

REQUEST FOR PROPOSALS

FOR

LIGHT-BASED PUBLIC ARTWORKS

September 2023 – April 2024

Downtown Jamaica Partnership

**CALL TO ARTISTS – REQUEST FOR PROPOSALS (RFP): LIGHT-BASED PUBLIC ARTWORK,
TENTATIVELY CALLED:**

- *Illuminated Jamaica*
- *Jamaica, Illuminated*
- *Bright Lights Jamaica*
- *Light Up Jamaica*

Proposal Submission Deadline: Sunday, August 20, by 5:00 PM EDT

ARTIST OPPORTUNITY

Downtown Jamaica Partnership (“the Partnership”) invites artists or artist teams (“Artist/Artist Teams”) to submit proposals for light-based, site-specific, temporary public art that will enliven the Downtown Jamaica neighborhood. The Partnership is looking for proposals presenting relevant, surprising, thought-provoking, and uplifting lighting installations that are both intriguing and eye-catching during the day, and delightfully, engagingly illuminated once the sun goes down. Of particular interest are projects that envision new and/or highlight existing connections between the artwork, the environments in which they are installed, the community and culture of Downtown Jamaica, and/or the history of the neighborhood. The best proposals will also add their own definition to the landscape, the District, and the surrounding area. Proposals for works that prompt visitors to return multiple times to experience changes in the piece are encouraged. The Partnership encourages all visual artists, sculptors, lighting designers, fabricators, and others working with light-based artworks to submit a proposal.

BACKGROUND

The Partnership is a 501(c)(3) non-profit corporation incorporated in New York State and one of New York City’s 76 BIDs. The Partnership provides supplemental services, such as sanitation, streetscape beautification, marketing, events and other support for the property owners and small businesses within the BID’s boundaries. This area, (the “District”) encompasses the west side of 169th Street to the east and west side of Sutphin Boulevard; Union Hall Street from Jamaica to Archer Avenues; Sutphin Boulevard from Hillside Avenue to 94th Avenue; and the pedestrian mall on 165th Street between Jamaica Avenue and 89th Avenue. The District encompasses more than 600 businesses. Please see **Appendix A: District Map** for details. Through its programs and services, the Partnership seeks to make the Downtown Jamaica business district a thriving business hub and an enjoyable destination to shop, work, live and visit.

The Partnership recently underwent a consolidation in which two of the City’s oldest BIDs (Jamaica Center BID, 165th Street Mall BID) merged with the Sutphin Boulevard BID. Much like the Partnership, Downtown Jamaica itself is undergoing a renaissance, with major development of mixed-use apartment buildings and hotels taking place in the Downtown core and is the fortunate recipient of much-needed City investments in streetscape and infrastructure. To

celebrate the Partnership's and the neighborhood's revitalization and to help establish a strong sense of place and identity, the Partnership is seeking to provide engaging, surprising, and uplifting lighting installations within the District.

In tandem with the Partnership's call for proposals for artistic lighting installations, the Partnership's holiday lighting program is returning after a one-year hiatus. Holiday lights are a beloved tradition in Downtown Jamaica, creating a bright, festive atmosphere and an enhanced sense of place. Countless shoppers and residents in Southeast Queens come to Downtown Jamaica to experience its celebratory ambience and to participate in seasonal browsing, eating, shopping and other holiday activities. Patrons appreciate the added sense of safety and vibrancy that the lights provide during the darkest days of the year, and business owners are grateful for the added vitality and commercial activity brought by the illuminated streetscape.

This year, the Partnership will augment its regular holiday lighting display with the artistic lighting display, tentatively named:

- *Illuminated Jamaica*
- *Jamaica, Illuminated*
- *Bright Lights Jamaica*
- *Light Up Jamaica*

This display is envisioned as one to four, light-based artwork installations and illuminated space activations throughout Downtown Jamaica.

PROJECT BRIEF

The Partnership is particularly interested in a smaller-scale series of multiple, connected lighting artwork applications that would weave together the three "regions" (i.e., the main commercial corridors – Jamaica Avenue, Sutphin Boulevard, and 165th Street, which were previously each under the separate care of the three individual BIDs), showcasing the District as a whole, while providing an artist's interpretation of the uniqueness of each distinct area. Together, the installation series elements would help to rebrand and redefine the neighborhood and create an engaging and mesmerizing sign of a newly unified District.

If possible, after the initial display period, the Partnership would have the ability to re-purpose the initial installations in order to create scalable, modular, and sustainable lighting interventions that could provide a cohesive, recognizable look for Downtown Jamaica, through display in storefront windows and throughout the district, or through the creation of marketing materials or other imaginative uses.

The Partnership is seeking proposals for light-based artworks that either already exist and can be modified or adapted to achieve the objectives of this program as described above or proposed custom artworks that have yet to be built. Artworks can be either a sculpture or an interactive installation and can include elements of multimedia or projections that can withstand the harsh outdoor winter conditions and activate the spaces – ideally both during the day, and at night. Some sites may allow for the use of electricity from City light poles. Solar and

other powered elements are highly encouraged. The work(s) must remain on site(s) from November 15, 2023, to March 15, 2024 and require minimum maintenance.

The Artist/Artist team will be expected to manage and oversee the entire project, from concept to installation to removal of the artwork. The Artist/Artist team will engage fabricators, transportation/delivery services, electricians, installers and any other services required to fully complete the project. The Partnership will serve as client and will provide feedback and guidance as needed, but the Artist/Artist team is to assume project management responsibilities as described above.

SITE CONTEXT

See *Appendix B – Site Photos* for photos of potential sites.

1. Under the LIRR/AirTrain trussell/overpass:

The LIRR & AirTrain station in Downtown Jamaica is a major regional transportation hub with many thousands of passengers passing through daily. The station exits onto Sutphin Boulevard with intersecting train tracks overhead. This portion of Sutphin Boulevard under the overpass is dark, industrial-looking, and can feel unwelcoming. An illuminated installation in the area under the overpass could serve as a "starting point" for the envisioned artwork series. Especially during the winter months, brightly lit artwork at this location would significantly improve the sense of safety in the area and would greatly elevate the first impressions Downtown Jamaica will make on visitors and shoppers.

2. 165th Street Mall

165th Street Mall is unique – it is one of the few pedestrian streets in New York City. It has a rather rich and extensive history but is currently overrun with parked cars and vacant storefronts, as it prepares for major construction of a mixed-use building. The bright, captivating lights of a light-based art installation would serve to re-establish the pedestrian nature of the street and restore and encourage pedestrian-focused use and enjoyment.

3. Expanded pedestrian space on Jamaica Avenue:

Jamaica Avenue is the heart of Downtown Jamaica and is home to major retailers and mom & pop stores. The block of Jamaica Avenue between 160th Street and Union Hall Street is one of the busiest blocks in the area. This block is now host to an expanded pedestrian space that was created by absorbing a travel lane of the roadway, and features streetscape elements such as granite blocks and flower-filled planters lining its boundaries. Planning for programming is underway, and the Partnership is prioritizing positive and impactful uses for this space as a community asset. A lighting installation in this pedestrian space on Jamaica Avenue would establish its importance and value as a community hub, would enhance the experience of shoppers and diners as they entered and exited the adjacent business establishments, and would create positive associations with, and a desire to return to these kinds of spaces in the future.

4. Parsons Plaza:

Parsons Plaza, located on Parsons Boulevard between Archer and Jamaica Avenues, is a recently completed plaza situated immediately outside of the Jamaica Center – Parsons/Archer E, J, Z subway station, and is yet another major transportation hub. This plaza is what visitors and shoppers first encounter as they emerge from the subway station at the Jamaica Center stop. As with the expanded pedestrian space, this plaza is also under-programmed and here, too, the objective is to encourage positive uses. A lighting installation at this location will not only magnetize visitors, residents and workers and encourage the enjoyment of the space but will help to improve the perception of safety.

The envisioned installation(s) would encourage visitors to return confidently to the streets of a newly unified Downtown Jamaica, would provide exciting interactive engagement opportunities for the community as they shop and dine, and would serve as the setting for an unforgettable New York City experience.

The Partnership is looking to award this opportunity to one (1) Artist/Artist team.

LOCATION(S) AND AUDIENCE

Selected works must meet safety requirements and be able to withstand the effects of weather and public use for the duration of the installation. Prior to preparing proposals, applicants are encouraged to visit the location(s), both during the day and at night. Applicants are also encouraged to learn about the history and context of the location(s) and neighborhood. Artworks will be on display free of charge to passersby 24/7 while serving to activate the site(s) as a destination for New York City residents. Hundreds of thousands of people pass through the sites daily.

ANTICIPATED SCHEDULE

It is expected that the commissioned Artist/Artist team will comply with the project’s general timeline dates, as stated below:

Date*	Project Phase
Monday, August 7, 2023	Issue Request for Proposals to Artists/Artist teams
Friday August 11, 2023, by 5:00 PM EDT	Questions to the Partnership are due
Monday, August 14, 2023, by 5:00 PM EDT	Answers from the Partnership are due
Sunday, August 20, 2023, by 5:00 PM EDT	Submissions Due
Monday, August 28, 2023	Selected Artist/Artist team notified
Friday, September 8, 2023	Contract is signed
Monday, September 18, 2023	Preliminary design proposal & technical review
Monday, October 2, 2023	Finalize site(s) & design(s)
Tuesday, October 3 - November 6, 2023	Fabrication

Tuesday, November 7, 2023	Fabrication complete; Secure City permits, approvals
Weds, November 15 – Mon, Nov 20, 2023	Artwork installation
Week of November 20, 2023	Project Unveiling
March 10 - March 15, 2024	Artwork Removal

*Schedule is subject to change

TECHNICAL REQUIREMENTS

All proposals must meet the following criteria:

1. Installations must be durable, and able to withstand unpredictable winter weather conditions and physical contact by the public for the duration of the installation.
2. There is no overnight security in the spaces. Installations must be robust, and able to be installed in a public space that is not constantly under surveillance. However, the artwork will be actively monitored with regular visual inspections conducted by the Partnership's staff, primarily during the daytime hours. Artwork should not require security, or onsite support outside of load in, installation, and load out.
3. Artist/Artist team will need to be willing to work with the project team on the technical set up and electrical capabilities and address and remedy any safety concerns. This includes securing all electricals and support cabling with durable covers/cable ramps to eliminate tripping or other hazards.
4. The installation should comply with safety and accessibility design standards where possible and required.
5. Artist/Artist team must be able to set-up and dismantle the artwork. Partnership staff may be available to help install and uninstall artwork upon request in collaboration with the Artist/Artist team.
6. Selected Artist/Artist team will be expected to provide proof of general liability insurance.

SUBMISSION REQUIREMENTS

Artist/Artist team are requested to complete their proposals and email it as a single PDF. Please include:

1. Artist statement: describe your interest in this project. You can submit a written document (1-page max) or record an audio or video message (MP3 or MP4 file, max 20 MB).
2. CV: Professional resume (3-pages max). If submitting as a team, an individual resume should be submitted for each team member.
3. Portfolio of past work: Examples of relevant light-based work. You may include multiple images per project on 1 page of a maximum to 10 projects (10-pages). Add title, year, scope and a short description.
4. Project Proposal and Budget: Submit a project proposal of up to 1,000 words that clearly describes the intent behind the artwork and its relationship to the specific site(s).
5. Artwork Design:
 - a. For existing work: photographs, plans, and/or videos of the proposed work along with dimensions, materials, types of lighting, and electrical requirements. Please

also explain, from your perspective, how this artwork could be adapted to the sites in Jamaica to ensure they are perceived as relevant to the location(s).

- b. For new commission: description of artistic vision, concept sketch, photos, and other images/details as applicable along with proposed dimensions, materials, types of lighting, and electrical requirements.
6. Proposed Budget and Delivery/Installation/Uninstallation Plan: Describe artist fees, fabrication costs, delivery, installation and uninstallation, and any equipment/machinery required for the installation. Budget should also include costs for insurance and a percentage for unanticipated expenses. See below for more information on expectations regarding the Project Budget.
7. References: A list of at least two professional references familiar with your work and working methods. The list must include a contact name, affiliation, email and telephone number.

Submissions must be sent by email to:

rfp.downtownjamaica@gmail.com

Subject: Artist Name – *Jamaica Lighting Project*

If the file exceeds 20 MB, Artists/Artist teams are asked to use an external file share program and share the link with the Partnership. Incomplete submissions or submissions received after the deadline will not be considered.

The proposals will be shared by the Partnership in meetings with stakeholders and staff.

ELIGIBILITY

The Partnership welcomes proposals from artists, artist teams, designers and creators including, but not limited to, professional artists, graphic designers, collaborative teams, visual artists, sculptors, lighting designers, and fabricators. While special consideration will be given to local Queens-based artists, Queens-based artist teams, or collaborative groups that include a Queens-based artist, all proposals, including those from national and international artists will be considered.

EVALUATION/SELECTION CRITERIA

Artist proposals will be reviewed based on the following criteria:

- Site specificity: Ability of the work to engage audiences of all ages within the location using elements of surprise, interactivity, humor, design etc.
- Quality of the proposal and prior work.
- Feasibility of the proposal.
- Originality of the design.
- Safety of visitors and passersby.
- Ability to adhere to the proposed timeline.
- Overall cost.

The Downtown Jamaica Partnership's staff, Board members, and community members may evaluate the proposals. This is a one stage competition. One (1) Artist/Artist team will be awarded the opportunity.

The Partnership reserves the right to select and retain the artist deemed most appropriate for the project at its sole discretion.

The selected Artist/Artist team will be expected to enter into a contractual agreement with the Partnership soon after selection takes place. Please review the language below for a sense of the contractual requirements and send any questions you may have. Please note that any questions posed by any artist or artist team will be shared in a Question and Answer section on our website – Jamaica.nyc.

I. CHANGES TO PROJECT BRIEF DETAILS

The Partnership reserves the right to make reasonable changes to the requirements described in the Project Brief. Any such changes shall be made pursuant to written instruction. If the Partnership directs any such changes which affect the cost of the project, an adjustment agreed to by both the Partnership and the Artist/Artist Team shall be made in writing in the contract price.

II. TERM

The contract term (the "Term") shall begin on September 18, 2023, and will end by April 30, 2024.

III. PROJECT COST

The final project budget will likely fall between \$50,000 and \$100,000, inclusive of:

- Artist fees/gallery fees.
- Travel to Jamaica, Queens for site visits and meetings.
- Third-party technical consultation(s) with structural engineers, electricians or others.
- Insurance.
- Permits.
- Fabrication, including purchase and/or rental of relevant materials and equipment.
- Transportation/delivery of artwork elements, including fees for delivery vehicles, and other transportation-related machinery or equipment.
- Installation, including equipment, machinery, or fees for professional installers, such as electricians, carpenters, or others as identified and required.
- Maintenance of artwork.
- Deinstallation and removal of artworks as described above.

The Partnership will work with the artist/artist team to secure permits, to promote the artworks and on other facets of the project as they arise and as needed.

The price agreed upon by the Artist/Artist Team shall be included in the contract and will not be subject to change unless agreed to in writing by the Partnership and the Artist/Artist Team.

The Artist/Artist Team assumes sole and exclusive liability for and shall pay all contributions or taxes imposed or required by the unemployment insurance laws of New York, the Federal Social Security Act, or any other act or regulation, now or hereafter in effect, upon or in respect to wages, salaries, or other compensation or benefits paid to employees engaged upon or in connection with the Services to be performed. The Artist/Artist Team is also responsible for the timely payment of anyone subcontractors hired by the Artist/Artist Team to complete the project.

IV. INDEMNIFICATION

Artist/Artist Team shall agree to indemnify and hold harmless the City of New York, the New York City Department of Small Business Services, the New York City Department of Transportation and the Partnership, and the agents, directors, officers, employees and volunteers of these entities, from any and all claims, damage, loss, judgments, or liabilities, including costs and expenses, legal or otherwise, to which they may be subject as a result of any act or omission of the Artist/Artist Team, its agents, employees, subcontractors, contractors, or permittees in connection with the contract. Artist/Artist Team shall be solely responsible for the safety and protection of all its employees and shall assume all liability and responsibility for injuries, including death, that may occur to such employees due to the negligence, fault, or default of the Artist/Artist Team. Artist/Artist Team shall require such indemnification from its contractors, subcontractors and permittees.

V. PERMITS

Artist/Artist Team shall be responsible for obtaining any necessary permits from the appropriate governmental authority for the Services to be performed. The Partnership shall be provided with a copy of any such permits pertaining to the District prior to commencing Services under the contract. Upon request of the Artist/Artist Team, the Partnership will be available to advise on permit requirements and to assist with obtaining permits if needed.

VI. INSURANCE

General Liability Insurance

If and when a contract is awarded, Artist/Artist Team shall maintain, and shall cause all its subcontractors and permittees to maintain, in effect comprehensive liability and vehicular insurance. Insurance amounts will be determined once the full scope of the project is understood, and once permit requirements and related insurance requirements have been established.

Once these requirements are established, the Partnership, in addition to the City of New York and NYC Dept. Small of Business Services, and the NYC Department of Transportation shall all be named as an additional insured on all such policies obtained

by the Artist/Artist Team. Each policy shall be in a form that is satisfactory to the Partnership and issued by an insurance company satisfactory to the Partnership. Artist/Artist Team shall be named as an additional insured on such policies obtained by its subcontractors and permittees.

Workers' Compensation and Disability Benefits Insurance

If applicable, during the performance of the Services covered by the Contract, Artist/Artist Team shall maintain and shall require any subcontractors to maintain Worker's Compensation, covering all aspects of its performance under the Contract.

All insurance policies entered into by Artist/Artist Team in relation to the Contract shall provide that any change in or cancellation of any such policies or the terms thereof shall not be valid unless the Partnership has received thirty (30) days' notice in writing of such change or cancellation.

VII. NO WAIVER

The failure of any party to insist on strict performance of any of the terms or conditions of any Contract or of the party's rights hereunder in any one or more instances shall not constitute a waiver by the party of such performance, terms, conditions, or rights, whether then or in the future. Any waiver shall be effective only in writing and signed by the party's authorized representative, and only with respect to the particular waiver expressly stated therein.

VIII. PAYMENT SCHEDULE

Payments shall be made on a monthly basis subject to the provisions of the Contract provided that Artist/Artist Team submits an invoice to the Partnership in a proper and timely manner. Payment will be made within forty-five (45) days after the Partnership receives the invoice.

DOWNTOWN JAMAICA PARTNERSHIP DISTRICT



Search Google Maps



9311 Sutphin Blvd

New York

Google Street View

Sep 2022

See more dates



**SITE 1: Under the LIRR/AirTrain
trussell/overpass**

Google

Image capture: Sep 2022 © 2023 Google United States Terms Privacy Report a problem

Search Google Maps



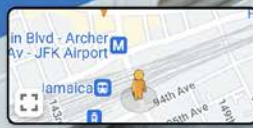
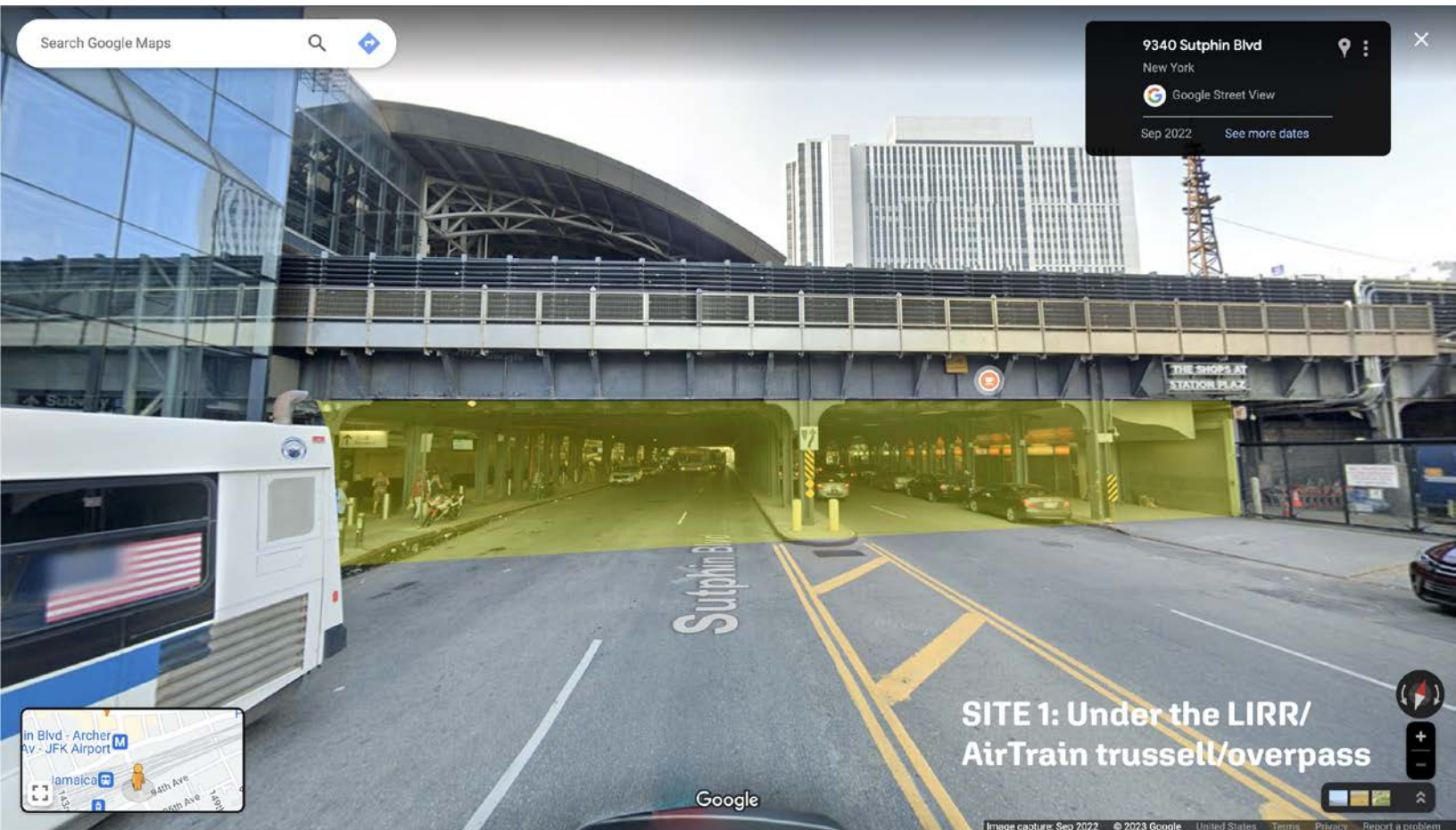
9340 Sutphin Blvd

New York

Google Street View

Sep 2022

See more dates



**SITE 1: Under the LIRR/
AirTrain trussell/overpass**

Google



Search Google Maps



New York

Google Street View

Jul 2017

See latest date



SITE 2: 165th Street Mall



SITE 3: Expanded pedestrian space on Jamaica Avenue

Search Google Maps



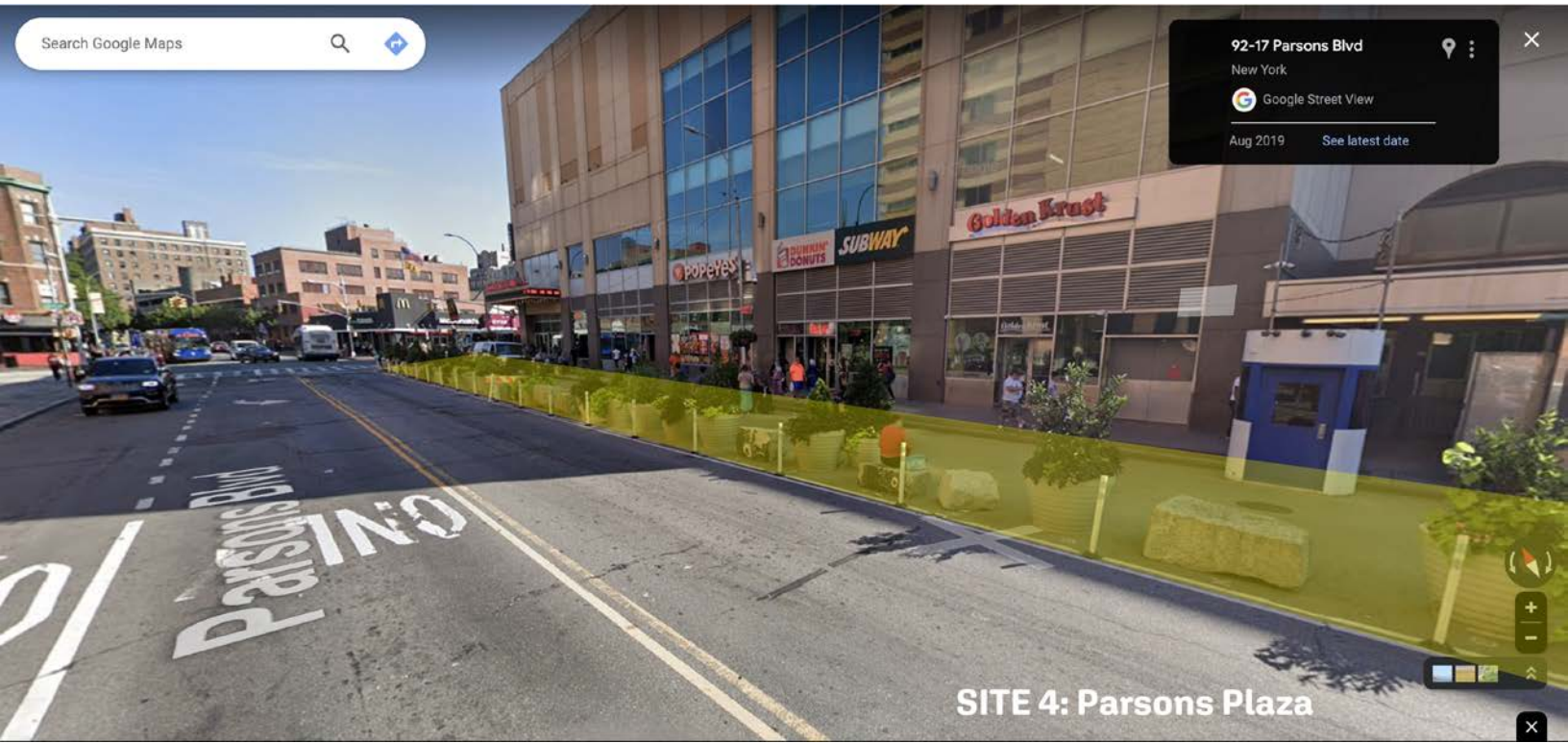
92-17 Parsons Blvd

New York

Google Street View

Aug 2019

See latest date



SITE 4: Parsons Plaza