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# REQUEST FOR PROPOSAL

## 28th Street Permanent Mural Installation

**August 2026**

[The Flatiron NoMad Partnership](#) (the “Partnership”) seeks proposals for a permanent mural to be placed on 37 W 28th St 4th Floor, New York, NY 10001. The studio/artist shall install and maintain a mural that enlivens the wall and adds to the NoMad neighborhood’s identity.

## 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 (North of Madison Square Park) 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 mixed-use character. By blending bold art, thoughtful design, and inclusive programming into public life, we ensure that Flatiron & NoMad remains a place where the spirit of New York thrives.

## SCOPE OF WORK

The Partnership seeks concepts for mural design at 37 W 28th Street, New York, NY 10001. The selected mural will highlight the historic Flower District and Tin Pan Alley while also celebrating the Partnership's 20-year anniversary of formation. The mural shall feature a bold design that captures NoMad's creative spirit, cultural diversity, and energetic pulse, and shall transform the space into a visually striking landmark in the district. Installation of the artwork will be managed by the Partnership in collaboration with [Colossal Media](#).

## SITE & MATERIAL DETAIL

The mural site is on a private building wall adjacent to a Privately Owned Pedestrian Space (POPS) maintained by the Ritz-Carlton Hotel, on 28<sup>th</sup> Street between Broadway and Sixth Avenue. 28<sup>th</sup> Street is the beating heart of the NoMad neighborhood and sees over 25,000 daily pedestrians on this block alone. The site is also adjacent to the 28<sup>th</sup> Street R/W subway station, which sees over 2.5 million riders a year. With heavy foot traffic and iconic stakeholders, the mural will be a grounding landmark within the neighborhood. A street view of the site can be found [here](#).

The brick building wall is 10 stories tall and roughly 20ft wide and 100ft tall, estimating 2,000 square feet available for art treatment.

## ARTISTIC GUIDELINES

- Visual style is lively, dynamic; evokes a cheerful and inviting atmosphere; utilizes the [Flatiron NoMad brand colors](#).
- Theme highlights the NoMad neighborhood, [Tin Pan Alley](#) and the [Flower District](#) which were historically concentrated on 28<sup>th</sup> Street.
- Design is impactful and easily recognizable from the pedestrian perspective. To ensure the strongest translation to large-scale, hand-painted mural format, proposals should avoid photorealism, complex gradients or blended transitions, and extremely fine details or tight patterning. Graphic, bold shapes and elements translate beautifully at a large scale.
- Artwork complements the [Gilded Lady Mural](#) on 27<sup>th</sup> Street and Fifth Avenue 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.



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## **ARTIST ELIGIBILITY AND SUBMISSION REQUIREMENTS**

- Artist resume
- Artist 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.
- The selected artwork must be licensed to the organization for an indefinite period; however, the organization retains the right to remove the artwork at any time at its sole discretion.
- BIPOC, M/WBE, LGBTQIA+ artists are highly encouraged to submit proposals.

## **DEADLINE**

The deadline for the submission of ideas is **Monday, April 20, 2026**.

## **TIMELINE**

- March 27<sup>th</sup>, 2026: Artist call questions due
- April 3<sup>rd</sup>, 2026: Q&A responses shared to all proposers
- April 20<sup>th</sup>, 2026: Submission deadline (instructions below)
- June 2026 Notice of award
- Summer 2026: Artwork development
- August 2026: Installation & grand opening celebration

## **SUBMISSION INSTRUCTIONS**

Please email full submissions with all requested elements as one combined PDF with "2026 28<sup>th</sup> Street Mural" in the subject line to Claudia Rincon, Placemaking Director ([crincon@flatironnomad.nyc](mailto:crincon@flatironnomad.nyc)) no later than **5PM EST on April 20<sup>th</sup>, 2026**.