



WINTER 2023-2024 INSTALLATION OVERVIEW

The [Flatiron NoMad Partnership](#) (“the Partnership”) seeks submissions of existing public art installations to serve as the centerpiece of our Winter 2023-24 programming series. Home to a range of retailers, employers, cultural and educational institutions, and a thriving residential community, the Flatiron and NoMad neighborhoods are the definition of mixed-use. The heart of the neighborhood is the iconic intersection of 23rd Street, Broadway, and Fifth Avenue where we have served as stewards and daily caretakers of the Flatiron Public Plazas since 2008. The Plazas have been home to numerous public art installations over the years and this year we seek to activate and inspire through a magnetic installation that invites people to pause and engage on brisk days and long winter nights.

INSTALLATION OBJECTIVES & QUALIFICATIONS

- Temporary, highly visible, use of LED lighting that’s engaging both day and night
- Engages diverse audiences to enjoy public space and connect
- Existing, prefabricated, structurally-sound piece that has not been displayed in NYC
- Firm has completed at least two public realm projects in a major North American city
- Submissions from BIPOC and women-owned firms are highly encouraged

SITE DETAIL

- Flatiron North Public Plaza, north side of 23rd Street between Broadway & Fifth Avenue
- [Site Map](#)
- Electric Access (12 standard 120v outlets)

TIMELINE

- [Friday, July 28 - Submission Deadline \(5PM EST, submission details below\)](#)
- First Half of August 2023 - Partnership submissions review and selection
- Fall 2023 - Partnership & firm finalize installation period & NYC DOT Art application & contract
- Late November - Installation
- December 1, 2023 - Installation launch
- Winter 2024 - Deinstallation



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BUDGET

\$50,000-\$100,000 inclusive of insurance, NY State structural engineer review, transportation, installation, maintenance, and deinstallation

PROPOSAL SUBMISSION DETAILS

Please send full submissions, including the Project Budget, installation photos, and list of references as one combined PDF with "Flatiron Winter Installation 2023-24" in the subject line to Mikako Murphy, Planning Associate, via email (mmurphy@flatironnomad.nyc) no later than 5PM EST on Friday, July 28, 2023. Questions shall also be directed via email to Mikako Murphy.