

Spring 2016

# Asphalt Art Activations

## Request for Proposals



NY Cares and Emily Caisip  
Lovely To See You

Franklin Street between West Broadway and Varick Street (Manhattan)

## INTRODUCTION

The New York City Department of Transportation (the “NYCDOT”) Art Program (“DOT Art”) is partnering with the DOT Bike Share Program (“Citi Bike”) to paint asphalt surfaces located underneath and adjacent to Bike Share Stations.

The Citi Bike stations and adjacent street surfaces provide opportunities for artists to beautify ordinary asphalt spaces. DOT Art aims to highlight the physical transformation of bicycle infrastructure by inviting artists to envision the surfaces surrounding the Bike Share stations as canvases for art.

Launched in 2013, Citi Bike, the City’s newest public transportation system, provides convenient and inexpensive mobility twenty-four hours a day, 365 days a year on 1,000 miles of bike lanes citywide. The Bike Share stations are positioned on underutilized asphalt street spaces located adjacent to traffic triangles and wide sidewalks. Citi Bike has continued to grow since its inception and has recently expanded further into Brooklyn, Queens and Manhattan.

## PROJECT SCOPE

All interested professional artists and/or graphic designers are eligible to submit designs and supporting materials to this open call.

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

- complete one (1) final design;
- produce stencils to translate a design onto the asphalt; and
- install the design onto the asphalt.

## SITE SPECIFICATIONS

The Bike Share station located at Roebling Street and North 4th Street in the borough of Brooklyn is 3,475 square feet (See Exhibit A). The selected artist(s) will prime and implement designs on the Project Site in **June 2016**. Due to the scale of the Project Site, the selected artist(s) will be required to prime the entire site and produce enough stencils to implement their design within a one week period, weather permitting.

## DESIGN CONSIDERATIONS

**All submitted conceptual designs shall:**

- consist of a simple, bold pattern that can be painted using stencils;
- consider the uneven surface condition of a city street;
- 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.

Artists should consider past examples of asphalt street painting, as well as Barrier Beautification projects to understand the types of designs that are most successful in the public realm (See Exhibit B).

## SELECTION CRITERIA

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

- proposed design is dramatic, eye catching and appropriate for the public realm;
- past artwork demonstrates proficiency in design and ability to translate the design; and
- previous experience demonstrates ability to collaborate with a large agency on a design project.

## PROJECT FEES

The selected artist will be awarded an honorarium in the amount of \$7,500 to accomplish the following tasks: 1) complete a final design; 2) produce stencils; 3) prime the site; and 4) implement the design. Each artist will be responsible for covering the cost of materials to produce stencils to translate the design onto the asphalt as well as all of the paint, materials and tools to paint the design. DOT will provide signage for the project and feature the project on all DOT social media outlets.

## SUBMISSION GUIDELINES

Please submit one (1) hardcopy of your proposal as well as (1) copy on a CDROM in Microsoft Word or ADOBE PDF format. The Application Packet can be downloaded at [www.nyc.gov/dotart](http://www.nyc.gov/dotart).

**Submissions should consist of the following materials:**

- Application Form;
- One (1) conceptual design (JPG and/or PDF); and
- Three (3) images of past work (Artist Past Work Slides PDF Document).

Submitted materials **will not** be returned and incomplete applications **will not** be considered.

## DEADLINE

Submissions must be postmarked no later than **Friday, April 22, 2016** to be considered. Hand delivered proposals will not be accepted. All questions should be emailed to [arts@dot.nyc.gov](mailto:arts@dot.nyc.gov). **All submissions should be mailed to:**

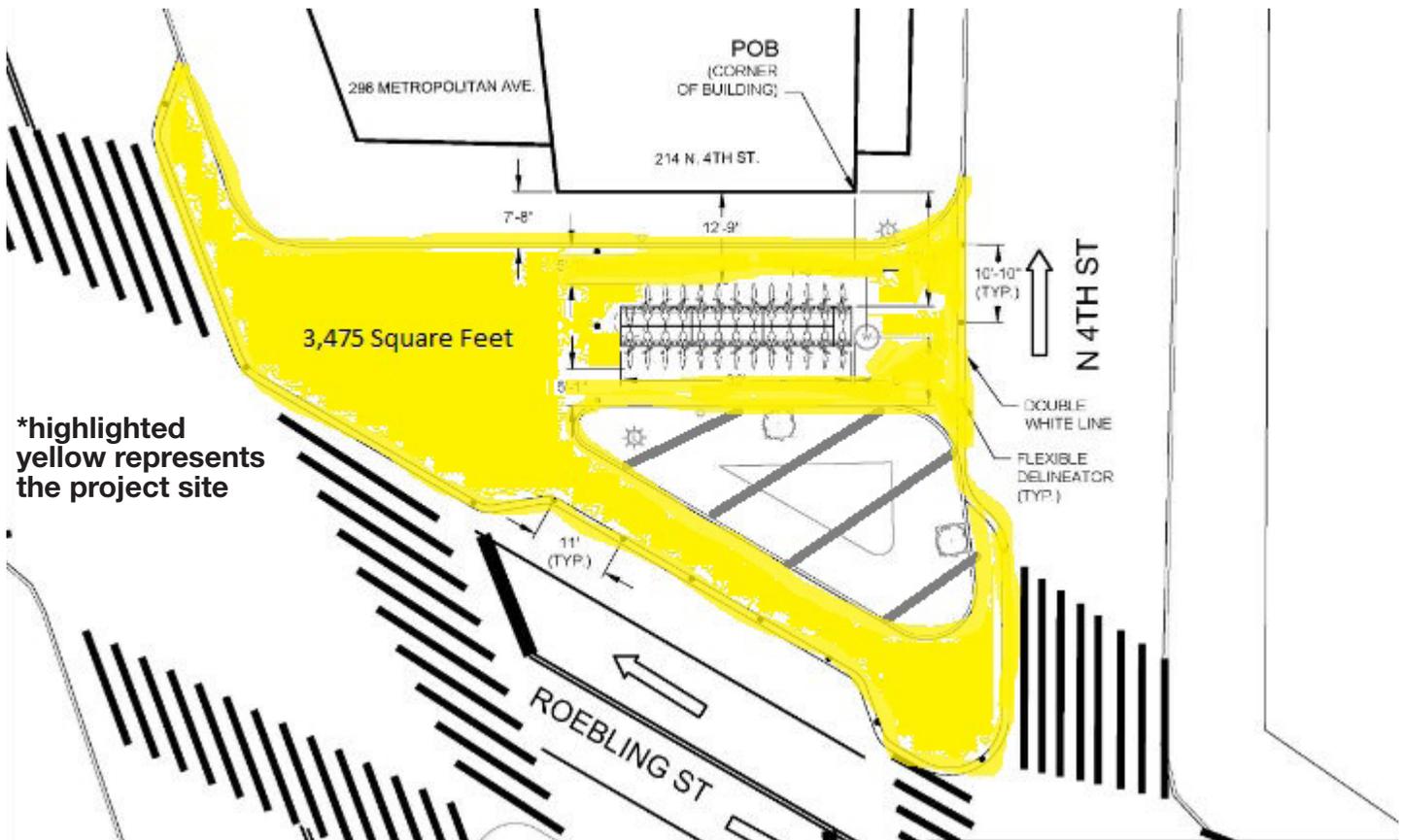
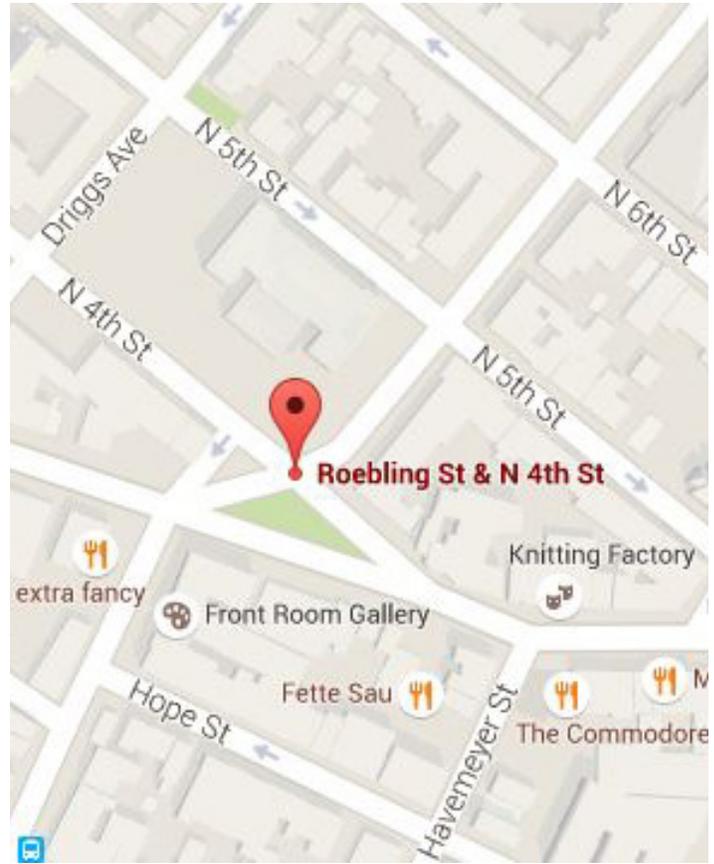
Courtney Whitelocke, DOT Art Program Project Manager  
NYC Department of Transportation  
Design + Art + Wayfinding Unit  
55 Water Street, 9th Floor  
New York, NY 10041

## 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 the NYCDOT and the City and shall not be returned; and
- 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); and
  - Change any terms of this RFP.

# EXHIBIT A: BIKE SHARE STATION RENDERING AND SITE PLAN

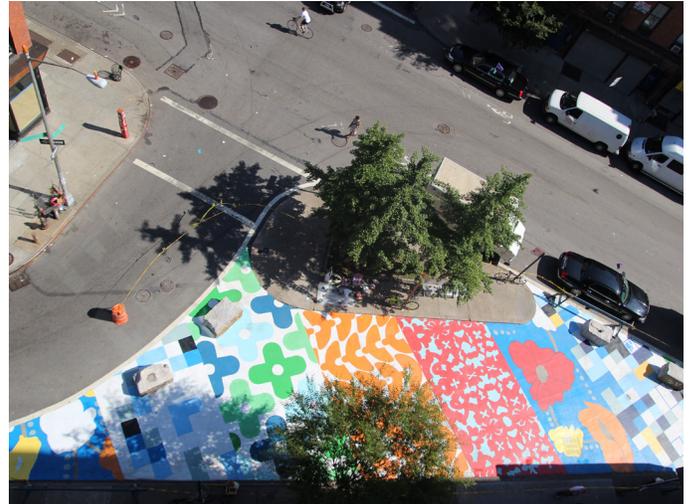


# EXHIBIT B: PAST EXAMPLES OF ASPHALT ART

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## **Kim Sillen, *Modern Tapestry***

Intersection of Division Street, Ludlow Street and Canal Street, Manhattan



## **Emily Caisip, *Lovely to See You***

Franklin Street between West Broadway and Varick Street, Manhattan



## **David Ellis, *PST***

Pearl Street Triangle: Water Street & Adams Street, Brooklyn

# EXHIBIT B: PAST EXAMPLES OF BARRIER BEAUTIFICATION

## Jessie Contour, *Jazz City*

Vernon Boulevard between 31st Avenue and 40th Avenue, Queens



## Elizabeth Hamby, *Alphabet City*

Flushing Avenue between Williamsburg Street West and Washington Avenue, Brooklyn



## Kati Vilim, *Rhythmic Flow*

Williamsburg Street West between Kent Avenue and Flushing Avenue, Brooklyn



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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:

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**Past Leadership Experience** Briefly describe one team and/or community-based project that best represents your leadership skills in 150 words or less:

\*\* Insert photos of past work into *Artist Past Work Slides* \*\*