

2020

# Art Display Case Exhibits

## Request for Proposals



WorldStudio with Make Art With Purpose and Various Artists  
AMPLIFY  
Water Street at Maiden Lane and Gouverneur Lane (Manhattan)

## DOT ART PROGRAM BACKGROUND

The New York City Department of Transportation's (NYC DOT) Art Program transforms the City's streets into canvases for art, partnering with community-based organizations and artists to design and install temporary artwork across NYC DOT property. DOT Art presents murals, sculptures and projections on sidewalks, fences, triangles, medians, bridges, jersey barriers, step streets, public plazas and pedestrianized spaces throughout the City. Over the past twelve years, DOT Art has installed over 300 engaging temporary art installations citywide. These dynamic installations create attractive corridors and activate public space for New Yorkers and visitors alike. For more information on DOT Art, visit: [www.nyc.gov/dotart](http://www.nyc.gov/dotart).

## ART DISPLAY CASE EXHIBITS BACKGROUND

In 2010, DOT Art collaborated with the Architecture Research Office and Goetz Composites to design and produce a set of art display case structures (the "Art Display Cases") for installation and easy relocation throughout the City. The structures host rotating temporary exhibitions presented in a gallery-like format, and are installed in sets of four to ten within public plazas or on wide sidewalks. Original artwork is reproduced as vinyl panels (the "Art Panels") and adhered to both sides of the cases. DOT Art partners with arts organizations, business improvement districts and other institutions to curate Art Display Case Exhibits addressing specific themes. NYC DOT covers all costs to relocate the cases, and to print, install and remove the exhibit. In 2019, DOT Art produced exhibitions in partnership with the NYC Commission on Human Rights, the NYC AIDS Memorial, the Lower Manhattan Cultural Council and the Human Impacts Institute (See Exhibit A: Past Examples of Art Display Case Exhibits). For photos of past Art Display Case Exhibits, visit: [www.flickr.com/photos/nycstreets](http://www.flickr.com/photos/nycstreets).

## PROJECT SCOPE

DOT Art invites interested nonprofit galleries, museums, community-based organizations, business improvement districts and other institutions (the "Partner Organizations") to submit proposals to curate thematic exhibitions relating to a current or upcoming exhibit, festival or historic/commemorative event to be showcased on a number of Art Display Cases (See Exhibit B: Curatorial Theme Examples). In addition to proposing a curatorial theme, Partner Organizations are responsible for proposing sites that meet site requirements outlined by NYC DOT for positioning of the Art Display Cases on a wide sidewalk or within a plaza in one of the five boroughs.

**Partner Organizations are encouraged to propose cohesive and thought-provoking exhibits by utilizing the following content (the "Exhibition Content"):**

1. Existing exhibitions previously on view at museums, galleries or other institutions;
2. Collections of archival sources gathered from historical societies or museums;
3. Commissioned or existing artwork and/or other visual materials produced by professional artist(s), poets(s), graphic designers(s) or illustrator(s); or
4. Artwork or other visual materials developed by amateur artists (i.e. students, patients, employees or community members) created through educational, therapeutic, professional development or community outreach programs.

Partner organizations must maintain the rights to use the proposed Exhibition Content and any depictions thereof for the proposed exhibition period (the "Exhibition Period"), and must have the capacity to translate all Exhibition Content into digital files as specified by NYC DOT to be printed as Art Panels.

NYC DOT installs the Art Display Cases at the agreed upon site as well as mounts the prints on the Cases, removes the Cases and restores the site at no cost to Partner Organizations. Art Display Case Exhibits remain installed for up to six months at a given site, at which time the Art Display Cases, along with the Exhibition Content, may be relocated to another site.

## PROCESS AND REQUIREMENTS

DOT Art works closely with selected Partner Organizations to implement Art Display Case Exhibits within 60 days following approval by the DOT Art Advisory Committee. However, the final schedule is also dependent on the availability of the Art Display Cases. DOT Art Staff, a representative from the Partner Organization and other NYC DOT staff from the Maspeth Sign Shop make up the project team and, together, all parties oversee design development, translation of the Exhibition Content into Art Panels, and installation of the Art Panels on the Art Display Cases.

### The selected Partner Organization is responsible for:

1. Creation or collection of all Exhibition Content by working with selected Artists or sourcing through programming;
2. Development of an informational Art Panel describing the Exhibition Content and introducing all Exhibit partners;
3. Translation of the Exhibition Content into digital medium (i.e. photographing or scanning Exhibition Content) and preparation of print-ready files as specified by DOT Art staff (i.e. press quality PDF files with a minimum resolution of 300 dpi); and
4. Assistance with overseeing installation of the Art Panels alongside the project team.

All selected Partner Organizations must sign a legal agreement with NYC DOT. As per the agreement, the Partner Organization and/or Artist(s) receive credit, sole ownership, and copyright of the artwork, but is required to extend to the City the right to a royalty-free, perpetual license to use any depictions of the Exhibition Content for non-commercial purposes.

## SITE SPECIFICATIONS

Partner Organizations must identify eligible installation sites within their respective neighborhoods (the “Project Sites”). The Art Display Cases must be installed on NYC DOT property and on a concrete surface, typically a wide sidewalk or within or adjacent to a public plaza. The Art Display Cases cannot be installed on an asphalt surface. Sidewalks must be a minimum of 20 feet in width to accommodate the Art Display Cases, and the cases must be installed at a minimum of 18 inches from the curb. The Cases may not be positioned next to bus on-loading or off-loading zones. Although Partner Organizations are required to identify a Project Site for their proposed exhibit, DOT Art will work with organizations to assist with site selection and the approval process, and may make recommendations on appropriate sites when none have been identified.

## ARTWORK SPECIFICATIONS

Each Art Display Case can accommodate two Art Panels, one on either side of the case, measuring a maximum of 43.5 inches in width by 61.5 inches in height with a full bleed. Due to the design of the case, vertical Art Panels, in portrait orientation, are strongly advised and preferred in order to maximize the available exhibition space. Partner Organizations are required to submit their Exhibition Content as digital press quality PDF files with a minimum resolution of 300 dpi.

## SUBMISSION GUIDELINES

DOT Art accepts proposals on a rolling basis throughout the year for Exhibits. Interested Partner Organizations and Artists may submit a joint application, however, Partner Organizations are eligible to submit an application without a designated Artist if they are proposing Exhibition Content collected through programming efforts. All applicants must submit renderings and photographs of the proposed Project Site and Exhibition Content to be considered; see the Art Display Case Exhibit Application Cover Sheet. Applicants are notified of selection within 4 weeks of submission. Given the high demand of the Art Display Cases, Partner Organizations are selected based upon availability of the Cases, and placed on a waiting list for future partnerships if the proposed schedule does not align with availability.

## SELECTION CRITERIA

The DOT Art Advisory Committee, a panel of appointed arts professionals from varying disciplines, reviews all proposals based on the following selection criteria:

### Exhibition Excellence

- Proposed Exhibition Content is aesthetically pleasing, appropriate for the public realm and represents a cohesive curatorial theme aligned with a museum or gallery exhibit, historical/commemorative event or other related programming.
- Proposed Exhibition Content is clear, legible and engaging when translated into two-dimensional vinyl adhesives.
- Proposed Artist(s)' past work and resume demonstrates artistic excellence, experience exhibiting artwork in the public and/or private realm, and a connection to the curatorial theme proposed by the Partner Organization (if applicable).

### Site Suitability

- Proposed Project Site considers the location requirements outlined by DOT Art, and the installation of the Art Display Cases does not interfere with pedestrian circulation.
- Proposed Exhibition Content relates to and considers the social, historical, architectural, geographical and/or cultural context of the proposed Project Site.

### Organizational Capacity

- Organization has experience producing public or private exhibitions or public programming, and is able to work with a project team, which should include a graphic designer or photographer who can translate content into the specified digital format.
- Organization has demonstrated access and usage rights to all Exhibition Content proposed for the Art Display Case Exhibit. Organization has secured any additional funding required to meet their proposed budget.

## ADDITIONAL LEGAL 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;
- NYC DOT does not intend to grant or issue any additional agreements on the basis of this RFP;
- NYC DOT, 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 NYC DOT nor the City shall be liable for any costs incurred by any respondent in the preparation, submittal, presentation or revision of its submission. Neither NYC DOT 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 NYC DOT 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.

## QUESTIONS

All inquiries regarding Art Display Case Exhibits should be sent to [arts@dot.nyc.gov](mailto:arts@dot.nyc.gov)

# Exhibit A: Past Examples of Art Display Case Exhibits

**Monica Araya**

President Director, Costa Rica Limpia  
Monica Araya is creating a fossil fuel free Costa Rica through clean technologies, justly and renewable energy and energy mobility.

President, Costa Rica Limpia  
Monica Araya está creando un Costa Rica libre de combustibles fósiles a través de tecnologías limpias, energía renovable y la movilidad eléctrica.

I think we all have to be much more serious about understanding behavioral change. When it comes to how people react to change, they resist it. I want to be the person who comes into the room and says, "what are your everyday problems?" Because we can find solutions that are good for your everyday life and good for the climate.

Sweden aims to eliminate fossil fuels from electricity generation by 2040 and Costa Rica produced 95% of its electricity for four years with hydro, geothermal, solar and wind, with the goal of being carbon-neutral by 2021.

**—TAKE ACTION!**  
Join your local GoFossilFree.org community in demanding no new fossil fuel projects, divestment from dirty energy, and a fast, just energy transition to 100% renewables for all.

**Human Impact Stories**  
Sharing your personal tales of innovation and impacts that matter. How are you making positive impacts in your community and environment? Act, Inspire, Share your #HumanImpactStories with us! [HumanImpactStories.org](http://HumanImpactStories.org)

**Hindou Oumarou Ibrahim**

Ms. Ibrahim led those people at the international level hard to the decisions in our life, in our survival. You will not see them as victims. If you want to negotiate about climate change, we have to sit at the table with you and discuss with you. You cannot negotiate the board our back.

Traditional stories are some of the most important tools. Based on oral stories, we really see a quarter of the world's biggest forest carbon is stored in memory belonging to indigenous groups.

**—TAKE ACTION!**  
Learning to be brave and persistent. It's part of the backbone of climate activists is persistence. Based on the sharing of local and indigenous knowledge through memorials with the Smithsonian etc.

**Human Impact Stories**  
Sharing your personal tales of innovation and impacts that matter. How are you making positive impacts in your community and environment? Act, Inspire, Share your #HumanImpactStories with us! [HumanImpactStories.org](http://HumanImpactStories.org)

**Naandrasekhar**

**—TAKE ACTION!**  
Write us up to be participating a just one

Human Impacts Institute  
NYC and Global Climate sHeroes  
Water Street at Maiden Lane and Gouverneur Lane (Manhattan)

**The NYC Commission on Human Rights & Tatyana Fazlalizadeh**  
*NYC Commission on Human Right's Public Artist in Residence (PAIR)*  
Lenox Avenue between 124th Street and 125th Street, Manhattan



**The Lower Manhattan Cultural Council & Elia Alba**  
*The Supper Club*  
Water Street at Maiden Lane and Gouverneur Lane, Manhattan



**The NYC AIDS Memorial & Avram Finkelstein, Catherine Opie, Brendan Fernandes, fierce pussy for Visual AIDS, General Idea, The Silence= Death Project, Gerald Jampolsky, Diane Cirincione, Jack Keeler and Keith Haring**

*Visual Impact: On Art, AIDS and Activism*

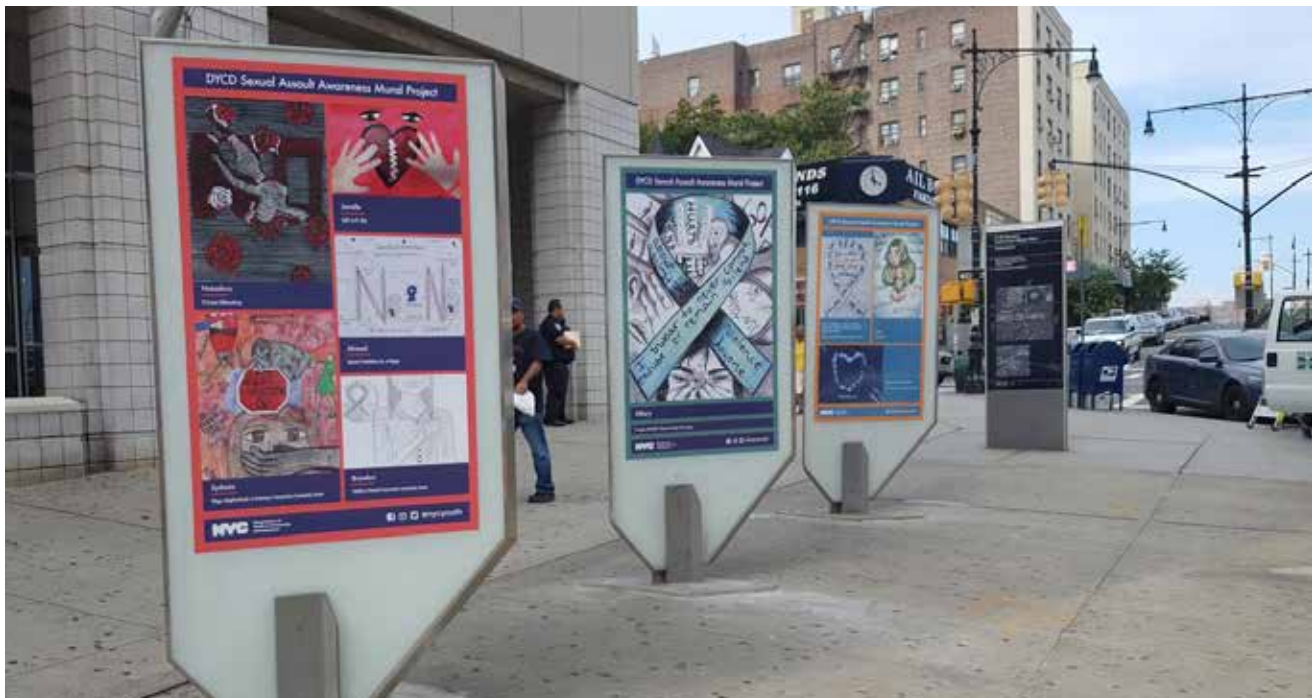
Greenwich Avenue between 11th Street and 12th Street, Manhattan



**The NYC Department of Youth and Community Development & DYCD Student Artists**

*DYCD Sexual Assault Awareness Mural Project*

Sidewalk, of E 161st St between Concourse Village West and Morris Avenue, Bronx



**Additional past partners include:** Human Impacts Institute, The Queens Museum, Mobile Print Power, WorldStudio, Make Art with Purpose, Black Gotham Experience, Jobs to Move America, Poets House, The Mayor's Office of Records, New York Historical Society, More Art, United Photo Industries, VA New York Harbor Healthcare System and the Downtown Brooklyn Partnership.

# Exhibit B: Curatorial Theme Examples

boost  
mobile

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The Queens Museum with Mobile Print Power  
Mobile Print Power Selected Works 2013-2018  
National Street and Roosevelt Avenue (Queens)



## EXHIBIT B: CURATORIAL THEME EXAMPLES

- Black History Month (February)
- Women's History Month (March)
- World Wildlife Day (March)
- Earth Day (April)
- World Health Day (April)
- Memorial Day (May)
- Clean Air Month (May)
- Mental Health Awareness Month (May)
- World Refugee Day (June)
- Biodiversity Month (September)
- LGBT History Month (October)
- National Book Month (October)
- Veterans Day (November)
- Recycling Awareness Month (November)
- National Native American Heritage Month (November)
- World AIDS Day (December)
- International Human Rights Day (December)

# Art Display Case Exhibits

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## Application Form

### GENERAL INFORMATION

Submission Date \_\_\_\_\_

Site Location \_\_\_\_\_

Organization Name \_\_\_\_\_

Artist Name(s) (if applicable) \_\_\_\_\_

Project Title \_\_\_\_\_

Proposed Installation Date \_\_\_\_\_

Proposed Installation Length (6 months max) \_\_\_\_\_

Proposed Number of Display Cases \_\_\_\_\_

Materials should be submitted either by e-mail as PDF or JPEG files or by mail as printouts with an accompanying USB drive. Proposals will be reviewed by a project-specific committee. **All items must be included as part of the submission package or applications will not be reviewed.**

- Art Display Case Exhibit Application Form;
- No more than 3 photographs of the proposed Project Site in jpeg format (resolution of 72 to 150 dpi);
- No more than 4 samples of Exhibition Content and/or project renderings that represent the artwork to be presented on the Display Cases (include: sketches, site plan, and Photoshop renderings);
- If working with a professional Artist, no more than 4 photographs of past artwork examples in jpeg format (resolution 72 to 150 dpi) and an associated image list that includes: title, date of completion, medium, dimensions, location, sale price or commission budget, description of artwork, and list of partners;
- Artist curriculum vitae (if applicable);
- Organization support letter from executive leadership outlining the organization's commitment to realizing an Art Display Case Exhibit in partnership with NYC DOT; and
- Funding commitment letter (include list of secured and anticipated funders), if applicable.

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

**Attn: Emily Colasacco  
DOT Art & Event Programming Director  
Urban Design + Art + Wayfinding  
NYC Department of Transportation  
55 Water Street, 6th Floor  
New York, NY 10041**

# Art Display Case Exhibits

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Application Form

## CONTACT INFORMATION

Executive Director \_\_\_\_\_

Contact Name & Title \_\_\_\_\_

Contact Phone Number \_\_\_\_\_ Contact Email \_\_\_\_\_

Organization Address \_\_\_\_\_

Organization Website \_\_\_\_\_

Proposed Installation Date \_\_\_\_\_

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**Organizational Background** Describe your organization's mission statement, desire to curate an Art Display Case Exhibit, and capacity to develop a thematic curatorial vision, including how the proposed Exhibition Content relates to current or future programmatic efforts.

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**Site Selection** Describe your organization's interest in the proposed Project Site and its relationship, if any, to the proposed Exhibition Content.

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**Exhibition Content** Description Describe the thematic curatorial vision for the proposed Art Display Case Exhibit and how it relates to a current or upcoming exhibit, event or festival, or historic/commemorative event.

# Art Display Case Exhibits

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## Application Form

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**Public Engagement** Describe your Organization's plans to develop a text-based, informational Art Panel to accompany the proposed visual Exhibition Content to ensure that the Art Display Case Exhibit is accessible to people of all ages and abilities.

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**Artist Selection** Describe your Organization's interest in collaborating with the proposed Artist(s) and how the Artist(s)' part work relates to the proposed curatorial theme.

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**Artwork Production** Provide a detailed project timeline identifying milestones for development of the Exhibition Content for the proposed Art Display Case Exhibit. Provide a list of project team members responsible for developing, preparing and producing final artwork files (i.e. Organization staff members, artists, graphic designers, photographers, etc.).

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**Image Rights** Confirm and describe your Organization's access and usage rights of all Exhibition Content proposed for this Art Display Case Exhibit.