



Arts Gowanus, Inc.  
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## **Public Art on Private Property – An Open Call to Artists**

Revised: 7-22-2024

**NOTE: THE DEADLINE FOR THIS OPPORTUNITY HAS BEEN EXTENDED TO MONDAY AUGUST 5, 2024  
at MIDNIGHT EASTERN DAYLIGHT TIME.**

### **Goal:**

To identify artists interested in and capable of creating culturally meaningful sculptural works in the newly created Waterfront Public Access Areas (WPAA) and other potential locations within the Gowanus Neighborhood of Brooklyn, NY.

The public art installed in the Gowanus neighborhood should relate in a creative manner to an aspect of the neighborhood's history, culture and geography in order to inform and enhance the public's experience. Further, the intent is that through the process defined in this document, artists will be linked to private property owners who will underwrite the selected works through final design, fabrication, and installation.

### **Administration:**

The selection process will be coordinated and led by Arts Gowanus in collaboration with the Gowanus Neighborhood Art Advisory Committee (GNAAC) and the Gowanus Oversight Taskforce (GOTF).

Arts Gowanus is a nonprofit organization working to support, promote, and advocate for local artists and a sustainable arts community in Brooklyn. It nurtures relationships among individual artists, arts organizations, local businesses, and the community. The organization produces open studio events, professional development workshops, public art works, artistic collaborations and exhibitions. Its mission is to ensure artists remain a crucial part of the neighborhood and its identity. Arts Gowanus believes that supporting the diverse creativity of local artists contributes to the singularly vibrant cultural life and energy of New York City and that it is critical not only for the artists, but also our society that the arts continue to thrive in Gowanus. We are committed to utilizing art as a catalyst to build deeper community relationships and a more equitable neighborhood.

**The Participants defined below:**

- **Gowanus Neighborhood Art Advisory Committee (GNAAC)**
- **The Review Panel**
- **The Property Owners**

**The Roles:**

- **Gowanus Neighborhood Art Advisory Committee (GNAAC)** will review and comment on all short-listed proposals. See the addendum, “Framework for Community Engagement presented in Exhibit B” which defines the role GNAAC has in the neighborhood. This document also provides a helpful background material about the Gowanus neighborhood.
- **The Review Panel** will be composed of 5-7 Gowanus-based artists and a representative of the property owner(s) who are participating in this Open Call / RFP process. This group will be responsible for identifying artists for commissions through the following process.
  - Review all submissions and judge each artist’s submission based on the criteria.
  - All review scores will be combined to determine the top-rated artists who will be placed on a short list and who will be asked to submit a preliminary proposal. Short-listed artists will receive a \$1500 honorarium from the associated owner of the site on which the art will be located.
  - Short-listed artists will be reviewed and considered by GNAAC prior to any public announcement. Subsequent to GNAAC review and comment, if acceptable to GNAAC, Arts Gowanus and/or the owners will announce to the public those selected for the short-list and the owners can then proceed to contract with the short-listed artists directly for the development of a preliminary proposal as outlined below.
  - The owners will contract directly with the artists and be required to ensure that the selected art works are fabricated, installed, and maintained as required by New York City ordinances.
  - However, the property owners will be under no obligation to contract with short-listed artists and will have the right to ‘veto’ selected works for their particular property based on financial and/or maintenance requirements of a selected and short-listed artist’s plan.
- **Property Owners** will review a selection of the highest scoring artists to subsequently select the short-list artists.

**Judging Criteria:**

- 30 points - Quality of art samples.
- 20 points - Professional experience in working on commissioned projects of this scope.
- 20 points - Demonstrated ability to complete similar projects on time and on budget.
- 20 points - Ability to communicate design ideas
- 5 points - Professional references related to public art
- 5 points - Currently lives and/or works in the Greater Gowanus neighborhood and/or has a direct and meaningful connection to the Greater Gowanus creative community.

**Other Criteria:**

- Required cement footings for art is not the responsibility of the artists, however comprehensive structural plans for required footings must be provided by the artist.
- It is expected that through this selection process Arts Gowanus, the owners and/or short-listed artists will need to interact with the New York City Parks and Recreation (NYC Parks) as they must certify that the any art placed along the esplanade does not create a tripping hazard, does not obstruct pathways and does not violate ADA requirements.
- Short-listed artists will also be reviewed by the Gowanus Neighborhood Artist Advisory Committee (GNAAC). See associated project background information.
- Artists may request that their proposal be considered for a specific site and if so, they will only be considered for that site. If an artist selects more than one site, they will be considered for that selected set of sites and may or may not be short-listed for one or more sites.

**Minimum Qualifications:**

- Individual professional artist or artist teams (here referred to collectively as “artist”) who demonstrate the ability to complete a project of this scope may apply.
- Artist and all members of an artist team must be at least 18-years-old and be permitted to work in the United States.
- Artists that live and/or work in New York State or have created a significant public work of art in Brooklyn, NY within the past 5 years may apply. Artists who live and/or work in the Greater Gowanus neighborhood of Brooklyn are strongly encouraged to apply but this is not required. Artists from underserved backgrounds are encouraged to apply.
- If artists choose to submit material as a team - one member of the team must be designated as the lead and this role may not change if selected for the short-list. Team changes after the short list is declared must be approved by the Review Panel.
- Artists must demonstrate a strong understanding of and passion for the Gowanus neighborhood of Brooklyn.
- The artwork and all major components must be manufactured in the United States.

**Open Call & RFP Schedule (subject to change):**

- **Phase One** – Open Call – See Requirement below.
  - Open Call Released & Distributed: May 17, 2024
  - Deadline for artist material submission: **AUGUST 5, 2024** at 11:59pm EDT. Late, incomplete, ineligible, or non-electronic submissions will not be considered.
  - Short-list to be announced in August 2024.

- Short-listed artist orientation to the project & developers etc. Concept meetings & virtual interviews will be scheduled with selected artists to take place in August/September 2024.

- **Phase One – Open Call Questions:**

Artists who would like to be considered for a commission must submit responses on the CODAworx System website by **AUGUST 5, 2024** at 11:59pm EDT. Information required will include:

- Name(s), home street address, studio street address, email address and telephone numbers.
- Artist Statement not to exceed 800 words. (required)
- **Optional:** Statement of Interest and/or concept for specific site or group of sites. Please include an estimate of the all-in cost that includes artists fees and the cost of required non-artist consultants, materials, fabrication and installation. Please submit this optional response as a single PDF document not to exceed 100MBs.
- A resume, a brief biography of each artist, and a list of three professional references, include their name, title, phone number and email address. (professional references will not be contacted during this phase). These materials are to be submitted as a PDF not exceeding 3-pages.
- Check Box: Do you or key members of your artist group live and/or work in the Greater Gowanus neighborhood and/or have a direct and meaningful connection to the Greater Gowanus creative community. Y/N. Please provide information regarding your relationship to the Gowanus neighborhood. Not to exceed 100 words.
- Do you consider yourself to be a member of a particular underserved community group? Y/N. If yes, and if this impacts your creative approach and/or artistic process, please include a statement to that effect in your 'Artist's Statement.'
- Examples or samples of previous work: Provide a minimum of five (5) and maximum of eight (8) work samples. Include title, context, location, materials, dimensions, completion date and commissioning body and the all-in cost for public art projects submitted for review, if relevant.
- File naming: files MUST NOT include the name of the artist or artist group and must be formatted as follows: Artist or art group initials, title of work, year of completion. Example: JT\_bloodred\_2024.jpg. All submissions must be .jpeg or .jpg and not greater than 2000 pixels on the long side. Preferred color space: RGBs. Any image not submitted following these rules will cause the entire application to be rejected.
- **OPTIONAL:** Artist may include a list of social media handles, websites, video links, or other demonstrated work as additional support.

- **Phase One – Judging Criteria:**

- 30 points - Quality of art samples.
- 20 points - Professional experience in working on commissioned projects of this scope.
- 20 points - Demonstrated ability to complete similar projects on time and on budget.
- 20 points - Ability to communicate design ideas
- 5 points - Professional references related to public art
- 5 points - Currently lives and/or works in the Greater Gowanus neighborhood and/or has a direct and meaningful connection to the Greater Gowanus creative community.

- **Phase Two – Short-List – Preliminary Proposals (RFP)**

- Deadline for Final proposals: October 15, 2024. Late, incomplete, ineligible, or non-electronic submissions will not be considered.
- Submissions will be made either via the CODAworx System or via the submission of a single PDF, TBD.
- Selected artists will be paid a design fee of \$1500 to complete the proposal. All intellectual property presented by the artist at this juncture will be retained by the artist, but the artist will grant non-exclusive worldwide promotional rights to Arts Gowanus and the owners of all artist likeness, biography as well as images and text statement related to the artists proposal.

- **Phase Two – Short list required information:**

An artist (or artist group) who has been selected must submit a response on the CODAworx system website by 11:59pm EDT October 15, 2024. The questions that will be asked include:

- Name(s), home street address, studio street address, email address and telephone numbers.
- Artist Statement not to exceed 800 words.
- Statement of specific proposal for specific site or group of sites not to exceed 1500 words.
- Resume of each artist (PDF - not to exceed two pages for each artist)
- Brief biography of each artist not to exceed 500 words.
- Professional references from the Phase One application will be contacted.
- Images of Models, illustrations, maquettes or other visual tools to present the planned work including site planning.
- Drawings and/or maquettes showing specifically the proposed work of art and its location/context.
- List of expected and/or necessary consultants (fabricators, architects, structural engineers, expeditors, etc.)
- Selected artists may submit a single Proposal for multiple works of art or multiple RFPs for single location works of art.
- Detailed line-by-line budget for project, from design to completion.
- Detailed week-by-week schedule.
- The submission must include a maintenance plan for the artwork including the cost of repairing or replacing damaged parts of the artwork.

- **Phase Three – Commissioning:**

- The final selection from the short-listed artists will be made exclusively by the property owners. The property owners have no obligation to contract with any selected artist.
- It is expected that the commissioning process between a selected short-listed artist and the property owner will be in two steps:
  - First the artist will be required to submit a comprehensive and final design including any engineering and/or architectural and/or any landscaping requirements and a comprehensive budget. This first step will be for a fee to be negotiated between the artist and the property owner.
  - If the comprehensive design is acceptable, the artist will then provide fabrication and installation per the previously submitted budget or a revised budget as agreed to by the property owner.

- **Installation of the work**

- Installation will not begin before January 2025 and may occur at a later date, to be determined and to be coordinated by the selected artists and the property owners.
  - The installation of art work will be coordinated with the design and construction of the building on the property and the associated landscaping.
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For more information on the Gowanus Public Art Framework, please follow this link-

[https://www.codaworx.com/wp-content/uploads/\\_pda/2024/05/2024-0501\\_Arts-Gowanus-Public-Art-Framework-1.pdf](https://www.codaworx.com/wp-content/uploads/_pda/2024/05/2024-0501_Arts-Gowanus-Public-Art-Framework-1.pdf)

**Budget:**

See owner’s budget ranges in Exhibit A. Budgets will vary based on the property owner’s desires and the number and nature of the works at each site.

The budget provided by short-listed artists will be all inclusive and must include all fees associated with the design, fabrication, and installation of the artwork.

A budget template will be provided with the RFP short-list invitation. The budget must present all costs associated with the project, including but not limited to:

- Research
- Professional consultation
- Site preparation
- Materials
- Fabrication
- Installation
- Contingency
- Equipment rental/use
- Transportation
- Travel/lodging
- Per diem
- Geological site study
- Packing/crating
- Delivery/transport
- Project documentation
- Project permits and fees
- Engineering costs
- Legal costs
- Insurance
- Foundation/concrete work will be paid for by the commissioner and jointly planned with the landscape architect. Cement work is not the responsibility of the artists, however comprehensive plans for required footings of art to meeting architect’s requirements must be provided by the artist.
- Revisions to the design
- Photo/videography
- Documentation of artwork
- Long-term care and maintenance report from a licensed professional conservator. and/or: Foundry and/or engineer reports on life expectancies with maintenance reports.
- Artist Fee (not to exceed 25% of total budget. If artists' work is done by hand an exception to this 25% compensation rule can be discussed)
- Formal reports from licensed structural, electrical, or other engineers where appropriate

**Exhibit A  
List of Sites**

**Nevins Landing North and Nevins Landing South**

Budget: Between \$75,000 and \$400,000 for each work of art.

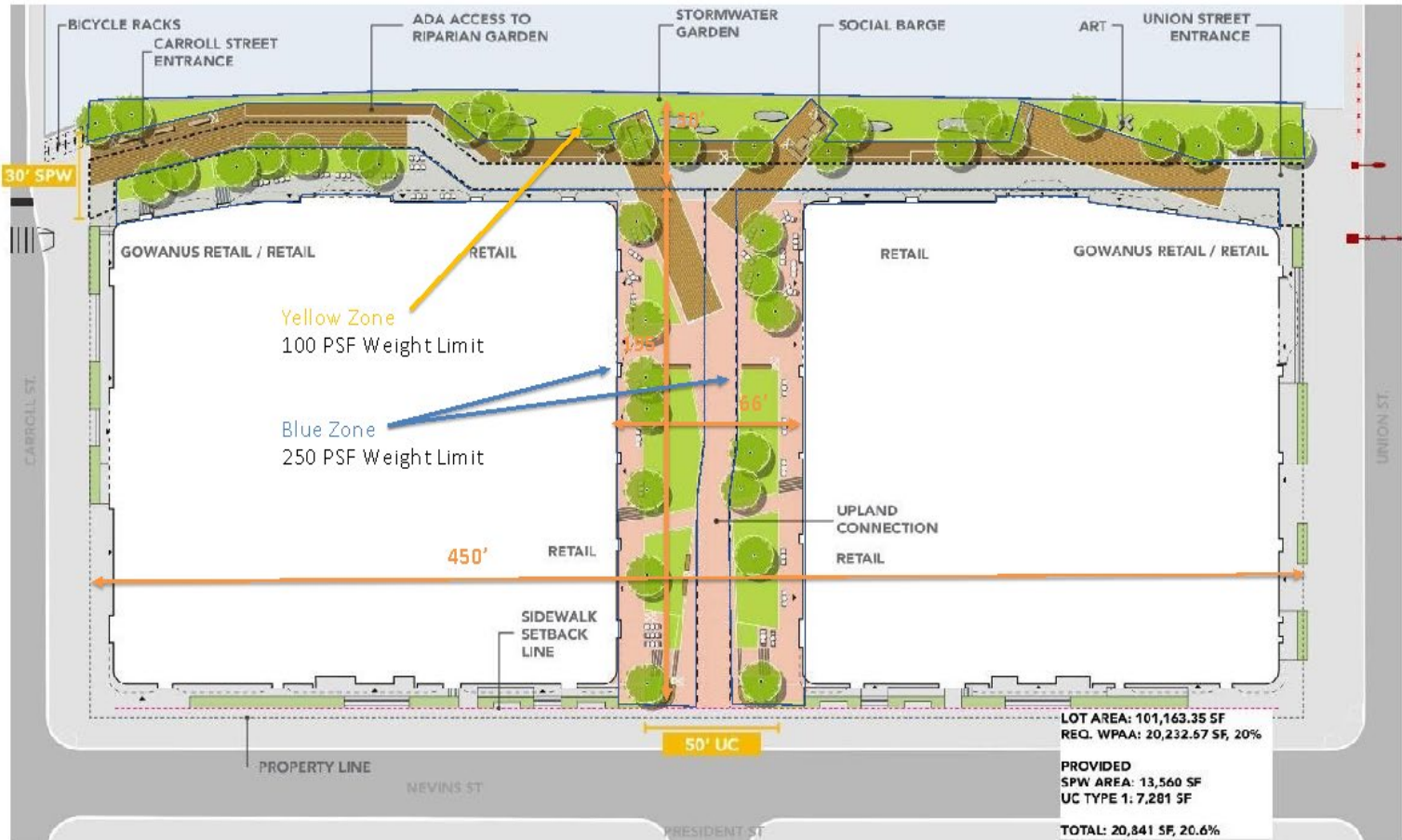
The project site for Nevins Landing North and Nevins Landing South has one of the longest continuous frontages along the Gowanus Canal, which will be developed by Charney Companies and Tavros Holdings. It includes over 450 feet of unobstructed frontage along the Gowanus Canal. The project will include the creation of over 650 mixed income apartments across two buildings, 25% of which will be set aside as permanently affordable units. The development will include a new waterfront park and pedestrian street that will be open to the public.

The site measures 450'-0" x 225'-0"; the Shore Public Walkway is 450'-0" x 30'-0"; and the Upland Connection is 50'-0" x 200'-5". Artist will propose artwork to be placed anywhere along the highlighted yellow area as noted in the following plan. The Shore Public Walkway will require the installation of no less than **FIVE** works of art and may include more works depending on the response to this RFP. Each work of art may weigh up to 100 pounds per square foot (psf) in the yellow section of plan. However, the weight capacity may vary greatly based on the size and shape of the proposed artwork.

These five artworks will be designated as Nevins Landing-A, 300 Nevins Landing-B, -C, -D, & -E.

The owners will consider permanent installations and/or designs that allow for the rotation of different works of art over time. If the latter, the artist must specify an action plan for the rotation of artworks. The owners will also consider exceptional proposals for additional artworks in the blue areas noted in the plan, including the Upland Connection. The weight limitation in the blue area of the plan is 250 pounds per square foot (psf), subject to a structural evaluation of the size and shape of the proposed artwork.





## **267 Bond Street**

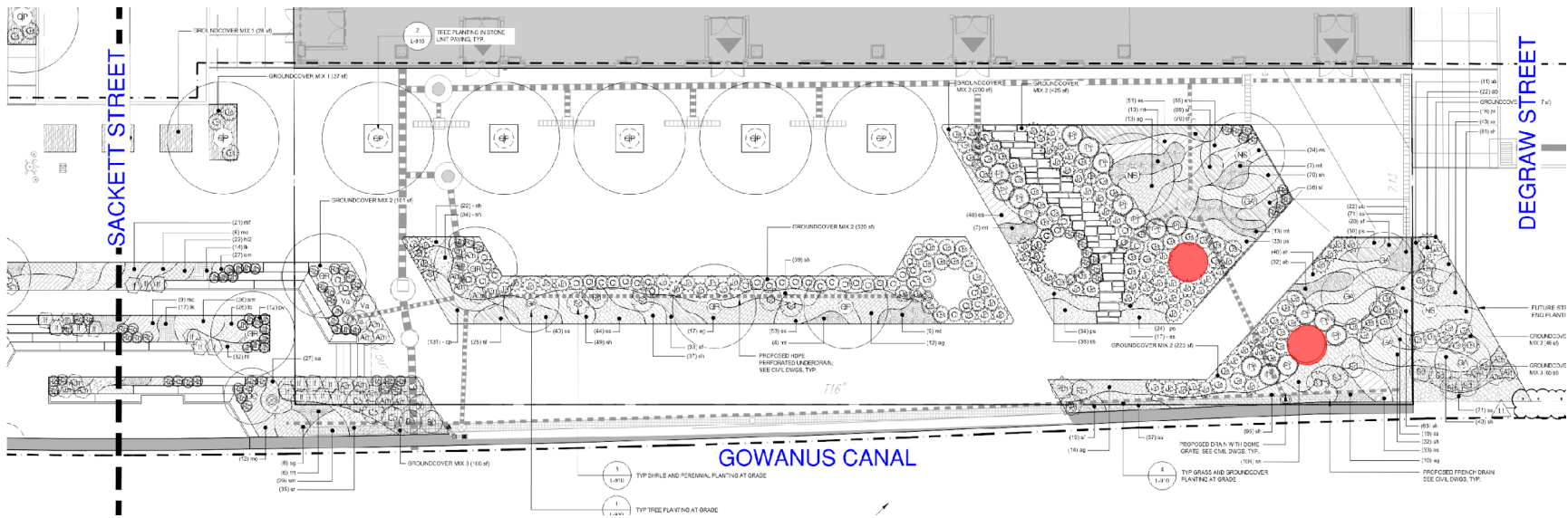
Budget: Between \$100,000 and \$150,000 for each of two (2) works of art.

267 Bond Street is part of the Society Brooklyn development. This project includes 500 feet of canal frontage from Union Street to Degraw Street on the west side of the canal. The Shore Public Walkway in this area has two opportunities for public artwork. These are highlighted in red on the drawing below.

Each artwork will sit on a pre-existing concrete base which is 36"x36"x 36". The base will serve to elevate the work above the surrounding landscaping. Works are anticipated to be three dimensional. Each artwork must fit within a cylinder with a diameter of six feet and a height of eight feet (above the base), and each can weigh no more than 8000 pounds.

The pre-engineered bases are intended to limit the amount of engineering which is to be included in the artwork budget, however anchorage to the base using post installed anchors, should be included in the scope of the artwork. Each installation is intended to be permanently anchored in place. Installations must be durable to withstand the elements through the life of the installation.

These two artworks will be designated as 267 Bond Street East and West.



**Exhibit B**

[Click here](#) for the Framework for Community Engagement