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## **REQUEST FOR PROPOSALS**

### **Winter Glow Public Art Installation (January 2026 - February 2026)**

January 2025

[The Flatiron NoMad Partnership](#) (the “Partnership”) seeks submissions of existing public art installations to serve as the centerpiece of our Winter 2026 programming series. Designer/firm shall install and maintain an engaging temporary art installation that enlivens the Flatiron Public Plazas at the iconic intersection of 23<sup>rd</sup> Street, Broadway & Fifth Avenue. The Partnership will also consider additional installations for public spaces along Broadway from 31<sup>st</sup> Street south to 19<sup>th</sup> Street, the Park Avenue South medians, and Privately Owned Private Spaces (POPS) located within the Partnership’s service area.

## **BACKGROUND**

### About the Partnership

The Flatiron NoMad 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 across six program areas throughout Flatiron & NoMad: 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 23<sup>rd</sup> Street, NoMad Piazza (Broadway from 25<sup>th</sup> to 27<sup>th</sup> Street), and multiple public spaces along Broadway from 19<sup>th</sup> Street to 31<sup>st</sup> 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, and The Noguchi Museum along with a diverse range of emerging design studios. We now seek to expand our public art program to further enliven the neighborhood's public realm.

Recent district art installations:

- [\*Spectrum and The Diamonds, ODSI \(2025\)\*](#)
- [\*Portal NYC, 2024\*](#)
- [\*Control No Control, Studio Iregular \(2023\)\*](#)

## **INSTALLATION OBJECTIVES**

- Temporary, interactive and highly visible (incorporating use of LED lighting)
- Engaging in both day and night
- Existing, durable, and safe piece(s) that have not been displayed in NYC
- Invites diverse audiences to enjoy the artwork and connect in public space
- Highlights the Flatiron NoMad aesthetic
- Compliments on-site horticulture without damaging trees and seasonal plantings

## **SITEDETAIL**

The main artwork will serve as the centerpiece of the Partnership's 2026 'Winter Glow' program. Additional pieces may be placed in strategic public areas along Broadway from 19<sup>th</sup> Street to 31<sup>st</sup> Street, the Park Avenue South Medians between 19<sup>th</sup> and 31<sup>st</sup> Streets, and POPS locations in the district (pending access to site utilities).

- [Site Maps & Photos](#)
- Flatiron North Plaza Electrical Access
  - 400A PNL, 208Y/120V, 3PH 4W (bare ends; designer/firms must secure a NY State licensed electrician to tie into the panel)
- Satellite locations may have limited, or no, utility access, and we ask firms to consider creative solutions (solar power, rechargeable batteries, etc.)

**ELIGIBILITY**

- Designer/firm has completed at least two public realm projects in a major North American city
- 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 (minimum \$5M) during the installation period (see full insurance detail [here](#))
- Minority and Women-Owned Business Enterprises (WBE) are highly encouraged to submit proposals

**SUBMISSION MATERIALS**

1. Designer/firms' resume
2. Two previous artworks including start and completion dates, final costs, renderings/photos, short description, and project references
3. Designer's statement or other description of the proposed artwork (up to 300 words)
4. Up to five renderings of the artwork(s)
5. Completed [expense table template](#) outlining estimated project budget
6. Proposed installation and de-installation plan and timeline

**BUDGET**

Total outlay shall not exceed \$99,000, inclusive of minimum \$5M liability insurance, NY State structural engineering review (stamped drawings), transportation, installation, maintenance, and deinstallation of the artwork(s).

**TIMELINE**

- January 21, 2025: RFP Opens
- January 31, 2025: Questions Due to Partnership
- February 5, 2025: Responses to Questions shared by the Partnership
- February 28, 2025: Submission Deadline (5PM EST, submission details below)
- Spring 2025: Notice of Award
- Summer 2025: Finalize Contract
- Fall 2025: Permitting & Logistics
- Early January 2026: Installation
- Mid-January through March 1, 2026: Installation Open
- March 2-3, 2026: Deinstallation

**SUBMISSION INSTRUCTIONS**

Questions regarding the RFP should be directed via email to Mikako Murphy no later than 5PM EST on January 31, 2025. Responses will be shared with all applicants by February 5, 2025. Please send the requested submission materials in one combined PDF with "2026 Winter Glow Public Art Installation" in the subject line to Mikako Murphy via email ([mmurphy@flatironnomad.nyc](mailto:mmurphy@flatironnomad.nyc)) no later than **5PM EST on February 28, 2025**.