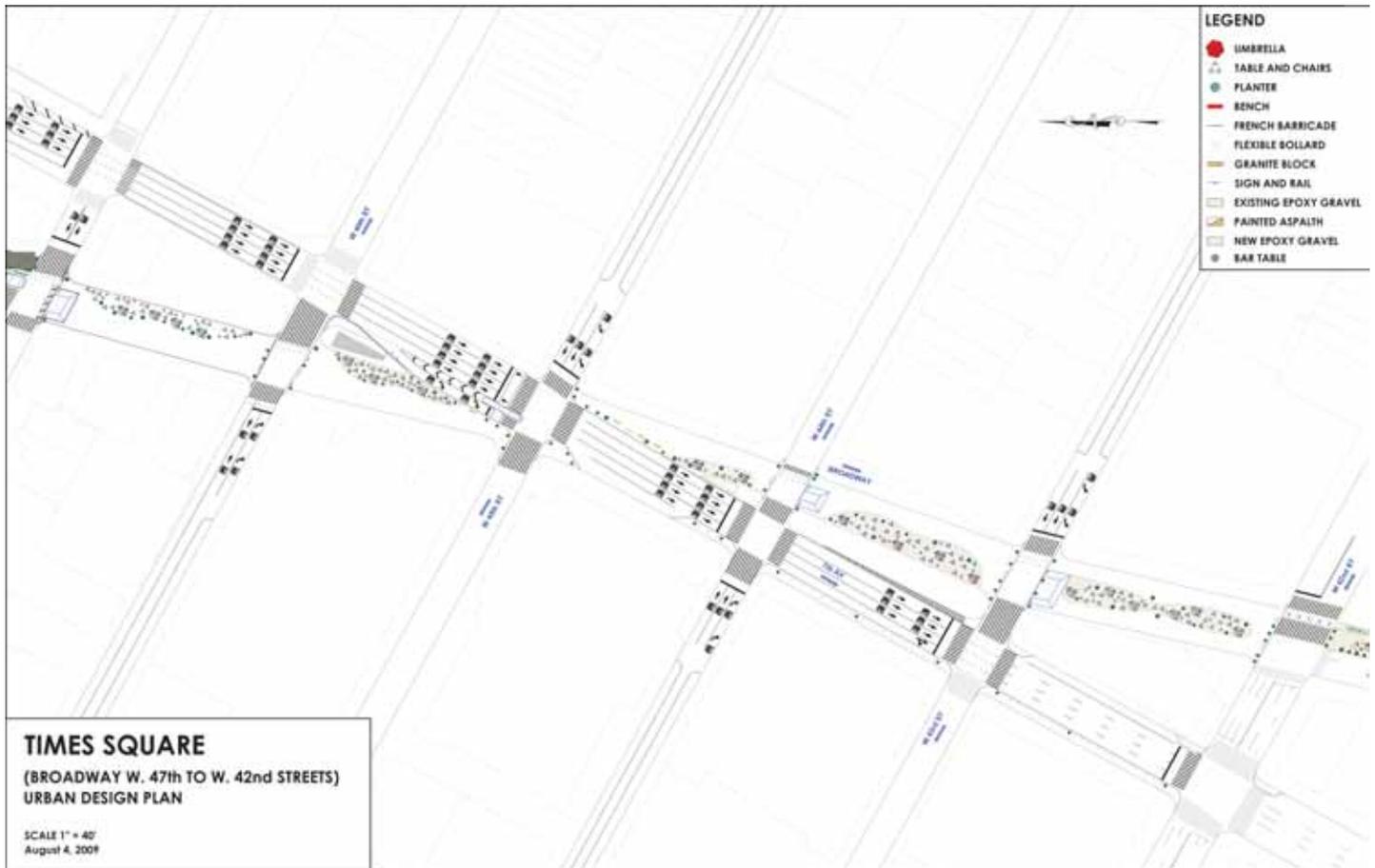


Site plan of Bowtie (Design Plan View 01)



Plaza between 45th and 46th streets (Detail Design 02)

APPENDIX A CONTINUED



Layout of Furniture: For Information Only

APPENDIX B: SITE PHOTOGRAPHS (PHOTOSHOP RENDERINGS)

(High resolution JPEGs are available for download at www.nyc.gov/urbanart).



Aerial view from 47th to 45th streets (Photoshop Rendering 01)

APPENDIX B: SITE PHOTOGRAPHS CONTINUED

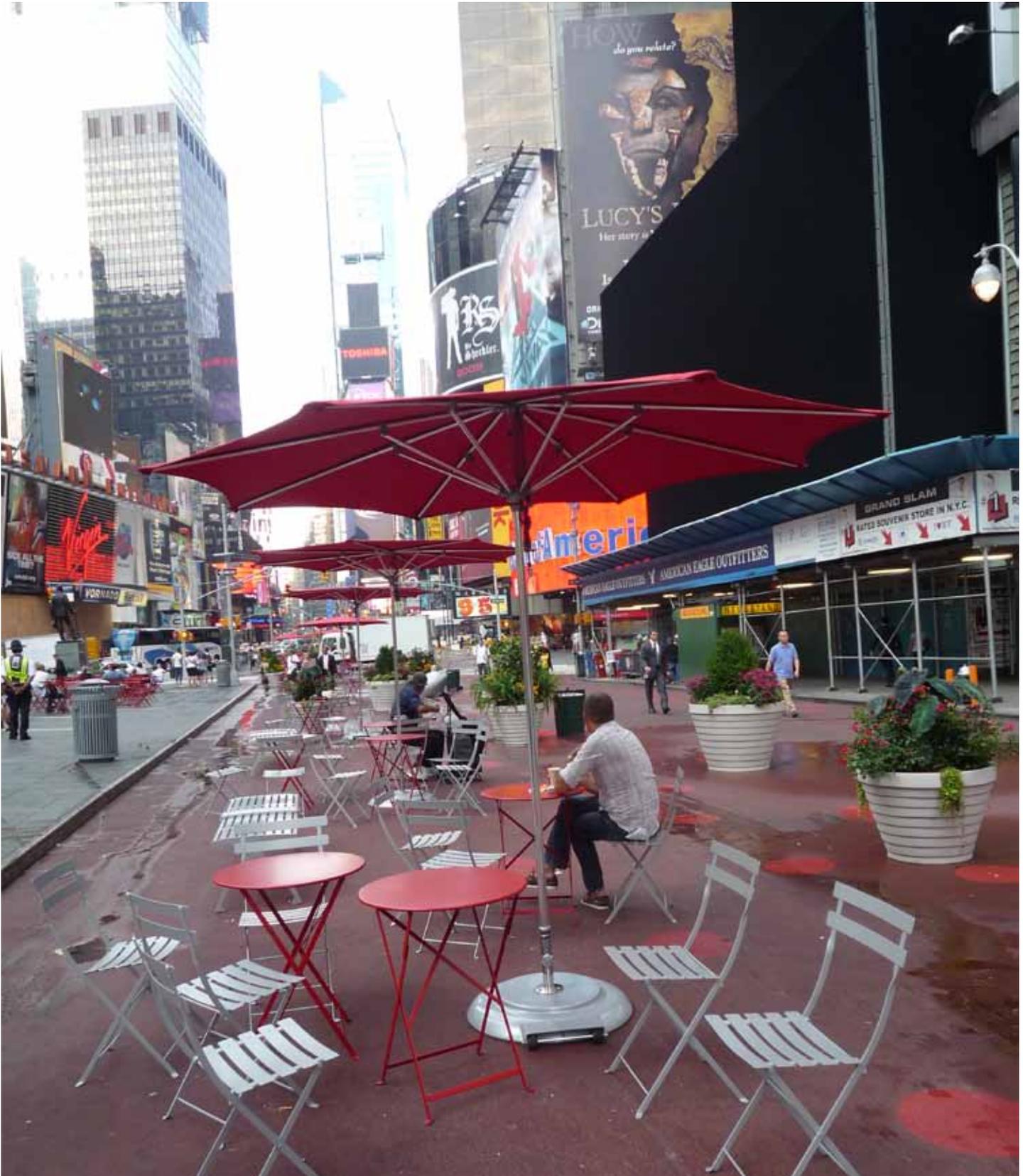


On top of TKTS staircase, near 47th Street, looking south (Photoshop Rendering 02)



Near 43rd Street, looking north (Photoshop Rendering 03)

APPENDIX C: STREET FURNITURE PHOTOGRAPH



Close-up of Furniture on Plaza: For Information Only