



GARMENT DISTRICT ALLIANCE

Artist Open Call

Public ARTery

Large Scale Public Art Mural on Port Authority Midtown Bus Terminal in NYC Garment District

Submission deadline: July 15, 2021

PROJECT DESCRIPTION

The Garment District Alliance (GDA) is seeking artists interested in submitting their preliminary concepts, qualifications and examples of their previous work to be considered for a large-scale temporary wall mural on a publicly accessible exterior wall of the Port Authority Midtown Bus Terminal (PAMBT) in Manhattan's Garment District.

As New York City re-opens and welcomes back its workforce and visitors, GDA, in cooperation with PAMBT, is proposing to create a more inviting entry into the City along 40th Street between 8th and 9th Avenues. Our goal is to make our public realm welcoming and visually appealing with positive image-driven messaging. The PAMBT location, which is the world's busiest bus terminal, also experiences extraordinary vehicular traffic from the Lincoln Tunnel and as such is one of the first sights for people as they enter New York. Additionally, there are six hotels facing the mural site and another 44 hotels in the area hosting national and international visitors. To enhance the neighborhood environment, to increase community access to art, and to provide a positive first impression through compelling and uplifting imagery, the GDA is seeking to commission the installation of a mural on the PAMBT.

The selected mural design will be installed in Fall 2021. The selected artist will be responsible for designing the mural imagery and working with the GDA and the PAMBT in developing and executing an installation plan.

OPEN CALL SUBMISSION GUIDELINES

Interested parties must submit, in a single document, the following:

- Contact Information: Name, Address, Telephone, Email, Website;
- Artist Statement or other description of your work (up to 250 words);
- Concept Drawing;
- Brief description of proposed project, including the message it sends to the City and our visitors (up to 250 words);
- Artist Resume or CV;
- List of previous public art installation works; and

- Up to ten (10) images of previous murals or relevant artwork in jpeg format, 300 dpi, 5"x7 ".

Information should be sent via Dropbox, WeTransfer, or other filesharing program

ARTIST AND ARTWORK CONSIDERATIONS

GDA is seeking to have a mural designed which will be printed on vinyl or similar adhesive materials and installed on nine sections of brick wall. The work must be aesthetically compelling with positive image-driven messaging. The design must take into consideration the various elements of the walls such as vents, doorways and underlying brick texture, as well as adjacent sections of wall and the surrounding sidewalk and street environment. The images on the panels must relate to each other in color imagery, pattern and messaging to present a cohesive presentation. One artist or collaborative team of artists will be selected to design the mural.

Artists must be willing to adapt their conceptual designs to requirements of GDA or PAMBT. The artwork must be unique, original and not infringe upon any copyright or the rights of any person or entity.

Artists will present their background, qualifications, and examples of their artwork showing their ability to present works with the following qualities:

- Artistic Merit: The artist's work must demonstrate a high standard of design and proficiency in creating murals.
- Site Suitability: The artist's work must demonstrate that their work would complement the local environment and streetscape elements, have a strong visual quality, and be suitable for the public realm.
- Durability: The artwork must be suitable for use on surface treatment materials for outdoor installation.

The GDA Public Art Program has presented a variety of public art installations throughout the district for over 15 years, including sculptural and "asphalt art" murals on the Garment District Plazas. To see previous selections, visit <http://garmentdistrict.nyc/arts/plaza-art>.

SITE DESCRIPTION

The wall is located on the north side of 40th Street Between 8th and 9th Avenues and is part of the PABT building structure. The wall is divided into nine red brick sections. The white concrete sections and the brown polished granite along the bottom of each section are not included in this project. Each brick façade section is approximately 50' wide and it is anticipated that the murals would be approximately 25' high. The total surface area to be covered would be approximately 11,250 square feet.

Please see the specifications appendix for additional detail on each of the panels to be covered with the mural.



Port Authority Midtown Bus Terminal, Eighth Avenue and 40th Street



Example of wall sections for perspective



Wall sections to be covered in mural. See specifications appendix for additional detail and approximate dimensions of each of eight panels to be covered.

Artists are strongly encouraged to visit the mural location before responding.

PROJECT LOCATION

As part of the world's busiest bus terminal, which has averaged 65 million people passing through the facility per year, the project is located at a highly visible, heavily trafficked area of midtown Manhattan. It is currently estimated that, on average, 28,350 pedestrians pass by the location or through adjacent intersections per day and it is estimated that number will rise to 60,750 per day by Fall 2021. Additionally some 11,220 people currently travel past the location in a vehicle per day and by Fall 2021 that number is expected to rise to 14,025 people. Overall, for a one-year period, the mural will be seen in person by up to 27.4 million people.



 Project Location - Bus Terminal South Wall

PANYNJ APPROVAL

The GDA is working in cooperation with the Port Authority Midtown Bus Terminal, part of the Port Authority of New York and New Jersey to present this mural project. All works will be subject to PAMBT and PANYNJ regulations and approval.

ARTIST COMMISSION

The selected artist will receive a fee of \$20,000 for the development and use of their artwork including adapting the work to technical requirements provided by the production and installation firm, site visits, oversight of the installation, and cooperation in media and promotion related to the artwork.

GDA will be responsible for printing and installation costs.

SUBMISSION DEADLINE:

July 15, 2021

All submissions can be sent by email to: jscupp@garmentdistrictnyc.com

ADDITIONAL INFORMATION

Please note the following:

- This Open Call is being offered by the GDA; PAMBT and PANYNJ will not be parties to any contract or agreement between GDA and selected proposer;
- This Open Call is not intended as a formal offering for the award of a contract or for participation in any future solicitation;
- GDA does not intend to grant or issue any additional agreements on the basis of this Open Call;
- GDA and their officers, agents and employees make no representation or warranty and assume no responsibility for the accuracy of the information set forth in this Open Call;
- 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;
- GDA shall not be liable for any costs incurred by any respondent in the preparation, submittal, presentation or revision of its submission. GDA shall not 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 GDA and shall not be returned;
- GDA at its sole discretion reserves, without limitation, the right to withdraw the Open Call at any time; discuss various approaches with one or more respondents (including parties not responding to the Open Call); and change any terms of this RFP.
- GDA and PAMBT will have the right to include logo recognition on the final mural image.
- GDA, at its sole discretion, may seek additional partners and sponsors to participate in the project.

QUESTIONS

All questions should be emailed to Jerry Scupp at jscupp@garmentdistrictnyc.com by **July 15, 2021**. Responses, as well as any updates or additional information, will be posted on our website: **garmentdistrict.nyc**.