

2024

# Beautifying the Park Row Connection to Chinatown

## Request for Qualifications



Ann Tarantino  
*Razzle Dazzle*, 2018  
Park Row at Frankfort Street, Manhattan.

## BEAUTIFYING THE PARK ROW CONNECTION TO CHINATOWN

*Beautifying the Park Row Connection to Chinatown* is a near term project that will be implemented later this year to beautify and improve accessibility at Park Row from the Brooklyn Bridge to Kimlau Square. It builds on the outreach efforts for a larger New York State Downtown Revitalization Initiative (DRI) known as Chinatown Connections. More information on the full scope of Chinatown Connections and future capital improvements at Kimlau Square can be found at [chinatownconnections.nyc](https://chinatownconnections.nyc).

NYC DOT Art is commissioning temporary site-responsive art to reinforce the connection between Lower Manhattan and Chinatown and reflect the rich cultural identity of the area. Building upon ongoing efforts, the art will enhance the overall pedestrian, cyclist, and public space experience, create stronger gateway treatments, and more welcoming corridors in and around Park Row. To highlight these changes, NYC DOT Art is seeking up to four (4) artists to develop temporary site-responsive art to achieve these goals.

All interested artists (the “Artists”) are eligible to submit past work examples in response to this Request for Qualifications (RFQ) for the opportunity to be selected to develop and install final temporary site-responsive art at sites designated by NYC DOT in either asphalt art, barrier beautification, vinyl fence wraps, or digital illustration for aluminum signage. Information and project scopes for each project type can be found in **APPENDIX A: Project Types and Conceptual Project Map**.

## APPLICATION AND DEADLINE

Interested Artists are invited to submit a single application, and Artists are only eligible to receive one commission per Fiscal Year. Please submit applications through our Submittable portal at [nycdotart.submittable.com/submit](https://nycdotart.submittable.com/submit).

Incomplete applications will not be considered.

## SELECTION PROCESS

A project-specific committee will review all submitted applications and rank finalists based on the following criteria:

- Past artwork demonstrates proficiency in design and ability to translate the design;
- Previous experience demonstrates ability to collaborate with a large agency on a public project; and
- Previous experience demonstrates ability to collaborate with community groups and the public to incorporate community feedback into final design.

## PROJECT SCOPE

- Complete one (1) conceptual design and, once approved, complete one (1) final design for review and approval by NYC DOT Art
- Work with NYC DOT staff to develop implementation plan and material list
- Fabricate and install artwork on site with NYC DOT staff supervision
- Selected Artists may be asked to participate in on-site community engagement events

## PROJECT FEES

Selected Artists will receive up to twenty thousand dollars (\$20,000) towards direct project costs dependent on project type. NYC DOT will provide the necessary permits to install on City-owned property.

All Artists will be required to enter into a legal agreement with NYC DOT, and in order to receive payment, will be required to submit a W9 form, Doing Business Form, Quote Form and invoices. The legal agreement must be signed in advance of receiving any payments. As per the agreement, the Artist receives credit, sole ownership, and copyright of the final design and artwork, but is required to extend to the City the right to a royalty-free, perpetual license to use any depiction of the artwork for non-commercial purposes.

## ADDITIONAL LEGAL INFORMATION

Please note the following:

- This RFQ is not intended as a formal offering for the award of a contract or for participation in any future solicitation;
- NYC DOT does not intend to grant or issue any additional agreements on the basis of this RFQ;
- NYC DOT, the City and their officials, agents and employees make no representation or warranty and assume no responsibility for the accuracy of the information set forth in this RFQ;
- No information contained in submissions shall be deemed confidential and such information may be shared with other governmental entities. Therefore, please do not submit any information that may be deemed proprietary in nature;
- Neither NYC DOT nor the City shall be liable for any costs incurred by any respondent in the preparation, submittal, presentation or revision of its submission. Neither NYC DOT nor the City shall be obligated to pay and shall not pay any costs in connection with the preparation of such submissions;
- All submissions shall become the property of NYC DOT and the City and shall not be returned; and
- NYC DOT at its sole discretion reserves, without limitation, the right to:
  - + Withdraw the RFQ at any time;
  - + Discuss various approaches with one or more respondents (including parties not responding to the RFQ); and
  - + Change any terms of this RFQ.

## NYC DOT ART BACKGROUND

The New York City Department of Transportation's (NYC DOT) Art Program (NYC DOT Art) oversees the installation of public artworks on NYC DOT property throughout New York City in partnership with a diverse body of professional artists, galleries, business improvement districts and arts, community-based and other nonprofit organizations. City sidewalks, fences, triangles, medians, bridges, jersey barriers, step streets, pedestrian plazas and other unique project sites serve as canvases and foundations for temporary murals, sculptures, interventions, and cultural programming. In addition, NYC DOT Art coordinates conservation and maintenance of NYC DOT's permanent art collection and collaborates with the NYC Department of Cultural Affairs (DCLA) Percent for Art Program to commission permanent art as part of the Percent for Art law. For more information about NYC DOT Art, visit [www.nyc.gov/dotart](http://www.nyc.gov/dotart), [@nyc\\_DOTArt](https://twitter.com/nyc_DOTArt).

## QUESTIONS

All questions may be emailed to [arts@dot.nyc.gov](mailto:arts@dot.nyc.gov).

# Appendix A: Project Types and Conceptual Project Map



Priscila De Carvalho  
*The Sun Also Rises, 2023*  
34th Avenue Paseo Park Open Street between  
89th Street and 90th Street, Queens

# 1. ASPHALT ART



Existing pedestrianized asphalt space at Park Row and Pearl St.

## Considerations

- Project sites are a minimum of one thousand (1,000) and a maximum of ten thousand (10,000) square feet.
- Artists must prep and prime site ahead of painting.
- Installation should be completed within one to two weeks, weather permitting.
- Exterior grade water-based paints and primers must be used.

## Past Asphalt Art Examples



*The Sun Also Rises* by Priscila De Carvalho, 2023.  
34th Avenue Paseo Park Open Street between 89th Street and 90th Street, Queens.



*Unity* by Britny Lizet, 2021.  
Pedestrian Plaza, Intersection of Jerome Avenue and East Gun Hill Road, Bronx.



*Terrain Park* by Ann Tarantino, 2023.  
Shared Street pedestrian spaces, Downtown Brooklyn.



*Union with the Universe* by Vanesa Álvarez, 2023.  
14th Street Busway, Manhattan.

## 2. BARRIER BEAUTIFICATION



Existing concrete barrier on Park Row

### Considerations:

- Painting the concrete barriers along bike or pedestrian lanes used to separate and protect cyclists and pedestrians from vehicular traffic.
- Designs with repeating patterns created using stencils are recommended.
- Barriers are three feet high and each section is approximately twenty feet in length. Full project dimensions vary.
- Exterior grade water-based paints and primers must be used.

### Past Barrier Beautification Examples



*Untitled* by Alexis Gallo, 2022.  
Concrete Jersey Barriers, 20th Street between 7th and 10th Avenues, Brooklyn.



*Flood* by Kellie Bowman, 2021.  
Concrete Jersey Barriers, Vernon Boulevard between 40th Avenue and 30th Road, Queens.



*Chromatic Circles* by Otra Ciudad, 2020.  
Franklin Street between Quay Street and North 14th Street, Brooklyn.



*Caribbean Breeze*, by Marie-Saint-Cyr, 2021.  
Columbia Street between Atlantic Avenue and Congress Street, Brooklyn.

### 3. FENCE INTERVENTIONS



Existing fence on Park Row

#### Considerations:

- Fence interventions may include the creation of digital illustrations printed onto vinyl wraps or three-dimensional interventions.
- For vinyl fence wraps, NYC DOT will print the completed design onto vinyl and install at the selected site.
- All materials for three dimensional interventions must be reviewed and approved by NYC DOT.
- Exact fence dimensions will vary.

#### Past Fence Intervention Examples



Welcome to Chinatown - Chinatown Walk by Dingding Hu, 2017.  
Pearl Street and Brooklyn Bridge, Manhattan.



Swish Swash by Andrea Bergart, 2014.  
Metropolitan Avenue and Fresh Pond Road, Queens.



Foot Traffic by Crystal Gregory, 2012.  
Lincoln Road, Brooklyn.



Las Mariposas Amarillas, Lina Montoya, 2014.  
Richmond Terrace and Jewett Avenue, Staten Island.

## 4. DIGITAL ILLUSTRATION FOR ALUMINUM SIGNAGE



Example of past signage installed on a streetlight pole near Kimlau Square

### Considerations:

- Signage will be a standard size of 12 x 8 inches and installed on streetlight poles designated by NYC DOT.
- NYC DOT will print the completed designs onto aluminum signage and install in project area. The Artist is not responsible for sign production.
- Signage should be eye-catching and legible from a distance.

### Past Aluminum Signage Examples



*Flesh & Bronze* by Thomas Gleisner and Y-Plan participants at EBC High School for Public Service, 2018. Broadway and Myrtle Avenue, Brooklyn.



*ICY SIGNS* by Steve Powers, 2015. 26th Street & Park Avenue, Astor Place, Spring Street & Lafayette Street, Foley Square.



*Welcome to Chinatown - Chinatown Walk* by Dingding Hu, 2017. Pearl Street, Manhattan.



*Curbside Haiku* by John Morse, 2011. Locations throughout New York City.

# CONCEPTUAL PROJECT MAP

The below map shows the scope of the *Beautifying the Park Row Connection to Chinatown* project area including construction as part of the 2024 Street Improvement Project.

Final project types and sites will be determined by NYC DOT and discussed with artists selected as finalists.

