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## **ARTIST AND CREATIVES CALL 28<sup>th</sup> Street & Broadway Asphalt Murals**

**April 2025**

## **BACKGROUND**

### About the Flatiron NoMad Partnership

The Flatiron NoMad Partnership (the 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 Placemaking in Flatiron & NoMad

Flatiron & NoMad is more than a neighborhood—it's a destination where history, innovation, and culture intersect. Through placemaking, we transform public spaces into dynamic, engaging, and welcoming environments that reflect the district's energy and creativity. By blending bold art, thoughtful design, and community-driven initiatives, we enhance its identity as a vibrant hub for creativity, commerce, and connection. Through activations, installations, and seasonal programming, we celebrate the intersection of culture and public life, ensuring that Flatiron & NoMad remains a place where energy, inclusivity, and the spirit of New York come alive.

## **SCOPE**

The Partnership seeks concepts for asphalt mural design and implementation for the pedestrian plazas at 28th Street and Broadway. The selected asphalt mural is an opportunity to highlight this historical connection between the Flower District and Tin Pan Alley while also celebrating the City's transformative Broadway Vision project. The mural shall feature bold, vibrant colors that capture the essence of NoMad's personality—its creative spirit, cultural diversity, and energetic pulse—transforming the space into a dynamic and visually striking gateway into the district.

## **SITE & MATERIAL DETAIL**

The pedestrian spaces see heavy foot traffic and are located at all four corners of West 28<sup>th</sup> Street and Broadway in the heart of NoMad. The surface of each space is standard NYC DOT epoxy gravel, and all selected mural paint must be combined with a non-slip additive before application. This location is adjacent to two high-profile hotels, the Ritz-Carlton New York NoMad and The Ned NoMad, and the 28<sup>th</sup> Street R/W subway station (ridership of 2.7 million passengers in 2023). The total surface area of the space is 5,648 square feet.

[28<sup>th</sup> Street & Broadway Map](#)

## **ARTISTIC GUIDELINES**

- The visual style is lively and dynamic, evoking a cheerful, inviting, and calming atmosphere, emphasizing the [Flatiron NoMad brand colors](#).
- The theme is universally appealing – uplifting, inclusive, and engaging for all audiences.
- The design is impactful and easily recognizable from a pedestrian perspective without needing an overhead view.

- Artwork complements and enhances NoMad's vibrant spirit and neighborhood character.
- Artwork invites diverse audiences to enjoy the artwork and connect in a public space, positively contributing to the Flatiron NoMad public realm.

[NYCDOT artwork guidelines and regulations.](#)

### **ARTIST ELIGIBILITY**

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

### **PROPOSAL GUIDELINES**

- Artist's resume
- Artist's statement or other description of the proposed artwork that connects the artwork to the NoMad district (up to 200 words)
- Two (2) previous artworks that include start and completion dates, final costs, renderings/photos, short descriptions, and project references
- Line-item proposal budget, including artists' fees, paint and materials, equipment rentals, and installation costs

### **DEADLINE**

The deadline for the submission of ideas is April 25, 2025.

### **TIMELINE**

- April 10, 2025: Artist Call Questions Due
- April 25, 2025: Submission Deadline (5 PM EST, [submission details below](#))
- May 2025: Notice of Award & Announcement (selected artist will be showcased in the Partnership's social media channels!)
- Spring & Summer 2025: Artwork development & DOT Art application submission
- Fall 2025: Installation (timing subject to DOT Art permitting) and grand opening celebration

### **SUBMISSION REQUIREMENTS**

Please email full submissions, past installation photos, resumes, portfolios, and a list of references as one combined PDF with "2025 Asphalt Mural" in the subject line to Claudia Rincon, Placemaking Director ([crincon@flatironnomad.nyc](mailto:crincon@flatironnomad.nyc)) no later than **5PM EST on April 25th, 2025.**

FAQs and responses will be shared with all proposers by EOD Friday, April 11<sup>th</sup>, 2025.