



Jersey Barrier Design for Spring 2010

Request for Proposals

**NYC Department of
Transportation Urban Art Program**

INTRODUCTION

New York City (the “City”) is comprised of a constantly shifting infrastructure of 6,000 street miles. The dynamic nature of the changes is best illustrated by observing the construction and reconstruction of public and private spaces and, throughout the year, the reorganization of the streets to accommodate special events. Jersey Barriers (“Barriers”) - low, ubiquitous, utilitarian concrete barriers used to buffer pedestrian paths and bicycle lanes as well as enclose construction sites - are a key component of such infrastructure changes and are installed throughout the five boroughs either permanently or temporarily.

PROJECT BACKGROUND

The New York City Department of Transportation (the “NYCDOT”), in partnership with the Mayor’s Community Affairs Unit (the “CAU”) and New York Cares (“NY Cares”), a local not-for-profit organization, that mobilizes New Yorkers in volunteer service, is launching an initiative to improve the appearance of Barriers at specific locations throughout the Boroughs. To accomplish this goal, NYCDOT invites artists and designers (the “Artists”) to submit designs to be painted directly onto a number of selected Barriers on-site or in storage. With the addition of colorful and creative designs, the once ordinary and functional Barriers will become a welcome surprise for passersby.

NYCDOT plans to identify one large Barrier site in each borough (the “Sites”) and locate a number of new Barriers to a NYCDOT-owned storage yard. At the Sites, Barriers will be painted simultaneously. The Barriers located in the storage yard will be relocated to sites throughout the year. Such Barriers will be mixed and matched by NYCDOT staff prior to distribution throughout a particular borough.

CAU and NY Cares shall enlist numerous volunteers to help the selected Artists paint the Sites in spring 2010. All Barriers will be prepped, both washed and primed, a week in advance by teams of NY Cares volunteers. Selected Artists will be responsible for translating the final design onto the Barriers and shall work hand-in-hand with volunteers to realize their design.

Scope

NYCDOT is soliciting qualified Artists capable of accomplishing the following tasks:

- Submission of a maximum of two (2) conceptual designs; and
- Translation of design (stenciling or hand drawing) onto barrier.

Site Specifications

The overall length of each Site shall vary based on the Barrier’s operational function and number of segments. However, the dimensions of the individual segments are approximately twenty (20) feet in length by three (3) feet in height (see Appendix A for photograph with measurements). NYCDOT shall assign Sites to selected Artists; therefore all Artists must be willing to design a mural for any proposed Site located in one of the five boroughs. Examples of past Jersey barrier projects completed are available in Appendix B.

Design Considerations

All submitted conceptual designs shall:

- Consist of a simple pattern or narrative that can be realized by volunteers who may have no training in art;
- Incorporate bold, colorful forms that can be easily painted over a weekend;
- Take into account the surface conditions of the Barriers and its function in a public location;
- Be solely the result of the artistic effort of the Artist; and
- Be unique, original and not infringe upon any copyright or the rights of any person.

Selection Criteria

A jury shall review all proposals based on the following criteria:

- Proposed designs exhibit strong artistic quality that can have a positive impact on the street;
- Past artwork demonstrates proficiency in design and the ability to work on relatively large-scale projects; and
- Previous experience demonstrates proficiency in team-based projects.

Project Fees

Each selected Artist will be awarded a design honorarium in the amount of \$2,000. All materials and tools shall be provided by NYCDOT and NY Cares.

Schedule

Submission Deadline	Monday, March 1, 2010
Notification Date	Friday, March 19, 2010
Design Phase	March 2010 – April 2010
Fabrication Phase	Spring 2010

Submission Guidelines

Applications must consist of the following materials for review by the jury. Incomplete applications will not be considered.

- Application Form (available on page 6);
- Maximum of two (2) conceptual designs; and
- Maximum of three (3) images of past work with associated image list that should include title and date of work, media, location and dimensions (H x W x D).

All submission materials must be provided as both hard copies and an electronic copy on a CD ROM. All images should be prepared as high resolution jpegs (300 dpi). Submitted materials shall not be returned.

Deadline

Submissions must be received no later than close of business on Monday, March 1, 2010 to be considered. Hand delivered submissions will not be accepted. All submissions should be mailed to the following address:

NYC Department of Transportation
Urban Design & Art Unit
55 Water Street, 9th Floor
New York, NY 10041

By submitting a proposal, all Artists confirm their availability to finalize a design within four (4) weeks following selection, to translate a design at a designated Site, and to oversee the realization of the design by enlisted volunteers during spring 2010.

Notification Specifications

Selected Artists shall be listed on the Urban Art Program website (www.nyc.gov/urbanart) by Friday, March 19, 2009. Only selected Artists will receive direct notification.

Questions

Phone inquiries shall not be returned. All questions should be emailed to arts@dot.nyc.gov. Emails regarding questions which can be answered by reviewing this solicitation will not receive a response. NYCDOT will circulate questions and answers to respondents who provide e-mail addresses.

ADDITIONAL INFORMATION

Applicants shall agree to the following:

- Costs incurred in submitting any materials in connection with this solicitation are the sole responsibility of the applicants;
- All materials submitted in response to this solicitation shall become the property of the NYCDOT; and
- Applicants may not release any information or make any statements to the public, press or other media regarding this solicitation, the submitted proposals or the contract sought without prior written approval from the NYCDOT.

Selected Artists shall agree to:

- Enter into an Agreement with the NYCDOT;
- Fully cooperate with the NYCDOT and provide any further documentation necessary to accomplish the above listed tasks; and
- Provide the NYCDOT with a royalty-free perpetual license to use the Artwork, and any depictions thereof, for any lawful purpose, including without limitation all non-commercial uses.

Selected Artists shall:

- Retain ownership and copyright in the Artwork.

The NYCDOT reserves, without limitation, the right to:

- Reject any and all proposals received in response to this solicitation;
- Not enter into an agreement;
- Waive or modify any irregularities in proposals received or any other aspect of this solicitation;
- Terminate any subsequent agreement at any time upon notice to the Artist;
- Conduct discussions with one or more Artists; and
- Negotiate separately with any source whatsoever in any manner whatsoever.

Further, DOT agrees to:

- Use its best efforts to give credit and provide notice to the Artist when using depictions of completed Artwork.

Jersey Barrier Design Solicitation Application Form

CONTACT INFORMATION

Name:

Address:

City:

State:

Zip Code:

Email:

Phone Number:

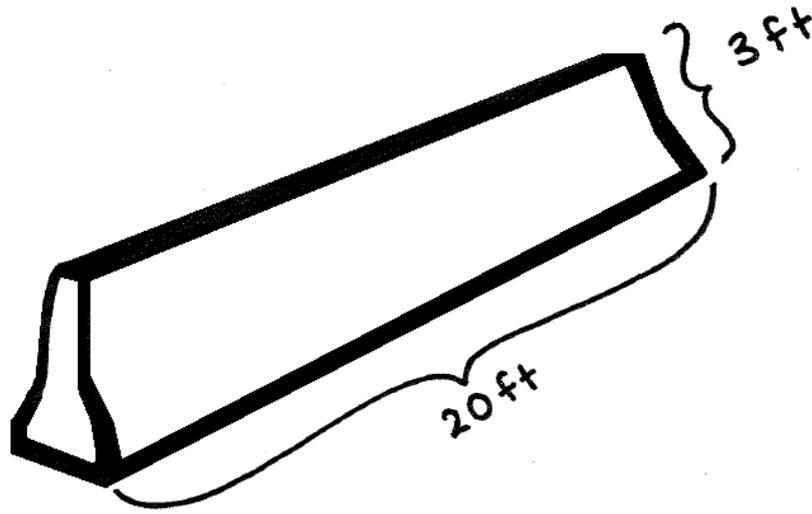
BACKGROUND INFORMATION

Artist Bio (Briefly describe your past work and experience in solo/group exhibitions in 150 words or less):

Project Description (Briefly describe your design and its creative intentions in 150 words or less):

Past Team Experience (Briefly describe one team and/or community-based project that best represents your experience working with others in 150 words or less):

Appendix A



Appendix B -1



155th Street along FDR Drive (Spring 2008)
City Year and Grey Worldwide



31st Street between 9th and Dyer Avenues (Summer 2008)
34th Street Partnership and Fashion Institute of Technology (Urban Studios Club)

Appendix B - 2



Tillary Street between Cadman Plaza West and Adams Street (Spring 2009)
Downtown Brooklyn Partnership and Groundswell Community Mural Project

Appendix B - 3



Pearl Street at Frankfort Street (Fall 2009)
Action Arts League and Johan Kritzing (artist)



Pulaski Bridge between Jackson Avenue and McGuinness Boulevard (Fall 2009)
Transportation Alternatives and Joel Voisard (artist)