

REQUEST FOR PROPOSALS

Dia de Muertos Public Art Installations (October - November 2024)

June 2024

[The Flatiron NoMad Partnership](#) (the “Partnership”) seeks submissions of existing public art installations to serve as part of the Flatiron NoMad Dia de Muertos celebration. The designer/firm shall install and maintain an engaging temporary art installation that enlivens the Flatiron and NoMad neighborhoods in late October/early November. Potential installation sites include the following:

- Flatiron Public Plazas at 23rd Street, Broadway & Fifth Avenue
- Privately-Owned Public Spaces (POPS) in the area, e.g., 851 Sixth Avenue/109 W 29th
- Public seating areas along Broadway from 31st Street south to 19th Street

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.

Public Art in Flatiron NoMad

The Partnership manages, maintains, and programs the Flatiron Public Plazas at 23rd Street, NoMad Piazza (Broadway from 25th to 27th Street), and multiple pedestrian seating areas along Broadway from 19th Street to 31st Street. Over the years, the Partnership has hosted numerous public art installations on the Flatiron Plazas and has proudly partnered with arts and design leaders from the Van Alen Institute, The Armory Show, The Noguchi Museum, and numerous emerging design studios. We now seek to expand our public art program to all corners of the neighborhood.

Learn more about recent district art installations:

- [Portal NYC, Portals \(2024\)](#)
- [Control No Control, Iregular Studio \(2023\)](#)
- [Dancer, Tomokazu Matsuyama and Armory Off-Site \(2022\)](#)
- [Interwoven, Atelier Cho Thompson and Van Alen Institute \(2021\)](#)

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.

SITE DETAIL

The art installations will complement the Partnership's annual Dia de Muertos program on the Flatiron North Plaza located at the iconic intersection of 23rd Street, Broadway & Fifth Avenue. These art pieces will ideally lead attendees on a Dia de Muertos stroll through the district with additional installation opportunities in up to three strategic locations outlined in the RFP introduction (POPS, Broadway public seating areas, etc.).

- [Site Maps and Photos](#).
- [Flatiron NoMad Dia de Muertos Celebration 2023](#)

STUDIO ELIGIBILITY

- Designer/Studio has installed at least two public realm projects
- Designer/firm may be based globally but must contract with a local firm (NYC Metro) to install, maintain, and deinstall the artwork(s)
- Secure and maintain necessary liability insurance during the installation period (see full insurance detail [here](#))
- Mexican, minority, and Women-Owned Business Enterprises (WBE) are highly encouraged to submit proposals.

PROPOSAL GUIDELINES

- Designer/Studio'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)
- Up to five (5) renderings of the artwork(s)
- Proposed installation and de-installation plan and timeline

BUDGET

While we are unable to provide financial compensation, we offer prime locations for public art exposure with a large amount of daily foot traffic along with marketing, social media, and public relations support.

TIMELINE

- June 20, 2024: RFP Questions Due
- July 26, 2024: Submission Deadline (5 PM EST, submission details below)
- August 2024: Notice of Award
- Summer 2024: Contract Finalized & Project Launch
- Fall 2024: October - November: Installation & Opening Event
- November: Deinstallation

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 Mikako Murphy, Senior Planning Associate (mmurphy@flatironnomad.nyc) and Claudia Rincon, Event & Program Manager (crincon@flatironnomad.nyc) via email no later than 5PM EST on Friday, July 26, 2024.

Questions regarding the RFP should be directed via email to Mikako Murphy and Claudia Rincon no later than 5PM EST on June 20, 2024. Questions and responses will be shared with all proposers by Monday, June 24, 2024.