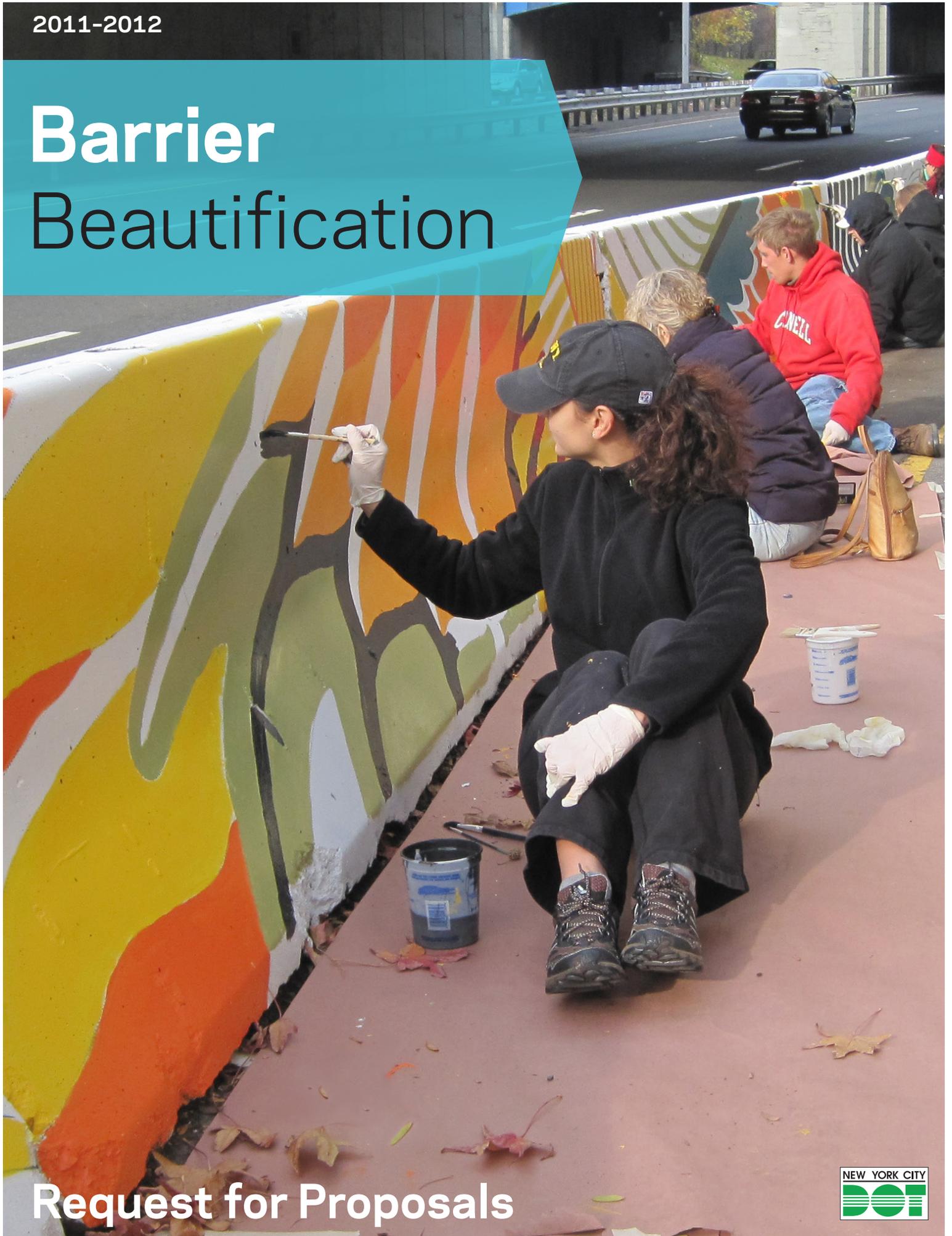


2011-2012

# Barrier Beautification



Request for Proposals



## BACKGROUND

In spring and fall 2010, the New York City Department of Transportation (the “NYCDOT”) partnered with the Mayor’s Community Affairs Unit (the “CAU”) and New York Cares (the “NY Cares”) to produce temporary designs on a number of barrier sites around the City. Eight artists were selected to create final designs as well as translate and paint the design onto the designated sites, some of which include: Furman Street between Montague and Joralemon streets in Brooklyn; FDR Service Drive North between 35th and 37th Streets in Manhattan; and Hutchinson Parkway North at Edwards Avenue in the Bronx. Approximately 6,000 linear feet of barrier was covered with bright colorful imagery on two Saturdays, one in April and one in November, with support from hundreds of volunteers.

This spring 2011, NYCDOT is partnering again with CAU and NY Cares to paint selected barrier sites around the City. All barrier sites will be primed in advance by NYC Community Cleanup. Each selected artist shall be assigned a site within one of the five boroughs and will be responsible for translating the design and overseeing the painting of the design onto the barriers. NY Cares volunteers will be assigned to assist each artist at a site on one Saturday in early spring 2011 to paint the design.

## PROJECT SCOPE

NYCDOT invites artists and/or designers to envision the surface of these ordinary jersey barriers as canvases for art. All interested artists are eligible to submit materials to this open call.

**Selected artists shall accomplish the following tasks:**

- complete one (1) final design;
- translate design (stenciling or hand drawing) onto barrier; and
- lead volunteers in the process of painting the design onto the barrier.

## SITE SPECIFICATIONS

The overall length of each site will vary based on the barriers’ operational function. However, the dimensions of the jersey barriers are approximately twenty (20) feet in length by three (3) feet in height. NYCDOT shall assign Sites to selected Artists; therefore all Artists must be willing to adapt their conceptual design to a particular location.

## DESIGN CONSIDERATIONS

**All submitted conceptual designs shall:**

- consider the uneven surface condition of the jersey barriers;
- consider the function of a jersey barrier as a protective divider within the public realm;
- consist of a simple, bold pattern that can be painted over one day by volunteers who may have no training in art (See Appendix A for examples of successful barrier projects);
- be solely the result of the artistic effort of the artist; and
- be unique, original and not infringe upon any copyright or the rights of any person.

## SELECTION CRITERIA

**A jury shall review all submissions based on the following criteria:**

- proposed design is aesthetically pleasing and appropriate for the public realm;
- past artwork demonstrates proficiency in design; and
- previous experience demonstrates ability to accomplish large-scale, team-based projects.

Proposals shall be ranked by a jury. NYCDOT will contact selected artists in early March 2011 to implement designs at specific jersey barrier sites. If additional barrier sites become available throughout the year, NYCDOT will reach out to ranked artists.

## PROJECT FEES

Each selected Artist will be awarded an honorarium in the amount of \$2,000 to complete a final design, translate the design onto the barrier and oversee the implementation process. In addition, each Artist will receive a \$500 stipend to cover the cost of materials to translate the design onto the jersey barriers (i.e. special paper, stencils and markers). Materials and tools to paint the design, including paints and brushes, shall be provided by NYCDOT and NY Cares.

## SUBMISSION GUIDELINES

Please provide one (1) hardcopy of your submission as well as one (1) copy on a CDROM in Microsoft or Adobe format. Submissions should consist of the following materials for review by the jury.

- Application Form (Page 4 of this document);
- One (1) conceptual design (Download Conceptual Design Format); and
- Three (3) images of past artwork (Download Artist Past Work Slides).

Submitted materials shall not be returned. Incomplete applications will not be considered.

## DEADLINE

Submissions must be received no later than close of business on Friday, February 25, 2011 to be considered. All questions should be emailed to [arts@dot.nyc.gov](mailto:arts@dot.nyc.gov). All submissions should be mailed to:

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

## ADDITIONAL INFORMATION

Please note the following:

- This RFP is not intended as a formal offering for the award of a contract or for participation in any future solicitation;
- NYCDOT does not intend to grant or issue any additional agreements on the basis of this RFP;
- NYCDOT, the City and their officials, officers, agents and employees make no representation or warranty and assume no responsibility for the accuracy of the information set forth in this RFP;
- No information contained in submissions shall be deemed confidential and such information may be shared with other governmental entities. Therefore, please do not submit any information that may be deemed proprietary in nature;
- Neither NYCDOT nor the City shall be liable for any costs incurred by any respondent in the preparation, submittal, presentation or revision of its submission. Neither NYCDOT nor the City shall be obligated to pay and shall not pay any costs in connection with the preparation of such submissions;
- All submissions shall become the property of NYCDOT and the City and shall not be returned;
- NYCDOT at its sole discretion reserves, without limitation, the right to:
  - Withdraw the RFP at any time;
  - To discuss various approaches with one or more respondents (including parties not responding to the RFP);
  - Use the ideas and/or submissions in any manner deemed to be in the best interests of NYCDOT and the City, including but not limited to soliciting competitive submissions relating to such ideas or proposals and/or undertake the prescribed work in a manner other than that which is set forth herein; and
  - Change any terms of this RFP.

# Barrier Beautification

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## Application Form

### CONTACT INFORMATION

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_

### BACKGROUND INFORMATION

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**Artist Bio** Briefly describe your past work experience in solo/group exhibitions in 150 words or less:

*\*\* Attach an abbreviated curriculum vitae \*\**

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**Design Description** Briefly describe your design and its creative intentions in 150 words or less:

*\*\* Insert proposed artwork into "Conceptual Design Format" using Adobe Acrobat \*\**

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**Past Team Experience** (Briefly describe one team and/or community-based project that best represents your experience working with others in 150 words or less):

*\*\* Insert photos of past work into "Artist Past Work Slides" using Microsoft PowerPoint \*\**

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2011-2012

# Barrier Beautification



**Appendix A: Past Projects**



*Face to Face*, Debra Hampton  
Furman Street between Montague and Joralemon Streets (Brooklyn)



*Antimacassars*, Jennifer Cecere  
FDR Service Drive North between 35th and 37th Streets (Manhattan)



*City Speed, Jenny Hung*  
Hutchinson River Parkway North at Edwards Avenue (Bronx)



*NYCamo*, Niko Courtelis  
Queens Boulevard between Jackson and Skillman Avenues (Queens)

