

## SEASONAL PHOTO FRAME

### Flatiron NoMad

2026

[The Flatiron NoMad Partnership](#) (the “Partnership”) seeks **submissions of new, innovative, and creative concepts** from **artists, designers, and firms** for our **seasonal photo frame installation series**. Selected participants will design and install frames that capture the character of each season and complement the Partnership’s broader **seasonal programming**. Concepts should be visually engaging, adaptable to the Flatiron and NoMad context, and enhance the overall public experience across the district’s plazas and public spaces.

## **BACKGROUND**

### **About the Partnership**

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 the Photo Frame**

The seasonal photo frame is a dynamic, mobile pop-up photo booth that transforms throughout the year with vibrant colors and seasonal themes. This year-round activation at Flatiron Plaza is designed to capture attention and spark engagement. More than just a playful backdrop, the photo booth serves as an evolving canvas that reflects the spirit of the district, offering endless opportunities for creativity, community connection, and standout brand exposure across social media, digital platforms, and printed media.

Learn more about past concepts here:

- [Spring](#)
- [Summer](#)
- [Winter](#)

## **INSTALLATION OBJECTIVES**

- Temporary, environmentally friendly, and highly visible.
- Invites diverse audiences to enjoy the artwork and connect in the public space and positively contributes to the Flatiron NoMad public realm.
- Engaging and interactive.
- Tights to the Flatiron NoMad district in some way.

## **ASSIGNMENT**

A new, innovative, and creative concept from artists, designers, and firms for our seasonal photo frame installation series. Selected participants will design and install frames that capture the character of each season and complement the Partnership's broader seasonal programming. Concepts should be visually engaging, adaptable to the Flatiron and NoMad context, and enhance the overall public experience across the district's plazas and public spaces. Artists, designers, and firms can apply for one or multiple seasons.

**GUIDELINESS**

- Engaging & Accessible: The work should be colorful, drawing people in and inviting them to participate. It should be welcoming and inclusive for a broad audience.
- Welcoming: The artwork should be impactful yet feasible within the space and timeframe. Simple ideas can be powerful!
- The materials used should be weather-friendly.

**SCOPE OF WORK**

- Applicants should create preliminary proposals according to the season (s).
- Applicants should develop one of the chosen proposals and adapt the feedback provided by FNP.
- Participate in any check-in meetings.
- The selected applicant should install the photo frame.
- The selected applicant should be available if anything happens to the artwork - additional budget will be provided.
- The selected applicant should de-install the artwork.

**SEASONAL DEADLINES FOR SUBMISSION:**

- **Spring - Earth Month:** Friday, January 30, 2026.
- **Summer - Pride:** Friday, March 13, 2026.
- **Fall - Dia de Muertos:** July, 2026
- **Holidays - Agnostic:** September 2026
- **Winter - Winter Glow 2027:** October 2026

**SEASONAL TIMELINES FOR INSTALLATIONS:**

The partnership will make any decisions regarding timing. Installation dates are subject to change.

- **Spring - Earth Month:** March -May
- **Summer - Pride:** June -September
- **Fall - Dia de Muertos:** October - November
- **Holidays - Agnostic:** November - December
- **Winter - Winter Glow 2027:** January - March

**SITE DETAIL**

The frame is located in the Flatiron North Plaza. Relocation may be considered based on weather conditions or scheduled activations. Any decisions regarding timing or alternate locations will be made by the partnership.

**TECHNICAL SPECIFICATIONS & LOGISTICS**

- The photo frame is:
  - Wide: 6 inches
  - Front: 4ft
  - Tall 7ft
- The activation will take place within the footprint of the frame.
- It should not require lights.
- It must be safe and non-disruptive to the environment and community.
- It should be colorful and weather resistant.

**BUDGET**

The overall budget for the project is \$5,000. This includes artist fees and materials. The artist should provide 2 invoices, each of \$2,500, and a w9.

**SUBMISSION INSTRUCTIONS**

Questions regarding the RFP should be directed via email to Claudia Rincon. Responses will be responded on a weekly basis. Please send the requested submission materials in one combined PDF with “2026 (Season) Photo Frame” in the subject line to Claudia Rincon via email ([crincon@flatironnomad.nyc](mailto:crincon@flatironnomad.nyc)). Artists, designers, and firms can apply for one or multiple seasons. Minority and Women-Owned firms are highly encouraged to submit proposals.