



Bronx Council on the Arts | Bronx Terminal Market

Call to Artists | Request for Proposals (RFPs)

Bronx Terminal Market Pedestrian Bridge Art Project

Call to Artists is open to emerging and seasoned professional artists with site-specific and/or public art experience. Only artists who reside in the Bronx can apply. Artists who apply should have experience working with community representatives, landscape architects, businesses and government entities but **it is not mandatory**.

Bronx Terminal Market Pedestrian Bridge Art Project

Commissioned by Bronx Terminal Market, The Bronx Council on the Arts and its Fine Arts & Technical Services division will be organizing the installation of artworks to be on display along the Pedestrian Bridge at Bronx Terminal Market in the South Bronx. The bridge is located off River Avenue, near 151st Street, and its entrance is marked by a tall pylon sign post that features the Bronx Terminal Market name and logos from featured stores and restaurants. (For Flickr images: [IMAGES](#)) The project will be completely installed in fall 2013.

Request for Proposals

An advisory panel jury will review art by Bronx artists (individuals and/or groups) for installation in this project space. Existing works may be proposed (recommended, but not required) and submitted for consideration. Commission proposals will also be reviewed by the jury.

About the Bronx Council on the Arts

The Bronx Council on the Arts (BCA) was established in 1962 and celebrates its 50th year in 2012. BCA is a private, non-profit membership organization and the official cultural agency of the Bronx. BCA is recognized nationally as a leading arts service organization that provides grants, cultural services and programming, and serves the entire county of the Bronx (over 1.3 million residents), and connect with Upper Manhattan, Westchester and regional resources. BCA offers a wide array of services to over 4,800 artists and more than 250 arts and community-based organizations.

www.bronxarts.org | (718) 931-9500 extension 22.

About Bronx Terminal Market

Located steps from Yankee Stadium, off the Major Deegan Expressway at Exits 4 & 5, Bronx Terminal Market is the most convenient and affordable one-stop shopping destination in the Bronx. From food to fashion, home to office, Bronx Terminal Market covers all your shopping needs.

Bronx Terminal Market boasts a diverse mix of large-scale retailers and restaurants for the whole family, including BJ's, Home Depot, Best Buy, Staples, Toys 'R Us/Babies 'R Us, Target, Burlington Coat Factory, Bed Bath & Beyond, GameStop, Marshalls, Skechers, and more.

You'll shop. You'll dine. You'll be back.

www.bronxterminalmarket.com | (718) 513-7725

Background of the Project

The Pedestrian Bridge, once a standard walkway utilized to access stores on the north end of Bronx Terminal Market, will now become a welcoming plaza that encourages both consumers and local neighbors to view art, congregate, and enjoy the new amenities of the shopping center. The Project also marks an invitation for community involvement and exchange.

Project Summary

The Pedestrian Bridge will feature works of art by one or several local Bronx artists. Artworks may include, but not be limited to: light art, sculpture, painting, sound art/installation, murals, digital media, environmental work, community gardens. Proposals submitted by artists will be reviewed by a panel organized by the Bronx Council on the Arts and will include representatives from Bronx Terminal Market and arts professionals from across New York City.

Project Goals

To install artworks along the Bronx Terminal Market Pedestrian Bridge; To heighten awareness of Bronx Terminal Market and create a physical space for Bronx community involvement and exchange.

Project Themes

The Bronx Terminal Market Pedestrian Bridge Public Art Project is a special call for community engagement. Proposals for this project must incorporate one, some or all of the following themes:

- Engaging the local community
- Connecting Bronx Terminal Market to the Bronx
- Honoring Bronx history
- Creating an environment that entices assembly, a place where people can gather, that elicits social interaction
- Building an experience
- Serving as a beacon

- Attracting the Yankee Stadium audience and visitors to the Bronx

Floor Plan

Please see the attached floor plan that outlines dimensions of the bridge walkway.

The area features a large pylon sign near the entrance off River Avenue with logos from featured Bronx Terminal Market stores and restaurants. There are two sets of metal benches affixed to the bridge walkway that seat about four people per bench. An extended metal fence that runs along the perimeter provides the opportunity for two dimensional works or sculpture.

A tall wall made of **EIFS (Exterior Insulation Finishing System)** stands at the end of the bridge leading into Bronx Terminal Market. EIFS is a lightweight synthetic wall cladding that includes foam plastic insulation and thin synthetic coatings.

EIFS consists of a number of layers that are installed in the following order:

- A layer of foam plastic insulation (also called simply "foam") that comes in the form of sheets. If an adhesive is used to attach the insulation, the adhesive is applied to the foam with a trowel. Most EIFS use a type of insulation called Expanded Polystyrene, also known as EPS. EPS is 1 lb. density Expanded Polystyrene, similar to the white foam that coffee cups are made of. The usual range of thickness for EIFS insulation is 3/4" to 4", although thicker pieces are sometimes used for decoration accents – called foam shapes.
- A reinforced layer that is applied onto the face of the insulation with a trowel, consisting of a fiberglass reinforcing mesh (or "mesh") embedded in a cementitious adhesive. The mesh has an open weave, somewhat like window screening but with opening about 1/4" square. It is made of fiberglass and can be cut with a utility knife. The mesh is available in various weights, the "heaviness" determines the impact strength of the surface (resistance to damage by being "hit"). The standard weight is 4oz, the high-impact mesh weight goes up to 15 or 20oz. This 2-part layer is called the Base Coat.
- A final topcoat, or finish, which is a colored, textured paint-like material that is applied with a trowel or, very rarely, by spraying. This layer is called the finish. It is acquired by floating.

Artwork specifications

Please refer to the floor plan link. Artworks will fill this space. Individual artworks should not exceed:

- 4' in width (dimensions for gated wall vary)
- 4' in length (dimensions for gated wall vary)
- 184" in height
- Height of the **EIFS** wall (see page 3) is approximately 48'

Proposals may feature one work or a series of artworks.

Note: None of the artworks can “break ground” on the existing concrete (no drilling or penetration allowed). Also, there is a warranty in place for the EIFS material.

Project Budget

The overall and final budget for completed and installed artwork (either the sum of all works approved by one or several artists) will be up to \$30,000, and will include fabrication/construction, transport/delivery and installation.

Eligibility

This project is open to all artists (age of 18 or older). All artists must be practicing, professionals residing in Bronx County.

Scope of Services

All applicants will submit an application including the following:

1. Application Form
2. Cover Letter
3. CV/Resume of professional background and experience (artist bios are not acceptable)
4. Work samples and annotated image list
5. 1 page written design concept
6. 2D schematic design concept
7. Proposed budget (please reference the total project budget for guidance)
8. 2 Professional References (preferred but no required)

Finalist(s) will:

- Be awarded an honorarium based on a division of the total number of artworks approved for the project; 30% of the individual honorarium will be awarded with announcement of project approval; 30% awarded mid-project; and 40% to be award upon completion of installation of work(s).
- If necessary, revise the design concept and present to the Bronx Terminal Market Pedestrian Bridge Public Art Project Award Panel for final approval.
- Prepare and conduct presentations and attend meetings as necessary to receive approvals.
- Maintain image ownership and copyright of the design concept.

Selection Process

A Bronx Terminal Market Pedestrian Bridge Public Art Project Award Panel will be created compiled of representatives from Bronx Terminal Market, Bronx Council on the Arts, and arts professionals from the New York City area. The Panel will review the qualifications and submitted proposals of artists who respond to this call. The Panel will recommend one or several finalists for the project. The approved artist(s) will then enter into an agreement with the Bronx Council on the Arts for the project.

Artist Evaluation Criteria

The applicant(s) must be a practicing, professional artist(s)

- Artistic and design excellence, innovation and originality as evidenced by representations of past work and other supporting material. The aesthetic sensibility of the artist will be considered.
- The artist's work is judged to strengthen the themes and goals of the project
- The artist's professional experience is adequate to meet the demands of the project.
- Assessed ability to meet project deadlines, and to perform work in a timely and professional manner.

Other Requirements

The artist is required to present original artwork. Artist(s) will maintain image ownership and copyright of their artistic design concept, however Bronx Council on the Arts | Bronx Terminal Market reserves the rights to incorporate images from the project and work(s) in any and all marketing and public relations materials as deemed necessary and appropriate.

Submission Deadline

Tuesday, April 30, 2013. Submissions must be received by 6:00pm. Mailed applications must be postmarked by April 30, 2013.

Submission Requirements

Application Form: Applications must be completed and delivered using the attached application, along with other required materials, to Longwood Art Gallery @ Hostos College, 450 Grand Concourse (at 149th Street), Bronx, NY 10451. Be sure to include your full Legal Name (and other Professional Name as applicable), address, daytime telephone number, email and website addresses/URLs.

Cover Letter: describing how this project relates to your past work, and how you would approach the project if you were to be awarded the commission. This letter should not exceed one (1) page.

Resume: current artistic resume highlighting your experience to include site-specific and public art commissions.

Design concept: 1 well written description of the proposed Bronx Terminal Market Pedestrian Bridge design concept. Description should include artwork title, materials and media used. The design concept should not exceed one (1) page.

2D Schematic Concept: Create a 2-d schematic concept of the art design that you are proposing. The 2-d concept should present a meaningful representation of the proposed artwork.

Work Samples:

- Can be submitted on a CD/DVD, or thumb | flash drive. Or you may email images to longwood@bronxarts.org, with “Bronx Terminal Market Pedestrian Bridge Project” in the subject line, by the April 30th date.
- Submit up to 10 DIGITAL images of previous artwork (minimum of 5 images). Digital images should be submitted as JPGs. Image size: 1240 pixels x 1240 pixels, 300 dpi resolution.
- For Media arts (film, digital, animation): video files on CD or DVD must be in MP4 format and no longer than 1gb (1024 mb).
- For sound, CDs must include track, minute and second where you want the panel to begin listening to your work.
- Submit only “High” quality JPGs (do not use gifs, tiffs or other formats). Each file must be labeled with a number indicating the viewing order, followed by the artist’s last name. The numbers must correspond to the accompanying **Image List**. Example: 01_Jones; 02_Jones. If using Mac OS 8 or 9 include a “.jpg” extension at the end of each image. Example: 01_Jones.jpg.
- Do not embed images into PowerPoint or other document formats.

Annotated Image List: A complete list of images that include a corresponding image number, title, medium, dimensions, description, date of work, location and budget. The numbers must correspond to the accompanying work samples.

References: Provide a list of three (3) professional references that have an intimate knowledge of your work and working methods. The list must include physical and email addresses and telephone numbers

How to Apply: Artists interested in applying to the Bronx Terminal Market Pedestrian Bridge Project must prepare and submit all requisite materials including the attached application form, and hand-delivered to our Longwood Art Gallery @ Hostos College location by the April 30th deadline. If mailing your application, please be sure to postmark your package no later than April 30th.

Longwood Art Gallery @ Hostos is located at 450 Grand Concourse, near the corner of East 149th Street, Bronx, NY 10451. The nearest subway: 2, 4, 5 to 149th Street/Grand Concourse. The nearest buses: Bx1, Bx2, Bx19 to 149th Street/Grand Concourse.

Applying for the project is free of charge.

Project Schedule

April 1, 2013

Call for Artists Issued

April 30, 2013	Submission Deadline
May 31, 2013	Artist Selection Panel
June 12, 2013	Announcement of Final Artist(s)
June 2013	Production begins
Fall 2013	Artworks installed

Application Checklist

Please ensure that the following items are uploaded to the Application by the deadline date:

- Application form
- Cover Letter
- Resume
- Written Design Concept
- 2D Schematic Design Concept
- Work Sample
- Annotated Image List
- Proposed Budget
- References

IMPORTANT NOTES:

Applications missing required parts listed in this RFP will be rendered ineligible for consideration of the project.

Application materials will **NOT** be returned to the applicant (you). Please submit **ONLY** copies of images and files. All materials will be recycled.