

## **REQUEST FOR PROPOSALS**

### **Winter Glow Public Art Installation 2027 (January 2027 – March 2027)**

*Release: February 2, 2026*

[The Flatiron NoMad Partnership](#) (the “Partnership”) seeks submissions of existing public art installations to serve as the centerpiece of our Winter 2027 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:

- [Mr. Pink, Exmuro \(2026\)](#)
- [Spectrum and The Diamonds, QDSL \(2025\)](#)
- [Portal NYC, 2024](#)
- [Control No Control, Studio Iregular \(2023\)](#)

## SCOPE

Winter Glow 2027 seeks artist-driven, conceptually strong installations that transform the Flatiron NoMad district into a walkable, discovery-based art experience. Building on the success of recent art trails and bold sculptural works, we are prioritizing projects that function first and foremost as artworks, prioritizing artistic intent over functional design and celebrating works that challenge expectations of what winter installations can be to invite curiosity, reflection, and delight.

## INSTALLATION OBJECTIVES

- Install temporary, highly visible and interactive artworks that incorporate light (including LED or illuminated elements) and are compelling both during the day and at night.
- Present a clear artistic concept or narrative, with work that is thoughtful, unexpected, and slightly strange—art that rewards lingering and repeat visits.
- Function as standalone pieces or a series of works that collectively form an art trail distributed throughout the Flatiron NoMad district, rather than a single centralized installation.
- Encourage exploration and movement, turning streets, corners, and overlooked spaces into moments of encounter and discovery.
- Invite audiences to engage physically, emotionally, imaginatively, and experientially with the work.
- Present existing or newly adapted artworks that have not previously been displayed in New York City.

- Installation of durable, safe, and weather-resistant art pieces fabricated from materials suitable for public spaces.
- Appeal to diverse audiences, fostering connection, wonder, and shared experience in the public realm.
- Contribute to positioning Flatiron NoMad as a winter arts destination, known for ambitious, playful, and meaningful contemporary public art.

### **SITE DETAIL**

Winter Glow 2027 is envisioned as a district-wide public art experience, with installations distributed throughout the Flatiron NoMad neighborhood to encourage movement, discovery, and repeated engagement. Rather than a single centralized site, the program prioritizes works that activate multiple locations across the district, including plazas, streetscapes, medians, and POPS (Privately Owned Public Spaces).

Installations may be sited in a combination of the following areas (final locations subject to approvals and access):

- **Flatiron North Plaza**, which may host a primary or anchor installation.
  - [Site Maps & Photos](#)
- **Additional public plazas within the district**, serving as moments of gathering and pause.
- **Satellite locations along:**
  - Broadway from 19th Street to 31st Street
  - Park Avenue South medians between 19th and 31st Streets
  - Select POPS locations throughout the district (pending access and permissions)

Artists are encouraged to think creatively about how individual pieces or a series of works can respond to different spatial conditions while remaining conceptually connected as part of a cohesive art trail.

### **Utilities & Power**

- Flatiron North Plaza has electrical access:
  - 400A PNL, 208Y/120V, 3PH 4W (bare ends; designers/firms must secure a NY State-licensed electrician to tie into the panel)
- Satellite locations may have limited or no utility access. Artists should anticipate and propose innovative power solutions, such as solar power, low-energy lighting, or rechargeable battery systems, where appropriate.

### **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 details [here](#)).

- The piece hasn't been shown in the US or NYC.
- All proposals must include engineering review and stamped drawings by a New York State-licensed Professional Engineer (PE), demonstrating structural integrity, public safety, and compliance with applicable codes and regulations.
- Minority and Women-Owned Business Enterprises (WBE) are highly encouraged to submit proposals.
- At least one site visit will be required before installation.

### **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**

- February 2, 2026: RFP Opens
- February 28, 2026: Questions Due to Partnership
- March 13, 2026: Responses to Questions shared by the Partnership
- March 27, 2026: Submission Deadline (5 PM EST, submission details below)
- Spring 2026: Notice of Award
- Summer 2026: Finalize Contract
- Fall 2026: Permitting & Logistics
- Early January 2027: Installation
- Mid-January through March 2027: Installation Open
- Mid-late March, 2027: Deinstallation

### **SUBMISSION INSTRUCTIONS**

Questions regarding the RFP should be directed via email to Claudia Rincon no later than 5 PM EST on February 28th, 2026. Responses will be shared with all applicants by March 13, 2026. Please send the requested submission materials in one combined PDF with "2026 Winter Glow Public Art Installation" in the subject line to Claudia Rincon via email ([crincon@flatironnomad.nyc](mailto:crincon@flatironnomad.nyc)) no later than **5 PM EST on March 27, 2026**.