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ARTIST AND CREATIVES CALL

Start With Love: Flatiron NoMad Pride (June 2025)

February 2025

[The Flatiron NoMad Partnership](#) (the “Partnership”) seeks submissions from artist creatives and creatives to bring alive the first Flatiron NoMad Pride. The artist / creative / organization shall install and maintain an engaging temporary art installation that enlivens the Flatiron and NoMad neighborhoods during Pride month.

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.

About Start With Love: Flatiron NoMad Pride

Flatiron NoMad has been integral to NYC Pride, serving as the starting line for the iconic NYC Pride March. This year, we are proudly introducing our first-ever cultural program series dedicated to Pride to celebrate Flatiron NoMad as the kick-off destination. With "Start With Love: Flatiron NoMad Pride," we're celebrating the joy and energy of Pride at Flatiron NoMad over the years. From our iconic Pride starting line to fun and engaging experiences, we're highlighting the creativity, inclusivity, and vibrancy that make our district a place where everyone can come together and celebrate love in all its forms.

SCOPE

The Flatiron NoMad Partnership seeks ideas and art to build a free arts & culture program series in June 2025 in Flatiron NoMad. Potential venues and locations include local businesses, storefront windows, event spaces, galleries, construction fences, and more. For 2025, we are considering events on two (2) Thursdays during Pride Month (opening and closing: June 5th and June 26th) and remain open to other dates, times, and formats throughout the month. Ideas below are meant to inspire and serve as a guide, and we welcome submissions that can be presented digitally, as a physical art installation, as an event, or a combination of these modes.

[Flatiron NoMad District Map](#)

MODES OF ARTISTIC EXPRESSION

- Temporary, highly visible, and engaging.
- Reflects values of the LGBTQIA+ community.
- Invites diverse audiences to enjoy the artwork and connect in public space and positively contributes to the Flatiron NoMad public realm.

ARTIST ELIGIBILITY

- Artists, studios, cultural organizations, nonprofits, etc.
- LGBTQIA+ artists are highly encouraged to submit proposals.

PROPOSAL GUIDELINES

- Artist's resume.
- Discuss how it connects to the curatorial theme "Start With Love" and connects with the Flatiron NoMad districts.

- Two (2) previous artworks include start and completion dates, final costs, renderings/photos, short descriptions, and project references.
- Please describe your preferred venue(s), if proposing an installation or event, venues must be located within the Flatiron NoMad district boundaries.
- Artist's statement or other description of the proposed artwork (up to 500 words).
- Accessible to all audiences. As this is public art, please refrain from any nudity, sexually explicit material, foul language, etc.
- Include a budget that includes estimated expenses associated with your proposal, including artists' fees, materials, equipment rentals, de/installation costs, printing, etc.

BUDGET

The total production budget is \$8,000, which will support 4-6 projects/events. The deadline for the submission of ideas is March 28, 2025.

TIMELINE

- March 10th : 2025: Artist Call Questions Due
- March 28th, 2025: Submission Deadline (5 PM EST, submission details below)
- April 2025: Notice of Award
- April 2025: Contract Finalized & Project Launch with bi-weekly meetings
- Week of May 26th: Installation
- June 2025: Installation open
- July 2025: Deinstallation

SUBMISSION REQUIREMENTS

Please send full submissions, installation photos, resumes, portfolios, and a list of references, as one combined PDF with "2025 Flatiron NoMad Pride" in the subject line, to Claudia Rincon, Placemaking Director (crincon@flatironnomad.nyc) via email no later than **5PM EST on March 28th, 2025.**

Questions regarding the artist call should be directed via email to Claudia Rincon no later than 5PM EST on Monday, March 10th, 2025. Questions and responses will be shared with all proposers by Friday, March 14th, 2025.

[Flatiron NoMad District Map](#)