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## ARTIST AND CREATIVES CALL

### Flatiron Dia de Muertos Altar (November 2024)

June 2024

[The Flatiron NoMad Partnership](#) (the “Partnership”) seeks submissions from artist creatives and creatives to bring alive the traditional Flatiron Dia de Muertos Community Altar, part of the Flatiron NoMad Dia de Muertos celebration. The artist/creative shall install and maintain an engaging temporary art installation that enlivens the Flatiron and NoMad neighborhoods on the day of the event scheduled on Friday, November 1<sup>st</sup> 2024.

## **BACKGROUND**

### About the Partnership

The Flatiron NoMad Partnership was formed in 2006 and expanded in 2022 to include the burgeoning NoMad neighborhood. The Partnership's mission is to enhance the reputation of Flatiron and NoMad as two of New York's most vital and exciting neighborhoods. The Partnership provides services in six program areas: Sanitation, Public Safety, Homeless Outreach, Streetscape & Beautification, Marketing & Events, and District Advocacy.

### Dia de Muertos in Flatiron NoMad

Dia de Muertos at the Flatiron NoMad district is an experience that follows the traditional rituals and elements of the Mexican Dia de Muertos. The Day of the Dead celebrations can be traced back to indigenous people, we are going to focus on the P'urepecha inspired by the celebration of Patzcuaro Michoacan. The Day of the Dead is a joyous happy celebration. Our event represents a scale of a Mexican feria at a plaza. At the center, guests can see the performances while all around local Flatiron NoMad businesses, cultural institutions, and organizations are offering multiple activities such as Catrina face painting, tasting of pan de Muerto, and Día de Muertos kids crafts making, among others.

Learn more about past years' Dia de Muertos at Flatiron NoMad here:

- [Flatiron NoMad Dia de Muertos Recap 2022](#)
- [Flatiron NoMad Dia de Muertos Celebration 2023](#)
- [Flatiron NoMad Dia de Muertos Celebration.](#)

## **INSTALLATION OBJECTIVES**

- Temporary, traditional, highly visible, and engaging during day and night
- Reflects the Dia de Muertos tradition & adheres to artisanal Mexican aesthetic
- Existing, structurally sound, safe, and durable piece(s) with a preference for a piece's NYC debut
- Invites diverse audiences to enjoy the artwork and connect in public space and positively contributes to the Flatiron NoMad public realm

## **ASSIGNMENT**

The Flatiron NoMad Partnership recognizes Dia de Muertos as a beautiful Mexican holiday that honors the memory of loved ones. As an organization that values and works to make public spaces inclusive and accessible, we are interested in proposals that demonstrate the traditional interpretation of Dia de Muertos to honor this holiday. The Altar is the main element of this celebration, and similarly to past years, this will be open for the community to bring photos of their loved ones. The front part of the altar will follow all the main elements and traditions. The back and sides of the altar can be used as an experiential platform that will connect, engage, and educate communities with this mystical experience of Dia de Muertos. These sides will be open for the artist to explore different techniques of their art that can engage with the audience while being aligned with the tradition.

## **SITE DETAIL**

The temporary altar art installations will be the centerpiece of Partnership's annual Dia de Muertos program on the Flatiron North Plaza located at the iconic intersection of 23<sup>rd</sup> Street, Broadway & Fifth Avenue. These community art pieces will ideally lead attendees to bring photos of their loved ones and place them at the altar on a Dia de Muertos.

- Site Maps [HERE](#)
- Altar Photos [HERE](#)

### **TECHNICAL SPECIFICATIONS & LOGISTICS**

The Altar structure provided and enabled- disabled by the partnership the day of the event is 8' high x 8' long x 8' wide. Front tiers: 8' x 2', middle 8' x 2', bottom 8' x 4'. The work on any expression must be contained within the footprint. The work (should cover the front, back, and sides of the altar, the artist can't climb the altar. \* The FNP team will be on-site all day to assist with instructions and wayfinding as needed. You will be responsible for installing and breaking down your experience.

### **ARTIST ELIGIBILITY**

- Designer/Studio has installed at least two public outdoor realm projects.
- Mexican, minority, and Women-Owned Business Enterprises (WBE) are highly encouraged to submit proposals.

### **PROPOSAL GUIDELINES**

- Artist's resume.
- Two (2) previous artworks including start and completion dates, final costs, renderings/photos, short descriptions, and project references
- Designer's statement or other description of the proposed artwork (up to 500 words)
- Proposed installation and de-installation plan and timeline day of the event.
- The proposed design should follow the traditional altar elements on the front side and be engaging, and experiential on the back side of the altar that reflects the artist's point of view in a cohesive way.
- Quality and clarity of the project.
- Accessible to all audiences.

### **BUDGET**

\$2,500

### **TIMELINE**

- July 12th, 2024: Artist Call Questions Due
- July 31st, 2024: Submission Deadline (5 PM EST, submission details below)
- August 2024: Notice of Award
- Summer 2024: Contract Finalized & Project Launch with bi-weekly meetings
- Fall 2024: November 1st: Installation & Opening Event
- November 1st: Deinstallation



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### **SUBMISSION REQUIREMENTS**

Please send full submissions, installation photos, resumes, portfolios, and a list of references, as one combined PDF with “2024 Dia de Muertos Art Installation” in the subject line, to Claudia Rincon, Event & Program Manager ([crincon@flatironnomad.nyc](mailto:crincon@flatironnomad.nyc)) via email no later than 5PM EST on Wednesday, July 31st, 2024.

Questions regarding the artist call should be directed via email to Claudia Rincon no later than 5PM EST on Friday, July 12, 2024. Questions and responses will be shared with all proposers by Monday, July 15, 2024.