

# WTC Construction Fence

## Design Competition

### Guidelines

#### Introduction

The Port Authority of New York & New Jersey (the “Authority”), in cooperation with the New York City Department of Transportation (the “NYCDOT”), invite artists and/or designers to propose conceptual designs for a temporary mural to be installed on the part of the construction fence (the “Fence”) surrounding the World Trade Center Site (the “Site”) that is located on Church Street between Liberty and Vesey streets in Lower Manhattan.

The Authority owns and maintains the Site and is interested in enhancing the pedestrian experience along the route through the addition of a mural (the “Display”). NYCDOT shares this goal, as the Fence is situated across from a heavily used sidewalk.

The Site is approximately 16-acres bounded by Vesey Street on the north, Route 9A/West Street on the west, Liberty Street on the south, and Church Street on the east. Vesey Street is a pedestrian-only pathway currently closed to vehicular traffic. Both Liberty Street and Church Street are open to vehicular traffic with a single sidewalk located across from the Site. Route 9A/West Street is a highway currently inaccessible to pedestrians.

Navigating this immense construction site can be confusing. In addition to the many residents and commuters who walk by the Fence, the Site is a popular tourist destination drawing thousands of visitors a day. To assist with orientation and improve its appearance, in November 2008, the Authority affixed vinyl mesh banners with images of current and future site developments to the Fence. The design selected from this solicitation (the “Design”), will be printed onto similar vinyl mesh and installed on the Fence commencing in the fall of 2009 and may remain for approximately eleven (11) months after installation (the “Display Period”).

#### Scope

The purpose of this solicitation is to select a Design created by an artist, designer, or team of artists/designers (the “Artist”) to:

- Collaborate with the Authority and NYCDOT to create an original Design for a portion of the Fence located on Church Street between Liberty and Vesey streets.



## Guidelines

The competition is open to individual artists, designers and teams of artists/designers. The selected Artist shall be awarded a prize of \$7,500 for developing the final Design, transferring rights to the Design to the Authority, reviewing production of the vinyl mesh and being on site during installation.

The Authority and NYCDOT shall select a conceptual design to be developed into a final Design. The Design will be translated onto vinyl mesh by a manufacturer selected by the Authority. The Authority will be responsible for installation.

All submitted designs shall:

- Be wholly new designs developed solely for the purposes of this solicitation;
- Incorporate bold, colorful imagery reflecting the vibrancy of the thriving downtown commercial and residential neighborhood;
- Not address the future construction or development of the site or memorialize 9/11, as this information is on the vinyl mesh banners recently installed by the Authority and will remain in select areas;
- Respond to the dimensions of the Fence (detailed in the Project Specifications) and the limitations introduced by the location of regulatory signage; and
- Take into account the height of an average pedestrian viewer to ensure legibility and/or visibility of the imagery to passersby, who are restricted to sidewalks across the street.

## Selection Criteria

### *1. Artistic Merit and Artist Availability*

- Proposed conceptual Design is of high quality.
- Artist should be available to finalize Design within two (2) to three (3) weeks following selection.
- Artist is capable of submitting layout and schematics for final Design as digitized electronic production files.

### *2. Site Suitability*

- Design is suitable for the Site based on size, scale, form, and subject matter.
- Proposal considers the variety of audiences at the Site.
- Design is appropriately aligned with the context of the Site.



## Design Ownership

The selected Artist shall agree to:

- Enter into an Agreement with the Authority;
- Irrevocably transfer, assign and convey to the Authority the exclusive right to use, develop and license the final Design at the Authority's sole discretion;
- Acknowledge and permit the Authority, in its sole discretion, to file provisional patent applications, trademarks copyright and any other such applicable intellectual property protection pertaining to the Display with the U.S. Patent and Trademark Office or any other government agency authorized to grant such registrations; and
- Fully cooperate with the Authority and provide any further documentation necessary to accomplish the above listed tasks.
- Allow the Authority and NYCDOT to use images for non-commercial purposes with credit given to the Artist.

## Installation/Maintenance

The Authority shall be responsible for transferring the Design onto vinyl mesh panels at no expense to the Artist and install the panels on the Fence. The Authority shall maintain the panels during the Display Period.

## Project Specifications

### Site and Design

Size

- The Fence is divided into five (5) sections. Designs shall be installed on three (3) of the five (5) sections (B,C,D), which are approximately four hundred and thirty five (435) feet in total length and seven and a half (7.5) feet high. Sections A & E are reserved for Authority use.

***(See Appendices A - C for Site, photographs, and plans)***

- The length of each section is as follows:

***(See Appendices D & E for detailed panel & configuration available for Design)***

- Section B – 56 feet
- Section C – 216 feet
- Section D – 163 feet



- Design can be developed in patterns to be repeated or can be one continuous image to be installed on a series of mesh panels. **(See Appendix F for examples)**

Material **(See Appendix B)**

- The final Design will be reproduced onto vinyl mesh from a digital production file in Adobe Illustrator format (.ai or .eps), submitted by the Artist.
- The mesh is a 15-20% open weave vinyl product that is currently used for the existing Site panels.
- For reference purposes, a **visit to the Site is encouraged.**

Medium of Proposal

- There are no limitations regarding choice of media for submission of conceptual proposal (drawing, painting, photograph, collage, etc).
- Design should be drawn to scale and an accompanying vision statement should describe how the concept would be realized over the approximately 435 feet of Fence. For example, the Artist should indicate whether the image would be repeated; or if would it be a single image spanning the entire length of the Fence.

Text

- If text is included, it may be written in different languages in response to the thousands of foreign visitors; however, English translation must be included.
- Text may be incorporated into the Design, but text must be legible to the passersby, as viewing would only be possible from across the street.

**Art, drawings and graphics must be the original work of the submitting Artist.**

**Timeline – dates are approximate**

Announcement	Monday August 10, 2009
Deadline for Submissions	Thursday, October 1, 2009
Review	Friday, October 2 to Friday, October 16, 2009
Notification	Monday, October 19, 2009
Final Design	Friday, November 6, 2009
Fabrication	Monday, November 9 to Friday, November 27, 2009
Installation	Tuesday, December 1
Exhibition Period	December 2009 – November 2010



## ADDITIONAL INFORMATION

Costs incurred in connection with the competition are the sole responsibility of the proposers. All materials submitted in response to this competition shall become the property of the Authority.

Submitters may not release any information or make any statements to the public, press or other media regarding this competition, the submitted proposals or the contract sought without prior written approval from the Authority.

The Authority may terminate any subsequent agreement at any time upon notice to the Artist.

The Authority reserves, 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 competition;
4. Conduct discussions with one or more Artists;
5. Award an agreement without any discussion with an Artist; and
6. Negotiate separately with any source whatsoever in any manner whatsoever.

## Application Checklist

*Applications must consist of the following materials for review by the Jury. Incomplete applications will not be considered. Use this form as a cover sheet.*

**Project Title:**

**Artist:**

**Company (if applicable):**

Application Form (download the application either of sites)

- **NYC Dept of Transportation – Urban Art Program**  
[www.nyc.gov/urbanart](http://www.nyc.gov/urbanart)
- **Port Authority of New York & New Jersey**  
[www.panynj.gov/](http://www.panynj.gov/)

Artist/Designer Resume

CD/DVD with a maximum of two conceptual designs

CD/DVD six high resolution images of past artwork in Adobe Illustrator format (**.ai or .eps**) or high resolution jpegs are acceptable. [Title of work, media, dimensions (H x W x D),]

**Materials submitted will not be returned. Winner will be notified and listed on the websites above by Monday, October 19, 2009**

**Applications should be postmarked by Thursday, October 1, 2009 to:**

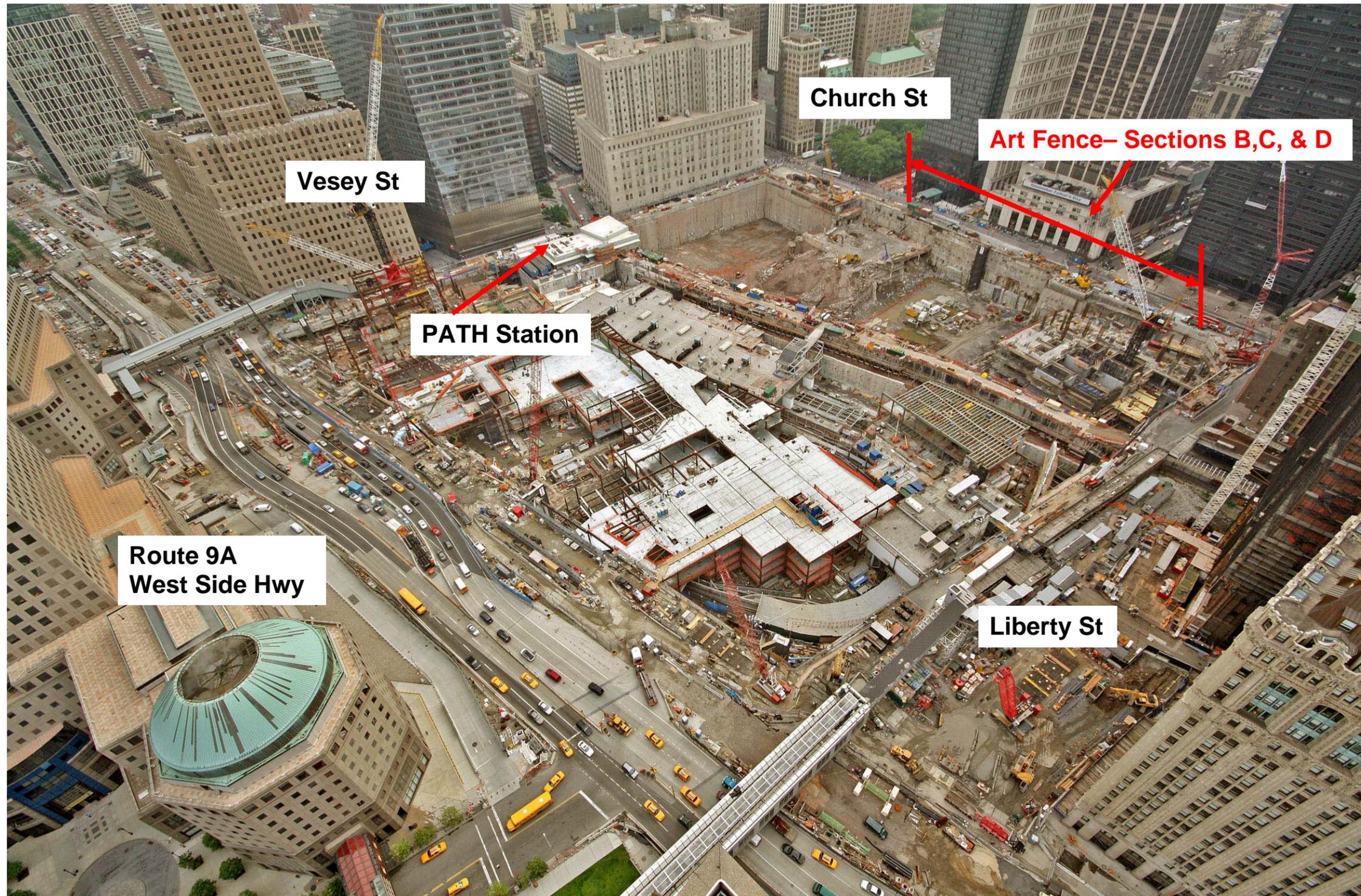
**Attn: Jennifer Lee  
NYC Department of Transportation  
Lower Manhattan Borough Commissioner's Office  
59 Maiden Lane, 37<sup>th</sup> Floor New York, NY 10038**

**All questions should be emailed to:  
[arts@dot.nyc.gov](mailto:arts@dot.nyc.gov)**





Appendix A - Art Fence Site Plan



Appendix B - Church Street – Section B,C, & D Fences with PA Panels

Current Vinyl Banners of varying widths



Section C



Section B



Section D

Appendix B - Church Street - Fence material

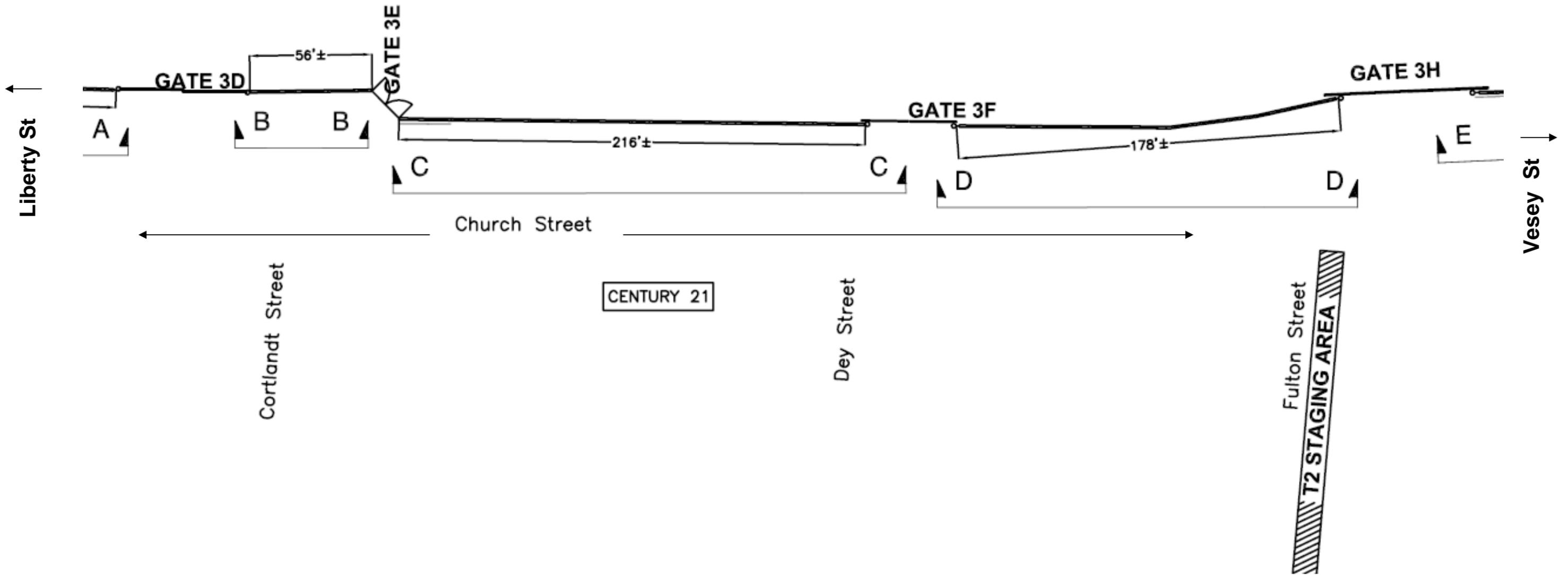


A concrete white jersey barrier and chain-linked fence combined with a green or black mesh for dust and noise protection is used on Church Street.

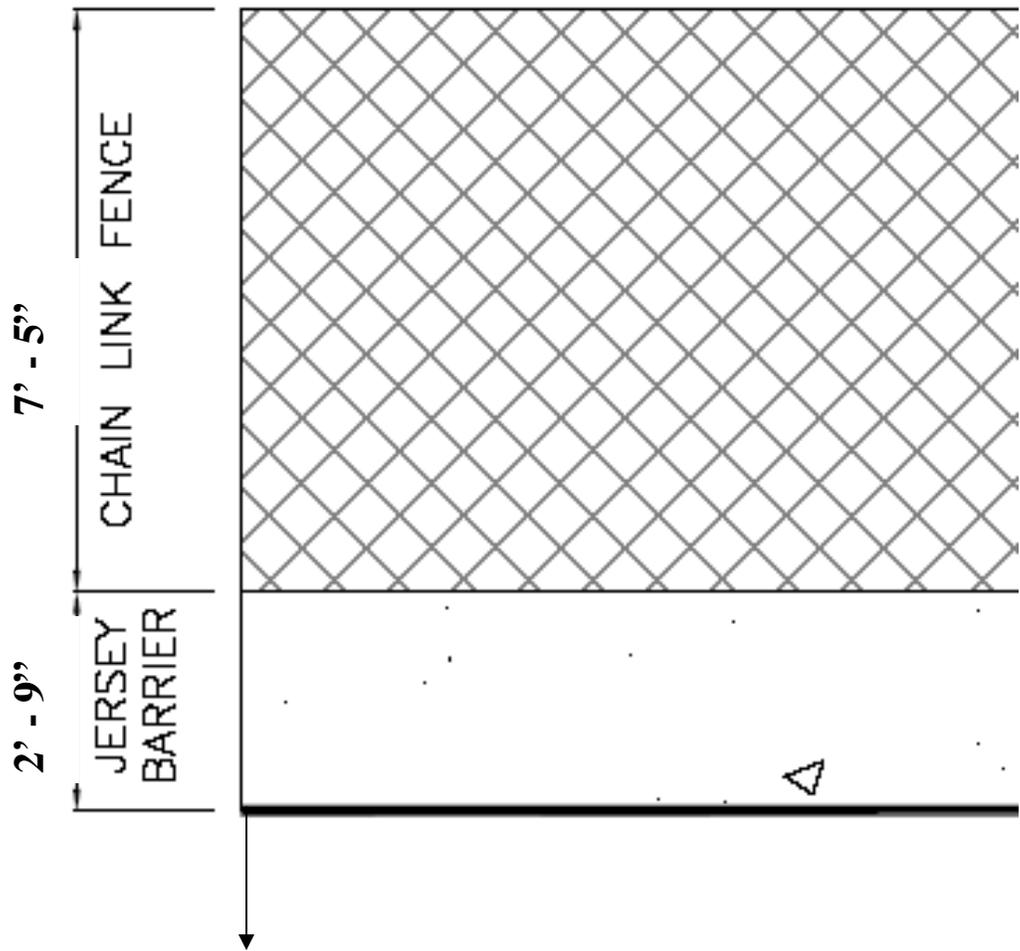
Each panel is of the same height with Port Authority images and text printed on vinyl mesh that varies in lengths.



Appendix C Art Fence – Section B, C, & D



Appendix D Chain Link Fence – Typical Panel Detail

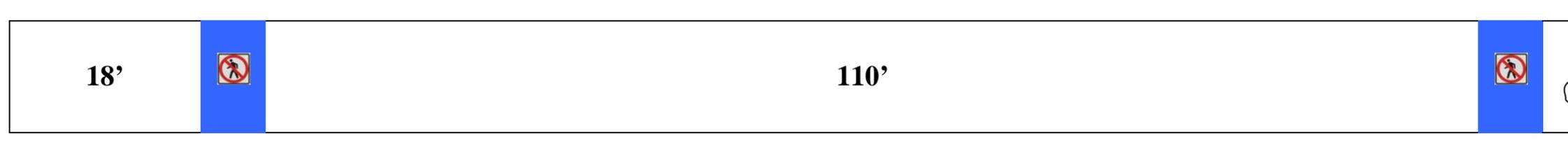


See Appendix C for the lengths of Section B, C, & D

Appendix E Elevation Plan of Section B, C, D



**Section B**  
56 Feet



**Section C**  
216 Feet



**Section D**  
163 Feet

**Configuration with regulatory sign panel 5 feet wide**

Appendix F Illustrative Examples of Construction Art Fence



*Mojave Strip, 1997*  
Marco Elliott, artist

**Hollywood, California**



**Shinjuku, Japan**



**Okinawa, Japan**

