



230 Fifth Avenue T 212.741.2323
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New York, NY 10001 FlatironNoMad.nyc

REQUEST FOR QUOTES

Flatiron NoMad Dia de Muertos (October - November 2024)

August 2024

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.

BACKGROUND

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.](#)

Dia de Muertos Week in Flatiron NoMad 2024

This 2024, the Flatiron NoMad partnership is expanding the annual one-day event to a full week of happenings. Starting October 29th, to November 2nd attendees will be able to enjoy Mexican food tasting, outdoor photo exhibits from Patzcuaro Michoacan, events, arts and other Dia de Muertos-related happenings around the district.

- Walking Food Tasting - Monday, October 28th
- Family Friendly event - Wednesday, October 30th 12-3 pm
- Dia de Muertos celebration - Friday, November 1st 3-7pm -
 - *Altar build up structure.*
 - *Papel Picado North Plaza*
 - *Lights*
- Outdoor Photo Exhibit - October 29th to November 2nd
- Mobile Dia de Muertos Experience: October 29 to November 2nd
- Papel picado decorations around the district: October 29 to November 2nd
 - *Flatiron Plazas, NoMad Piazza and Eventi Plaza.*

INSTALLATION OBJECTIVES

- Temporary, traditional, highly visible, and engaging during day and night.
- Reflects the Dia de Muertos tradition & adheres to artisanal Mexican aesthetic
- 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 bringing an event production agency that can help us to bring Dia de Muertos alive.

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](#)

TECHNICAL SPECIFICATIONS & LOGISTICS

- Papel Picado Installation (Plastic). The partnership aims to beautify and bring temporary place-making to some Flatiron NoMad Public spaces. Installation and de-installation of the plastic papel picado.
 - Eventi Plaza: Pop Space located in 29th between 6th and 7th avenues
 - Flatiron South Plaza - Next to the Flatiron Building
 - Flatiron North Plaza - In front of the Flatiron Building
 - Park Avenue South (Potential)
 - NoMad Piazza - Broadway. (Potential)
- The Altar structure: Installed and de- install 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'
- Event Production support during closing event.

INSTALLATION / PRODUCTION TIMELINES

- Papel Picado Installation.
 - Installation: October 24-27
 - De-installation: November 4th
- Altar Structure:
 - Installation: November 2nd
 - De-installation: November 2th
- Event Production:
 - November 2nd

CAPABILITY

- Understanding of nonprofits budget

GUIDELINES

- Agency's experience with outdoor and public space productions and type of clientele.
- Proposed Budget
- Proposed plan for installation and de-installation
- Previous working with DOT and City Agencies is required

BUDGET

\$7k



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TIMELINE

- Summer 2024: Contract Finalized & Project Launch
- Fall 2024: November 1st: Installation & Opening Event
- November: Deinstallation

SUBMISSION REQUIREMENTS

Please send questions before August 30th. Full budget submissions, and installation plans, as one combined PDF with “2024 Dia de Muertos Art Installation” in the subject line, to Claudia Rincon, Director of Placemaking Events & Programs (crincon@flatironnomad.nyc) via email no later than 5PM EST on Friday, September 3rd, 2024.

Questions regarding the RFQ should be directed via email to Claudia Rincon no later than 5PM EST on August 30th, 2024. Questions and responses will be shared with all proposers by September 1st, 2024.