



"Breathing Wall" by Monika Bravo. Photograph courtesy of the artist.

CITY CANVAS

CALL FOR APPLICATIONS

Issued: Wednesday September 12, 2018

Submission Deadline: Friday October 12, 2018



Introduction

There are more than 300 miles of construction fences and sidewalk sheds that dot New York City neighborhoods. While these temporary protective structures are part of the urban landscape, in most instances they are unappealing and represent the inconvenience of construction projects. The New York City Department of Cultural Affairs (“DCLA”), in collaboration with the Office of the Mayor, and the New York City Department of Buildings (“DOB”) has announced **City Canvas**, a 24-month pilot (the “Pilot”) designed to temporarily allow the installation of visual art on certain protective construction structures such as construction fences and sheds. The Pilot will be overseen and managed by DCLA.

The New York City Construction Codes prohibit, with limited exceptions, the posting of any material on temporary protective structures. However, the purpose of the Pilot is to permit the selected cultural organization(s) to install visual art on eligible sidewalk sheds and construction fences.

Specifically, the goals of the Pilot are to:

- Improve the pedestrian experience for NYC residents and visitors across the five boroughs by transforming temporary protective structures into sites for the display of art; and
- Increase opportunities for artists and cultural organizations to present artworks that are relevant to the communities surrounding the installation sites.

DCLA has issued this call for applications to identify one (1) or more qualified not-for-profit cultural organization(s) to implement the Pilot. **Organizations must have submitted an eligible FY19 Cultural Development Fund (CDF) application or be a member of the Cultural Institutions Group (CIG) to be considered.**

The selected organization(s) will:

- Scout and secure prospective installation sites across the five boroughs;
- Identify, select, and/or commission artwork (new or existing) for each installation site, with an emphasis on identifying artists from, or artwork related to, the communities within and around the installation sites;
- Secure the appropriate permits and approvals for each installation, as outlined in program guidelines and additional instructions provided to the selected organization(s);
- Be responsible for the installation, maintenance, and de-installation of each artwork, including independently securing funding for all associated costs, obtaining insurance coverage that may be required by the City, etc.;
- Adhere to guidelines for permissible installation materials, installation specifications, and other requirements, which will be outlined and provided to the selected organization(s);
- Coordinate with DCLA to collect public input to evaluate the success of the Pilot; and
- Install artwork at one or more locations in New York City during the Pilot period. Preference will be given to proposals that include multiple sites and boroughs. It is encouraged that the installations be at sites that offer programs, services or benefits to members of the public (e.g., municipal buildings).

Please note that the term of the Pilot is inclusive of installation, exhibition, and de-installation of all artworks. Installations are temporary and must not exceed 365 days. No installations will be permitted after the 24-month Pilot term. **The selected organization(s) will not receive monetary compensation**

from DCLA or the City of New York to implement the Pilot. Selected organization(s) shall be responsible for securing adequate funding.

Any artwork installed pursuant to the Pilot must be removed at the end of the Pilot and failure to do so will be subject to enforcement by DCLA and/or the City.

Pilot Guidelines

The organization(s) selected to participate in the Pilot must: (i) enter into an agreement with the City for implementation of the Pilot; (ii) comply with applicable laws, rules and regulations; and (iii) adhere to the guidelines outlined below.

I. Eligible Temporary Structures

- a. **Locations:** Artwork may only be installed on sidewalk sheds and construction fences located on or over City-owned buildings, sidewalks, and/or streets.
 - i. So long as artwork is installed on or over sidewalk sheds and/or construction fences that are on City-owned property, such as streets or sidewalks, the artwork installations may be adjacent to private construction sites.
- b. **Sidewalk Sheds:** structures built over the sidewalk and around the exterior of a building to protect pedestrians from falling debris while work is occurring. Sidewalk sheds are often placed over active businesses. Sidewalk sheds are also referred to as “sidewalk bridges” or “pavement scaffolds.”
- c. **Construction Fences:** free-standing structures designed to restrict access to an enclosed construction site. The most common assembly of a construction fence involves pre-fabricated sections posted into the ground.

II. Artwork and Sponsorship

- a. Artwork must comply with the following criteria:
 - i. No Obscenity or Hate Speech
 - ii. No Political Messages
 - iii. No Religious Content
 - iv. No Sexual Context
 - v. No Advertisements
 - vi. No Depiction of Illegal Activity
- b. Artwork must be designed to be printed or painted on a completely flat surface and cannot include any illumination, electronic signage, protrusions or projections.
- c. No text, lettering, commercially recognizable symbols or logos may appear as part of the artwork, except for the Pilot logo and language crediting the artist and sponsor(s) of the artwork.¹
- d. Artwork must maintain integrity of proportions and color when scaled and printed.
- e. Artwork must not cover construction signage required by DOB (such as informational building renderings) or any other governmental entity.
- f. To the extent possible, selected organization(s) should use local artists from the communities around the construction site and/or solicit artwork that is appropriate for the surrounding streetscapes and suitable for a broad-based audience.

¹ Sponsors can be any entity, including the developer, builder or the selected cultural organization(s), that has agreed to defray the costs of the project.

- g. Proposed artworks and respective installation sites must be approved by a review panel comprised of City representatives prior to fabrication and installation. Proposed artworks will be reviewed by City representatives on a rolling basis.
- h. Selected organization(s) must maintain the art installations, as needed, to ensure compliance with the New York City Construction Codes and any other applicable laws, rules and regulations.

III. Installation Materials

- a. **Sidewalk Sheds:** Artworks must be printed or painted on vinyl material that can be installed on the outer sides and ends of sidewalk sheds by stretching over the shed and fastening to the back or on self-adhesive panels that adhere directly to the outer sides and ends of the shed. Artwork cannot extend above or below the shed parapet, or be larger than four (4) feet in height. Materials must be:
 - i. Lightweight, solid vinyl material that must be durable and weatherproof
 - ii. Flame retardant in accordance with codes and standards set forth by National Fire Protection Association (“NFPA”) 701 or under UL Standards (“UL”) 214
- b. **Construction Fences:** Artwork must be printed or painted on vinyl material that can be installed on the outside of the construction fence by stretching over the fence and fastening to the back or on self-adhesive panels that adhere directly to the fence structure. Artwork cannot extend beyond the top of the fence. Materials must be:
 - i. Lightweight, solid or mesh vinyl material that must be durable and weatherproof
 - ii. Flame retardant in accordance with NFPA 701 or listed under UL 214

- IV. Additional Pilot instructions and requirements, including installation specifications, information regarding appropriate permits and approvals, and limitations on size and placement of the Pilot logo and language crediting the artist and sponsors, will be provided in a follow-up document to the selected organization(s).

Submission Requirements

In order to be eligible for this Pilot, respondents must be a not-for-profit cultural organization operating within the five boroughs of New York City (“Respondent”). Respondents are asked to identify their organization, scope of operations and programming, previous relevant experiences, and their capacity to implement the Pilot. Submissions must include the following:

- I. Respondent Description
 - a. Name and location(s) of the responding organization
 - b. Contact information of the organization’s principal(s) who should be contacted on all matters involving this submission
 - c. Mission, history, staff size, and summary of current programs and activities (no more than 2,000 characters including spaces)
- II. Respondent Experience
 - a. Detail of relevant previous work in commissioning, installing, and maintaining temporary and/or permanent public artwork

- i. Description of previous installations of public artwork and site locations including on construction sites/temporary protective structures (no more than 2,000 characters including spaces)
 - ii. Description of installation process, including securing appropriate City permits and approvals (no more than 2,000 characters including spaces)
- III. Respondent Application
 - a. Description of artist/artwork selection process (no more than 2,000 characters including spaces) including:
 - i. Plan for community engagement to select the artist and artwork, if applicable
 - ii. Proposed partnership with local arts and cultural organizations or other organizations, if applicable
 - iii. Proposed compensation for artist(s)
 - b. Description of site selection process (no more than 2,000 characters including spaces) including:
 - i. Plan for outreach to managers of public and private sites, if applicable
 - ii. Proposed maintenance plan for the installations
- IV. Attachments
 - a. Sample budget of a recent installation
 - b. Photo documentation of a recent installation (if applicable)
 - c. List of prospective and/or secured sites
 - d. Examples of proposed artwork(if applicable)
 - e. Commitment letter(s) from developer or landlord, if available
 - f. Funding plan including committed project funding from developers or private sources, if applicable

Submission materials must be submitted by email in one (1) PDF file **not to exceed a file size of 10MB** to citycanvas@culture.nyc.gov. Include in the subject line: City Canvas Application.

Pilot-specific questions may also be submitted to citycanvas@culture.nyc.gov until Wednesday, October 10. DCLA will compile a list of Frequently Asked Questions (“FAQs”) and answers to be posted on DCLA’s website two weeks after issuance of this call for applications. Click [here](#) for the City Canvas webpage for more information and updates.

Submissions must be received no later than Friday, October 12, 6PM EST. Submissions received after this date and time will not be considered.

Application Evaluation and Selection

DCLA will convene a panel of City representatives with expertise relevant to the Pilot to review submissions and select one (1) or more organization(s) to implement the Pilot. Additional Pilot information and implementation instructions will follow after public announcement of the selected organization(s).

Criteria for Application Evaluation:

- Organizational and financial capacity to manage multiple artwork installations per year, including selecting sites and commissioning artworks, as well as maintaining installations;

- Demonstrated experience in commissioning and installing temporary and/or permanent public artwork in New York City;
- Emphasis on community input and engagement for the selection of artists and artwork to be installed;
- Knowledge of New York City permitting processes and public art guidelines; and
- Priority will be given to organization(s) that can creatively expand the number of installations and/or are willing to collaborate with other New York City arts and cultural organizations.

Application Selection Timeline

September 12, 2018	Public Issuance of Call for Applications
October 12, 2018	Submission Deadline
October 2018	Panel Review of Applications
October 2018	Public Announcement of Selected Organization(s) and Pilot Launch

The 24-month Pilot period will commence on the date that the first permit for installation of an artwork is issued to the selected organization(s) by the Department of Buildings.

Conditions, Terms and Limitations

This call for applications is subject to the specific conditions, terms, and limitations stated below:

This call for applications does not represent any obligation or agreement whatsoever on the part of the City. Any obligation or agreement on the part of the City may only be incurred after the City enters into a written agreement with the selected Respondent(s). The City is under no legal obligation to select a Respondent to perform services in connection with the Pilot.

The City is not obligated to pay, nor shall in fact pay, any costs or losses incurred by any Respondent at any time, including the cost of responding to the call for applications.

No fee or compensation shall be due or payable by the City, and the submission of an application will constitute the Respondent undertaking to defend, indemnify and hold the City harmless from and against any such claim for any such fee or compensation based upon, arising out of, or in connection with any action taken by the Respondent, the invitation to the Respondent to respond to this call for applications, and/or the selection of the Respondent's submission.

The City reserves the right to use the applications submitted pursuant to this call for applications as a basis for negotiation with Respondent(s) as the City deems appropriate. The City may reject at any time any or all applications, amend or withdraw this call for applications in whole or in part, negotiate with one or more Respondents, and/or negotiate services in connection with the Pilot on terms other than those set forth herein (including to parties other than those responding to this call for applications). The City may also, at any time, waive compliance with or change any of the terms and conditions of this call for applications, consider modifications or additions to selected applications, or withdraw the call for applications.

Selection of a Respondent's application will not create any rights on the Respondent's part, including, without limitation, rights of enforcement, equity or reimbursement, until after any necessary agreement(s) with the City are fully executed and approved. The terms of such agreement(s) shall govern the relationship between the Respondent(s) and the City. In the event of any variance between the terms of this call for applications and the agreement(s) with the City, the terms of the agreement with the City will govern.

All determinations as to the completeness or compliance of any applications, or as to the eligibility or qualification of any Respondent, will be within the sole and absolute discretion of the City.

This call for applications and any agreement resulting therefrom are subject to all applicable laws, rules, and regulations promulgated by any Federal, State, or municipal authority having jurisdiction over the subject matter thereof, as the same may be amended from time to time.