



REQUEST FOR PROPOSALS
DEADLINE: June 23, 2010

Project: Front Street DOT Mural

Project Summary:

The Dumbo Improvement District (DUMBO BID) seeks proposals from local artists to paint an imaginative public mural that will be mounted on the NYC Department of Transportation (DOT) fence on the south side of Front Street between Adams and Pearl Streets in DUMBO, Brooklyn.

The mural should brighten the streetscape running underneath the Manhattan Bridge and encourage pedestrian foot traffic between the two sides of the neighborhood. The winning artist will be given up to \$5,000 for an artist fee and materials to aid in the production of the mural. Proposals for installations will be evaluated by a panel of judges comprised of the Dumbo Improvement District, local stakeholders and the New York City Department of Transportation. The mural will be on display on Front Street for up to 11 months through the support of NYCDOT's Urban Art Program.

About the Dumbo Improvement District

The Dumbo Improvement District is a 501(c)(3) non-profit organization dedicated to enhancing and promoting DUMBO, Brooklyn. The Improvement District showcases DUMBO as a world class destination, advocating on behalf of DUMBO's businesses, property owners and residents. The organization provides supplemental sanitation services, marketing, economic development, neighborhood programming and long-term planning.

The Dumbo Improvement District manages DUMBO's Business Improvement District (BID) an area bounded roughly by York Street, Bridge Street, Old Fulton Street and the waterfront. For more information, visit www.dumbonyc.org.

About the New York City Department of Transportation & Urban Art Program:

"The New York City Department of Transportation (DOT) provides for the safe, efficient and environmentally responsible movement of people and goods in the City of New York. The agency also maintains and enhances the transportation infrastructure crucial to the economic vitality and quality of life of City residents, its primary customers. As part of its "World Class Streets" initiative, DOT is committed to enhancing the public realm by transforming ordinary spaces in between buildings—sidewalks and streets, among others—into inviting, vibrant, people-oriented destinations in and of themselves. Launched in October 2008, DOT's Urban Art Program is a public art program that helps bring the vision of "World Class Streets" to life by working with community-based organizations to install murals, sculptures and other art forms in plazas and on medians, triangles, sidewalks, jersey barriers and construction fences for up to eleven months. For more information, visit www.nyc.gov/dot."

For more information on the Urban Art Program can be found at:
http://www.nyc.gov/html/dot/html/sidewalks/urbanart_prgm.shtml

APPLICATION DEADLINE: June 23, 2010, 5:00PM

Submission Checklist:

- Completed application form
- Images (minimum of 4, maximum of 8, please also send a disc)
- Inspiration Image or Quote
- Artist CV
- Implementation Plan

Timeframe:

- **Wednesday, June 23:** Proposals are due to the Dumbo Improvement District office by 5:00pm.
- **Late July 2010:** Winning designer(s) will be announced.
- **Late- September:** Mural must be up on the fence and fully operational.

***Mural will be a temporary art installation supported by NYC DOT's Urban Art Program via the pARTners track; it will be in place for up to eleven months.**

Please send completed form and all supporting materials to:

**Dumbo Improvement District
[ATTN: Front Street Mural]
111 Front Street, Suite 258
Brooklyn, NY 11201**

Electronic submissions will **NOT** be accepted. Submissions must be **received, not postmarked by 5:00PM on 06/23/10**

Front Street DOT Mural Application

Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

E-mail: _____

website: _____

Current Site

Fence dimensions are as follows: 16' tall X 75' long. The mural's panels must be installed within the frame, 8' tall x 68' long, that is currently attached to the corrugated fence shown above.



Criteria

- Mural may not be painted directly on the fence; design must be painted on panels, most likely plywood, to be attached to the fence within the existing frame (see pictures above).
- Artist (or their team) must be able to implement their mural design without assistance from the DUMBO BID.
- Mural must not present safety hazards, obstruct walkways or disrupt pedestrian traffic.
- Mural must be built in such a way that it will not be easily upset by pedestrians or the elements.
- Selected must sign a release form and certify that the installation is built to meet the highest safety standards possible.
- Artist must maintain the mural for the duration of its exhibition.
- Artwork should be suitable for all audiences at the site.

Preference will be given to DUMBO based artist submissions.
There are no submission fees.

Submission Requirements

Artists interested in submitting a proposal are asked to submit the following:

IMAGES - You are required to submit a minimum of four and a maximum of eight drawings, renderings or images that illustrate your proposal. Any medium may be employed to produce images; clarity in communicating your scheme should be the goal. (Please also send images on a disc.)

INSPIRATION - You are required to submit one quote or image of DUMBO that aided in the inspiration of your design. Quotes or images should be properly cited if the designer is not the original owner of the source.

CV - Please submit a CV that highlights artistic training or any relevant exhibitions in the public or private realm. (Please include examples of past projects that demonstrate ability to implement proposed work and meet safety standards.)

IMPLEMENTATION PLAN - Include a complete production schedule/timeline and comprehensive budget.

Previous Urban Art Program pARTners Awardees:

- **Project:** Nature Matching Systems
- **Artist:** Tattfoo Tan
- **Partner:** Dumbo Improvement District
- **Installation Date:** February 2008
- **Location:** Front Street Fence, DUMBO, Brooklyn
- **Description:** The brightly colored squares enlivened the streetscape and were created to inspire individuals to consume their daily recommended doses of fruits and vegetables. Tan worked with students at P.S. 307 and other children from DUMBO to paint hundreds of the square panels to match the colors of various fruits and vegetables.



- **Project:** NY is a Rollercoaster
- **Artists:** Belle Benfield & Chris Beck
- **Partners:** Community Affairs Unit, Groundswell Community Mural Project, and the Y in Washington Heights and Inwood
- **Installation Date:** August 2008
- **Location:** 191st Street Subway Entrance, Washington Heights, Manhattan
- **Description:** Benfield and Beck worked with teenagers from the neighborhood to create a colorful mural



photo courtesy of NYCDOT



photo courtesy of NYCDOT