



## **REQUEST FOR PROPOSALS: Garment District Alliance Iconic Sculpture Redesign**

**July 19, 2017**

### **I. BACKGROUND**

#### **A. Structure**

The Garment District Alliance (formerly known as the 'Fashion Center BID') unveiled the Garment District Information Kiosk in 1996, following the extensive renovation of an existing structure on the northeast corner of Seventh Avenue and 39th Street. The original structure, which straddles public/private property (555 Seventh Avenue), was erected in the 1970s through a public/private fashion industry initiative, and operated as an industry information center for more than a decade, before falling out of use by the late 1980s. When the Garment District Alliance (GDA) was formed in 1993, it was given permission by the property owner and the City of New York to renovate the structure and rededicate its use as a business-to-business fashion industry resource center. Since that time, the GDA has operated the Information Kiosk as a public amenity for Garment District business tenants and visitors.

The 1996 renovation included the addition of a distinctive rooftop "button & needle" sculpture, designed by James Biber of Pentagram Architects. The sculpture referenced the neighborhood's historic identity, as well as the Fashion Center's trademarked "button" logo, designed by Pentagram's Michael Beirut.

The rooftop sculpture, which weighs more than 2,000 pounds, was fabricated from foam-filled fiberglass. At a scale 180 times that of an actual dress shirt button, its diameter is 14 feet wide. The button has 5 holes, and rests on top of the kiosk at a 38 degree angle. It is pierced by a 31 foot stainless steel needle, also built to scale, which also pierces a two by three foot piece of bronze "fabric," before being bolted to the ground. The sculpture is supported by a steel frame which includes 4 columns contained within the Kiosk structure.

#### **B. Programming History**

When the Information Kiosk was opened in 1996, its primary purpose was to offer free fashion industry resource services, reflecting the predominant commercial apparel tenancy and economic activity of the district. Kiosk staff responded to 20,000 business-to-business inquiries per year on site, as well as several thousand other general New York City tourism inquiries.

Over time, as the Internet began to change the way people access information, the

Garment District Alliance converted the kiosk into a self-service center, with iPads available for public use, allowing access to the GDA website, which includes a detailed business directory, and NYC tourist information sites.

### **C. Looking Forward**

In February 2017, the GDA engaged Local Projects, an experiential design firm, to explore concepts for the future of the Information Kiosk. Local Projects was tasked with determining a concept for its best use and form. Interviews and concept exploration workshops were held with stakeholders, including GDA staff and Board members, business owners, fashion industry professionals, property owners, and representatives of City officials and Manhattan Community Board 5.

Among their findings, Local Projects concluded that, since most people access information exclusively on mobile devices, there is no longer a need for a physical information center. However, it was also determined that there is great value to the GDA organization and to the Garment District neighborhood in retaining the button and needle sculpture that is a beloved symbol of the area and its history. The stakeholder group and the GDA Board of Directors endorsed the concept of removing the kiosk structure, and enhancing the button and needle's identity as a pop art sculpture, district icon, and tourist amenity. The Local Project sketch illustrating this concept is attached to this RFP as EXHIBIT A.

## **II. OBJECTIVES**

The Garment District Alliance is seeking the services of an architectural firm that will:

- Conduct a structural assessment of the button and needle sculpture
- Work with GDA staff to develop the approved concept direction into a final design
- Assist with any necessary approvals from and presentations to: NYCDOT, NYC Public Design Commission, NYC Department of Buildings, Community Board 5, GDA Officers Committee and Board of Directors, and any other approvals as required
- Create final, engineer-stamped construction documents
- Create construction RFP
- Assemble list of at least three contractors for bidding

**Final design must adhere to the approved concept and include:**

- Removal of Kiosk information booth structure
- Enhancement and structural reinforcement of the Button and Needle Sculpture
- Contain a lighting component
- Maintain clear sight lines underneath the sculpture

**Deliverables:**

- Design development drawings
- Presentation materials and documentation as required for approvals
- Final, engineer stamped construction documents

- Written construction RFP and supporting materials
- List of recommended construction contractors

### **III. PROPOSAL CONTENT**

Proposals shall include all relevant terms as described in this RFP including:

- Description of Proposer’s qualifications, including examples of previous works of similar nature and scope;
- Description of any and all costs, fees and expenses for Services to be paid by the GDA
- Schedule for all work to be completed up to and including contractor selection.

### **IV. GENERAL CONDITIONS AND TERMS**

#### **A. Proposer’s Background**

Proposals should include firm description and examples of previous projects of a similar nature and scope.

#### **B. Proposal Review**

The GDA reserves the right to request additional materials, including those it may deem useful or appropriate to evaluate each Proposer’s qualifications and past experience, or clarification or modification of any submitted Proposal. The GDA reserves the right, in its sole discretion, to reject at any time any or all Proposals, to withdraw this Request without notice. Under no circumstances will the GDA pay any costs incurred by a Proposer in responding to this Request. The review or selection of a Proposal submitted by a Proposer will create no legal submission or equitable rights in favor of the Proposer.

#### **C. Presentations**

The successful Proposer will be required to make presentations of design drawings and recommendations to the GDA staff and relevant committees of the Board of Directors, as well as City agencies, including but not limited to the Public Design Commission, NYCDOT, NYCDOB and Community Board 5.

#### **D. Technical Assistance**

At the option of the GDA, the successful Proposer may be required to provide technical assistance for additional work and assistance to the GDA in managing and providing oversight of the work of the contractor. A schedule of fee rates for members of proposer’s firm should be included.

#### **E. VENDEX**

Before entering into a contract, the successful Proposer may be required to submit a VENDEX Profile form and receive approval from the Mayor’s Office of Contracts

(see <http://www.nyc.gov/html/selltonyc/html/vendor/forms.shtml>). If Proposer has previously submitted a VENDEX form to the City of New York, an Affidavit of No Change must be submitted.

#### **F. Subcontracting**

The GDA will sign a contract only with the successful Proposer, who will be fully responsible for the Services to be performed under this Proposal. If a Proposer intends to utilize a business partner or subcontractor to perform the Services, Proposals submitted must clearly identify every business partner and subcontractor who will supply services under the contract and the nature of their relationship to the Proposer.

#### **G. News Releases**

The Proposer must not at any time release any news or make any statements to the public, press or other media relating to matters pertinent to the proposal, contract or work products without prior approval from the GDA.

#### **H. Online access**

This RFP, as well as any additional information or clarifications that arise after the release of the RFP, will be publicly available on the Garment District Alliance website at <http://garmentdistrict.nyc/about/organization/>.

### **V. SUBMISSION**

**Proposals must be submitted by 5 p.m., Friday, September 15, 2017**

**Proposals should be sent to:**

**Garment District Alliance  
Attn: ICONIC SCULPTURE REDESIGN RFP  
209 W. 38th Street, 2nd Fl.  
New York, NY 10018  
[abonacum@garmentdistrictnyc.com](mailto:abonacum@garmentdistrictnyc.com)**

### **VI. CONTACT**

Submit questions in writing to:

Anne Bonacum  
Director of Planning & Development  
Garment District Alliance  
209 West 38th Street - 2nd floor  
New York, NY 10018  
[abonacum@garmentdistrictnyc.com](mailto:abonacum@garmentdistrictnyc.com)

# EXHIBIT A

## I. EXISTING CONDITIONS



*Google Street View*

## II. PROPOSED CONCEPT



*Concept rendering: Local Projects*