

## **Artist Open Call**

### **NASA x Hudson Square Mural Project**

#### ***Large-scale Public Art Mural on Loading Dock Gates in NYC's Hudson Square***

#### **Overview**

The Hudson Square Business Improvement District (HSBID), in collaboration with the National Aeronautics and Space Administration (NASA), is looking for an NYC-based artist or artist team to design and install a large-scale mural in Manhattan's Hudson Square neighborhood this summer to raise awareness and excitement around the agency's mission, and build on Hudson Square's efforts to activate and beautify its public realm.

Working with the HSBID-NASA project team, the selected artist will design and paint the mural on two designated loading dock gates. The mural must be installed by Sept. 7, 2024. The selected artist will have a budget of \$20,000 that must include all design fees, materials, labor, equipment, and overhead.

For more information on how to apply, and background on the project, see below. The deadline for application is **June 28, 2024**.

#### **About NASA's Art Program**

NASA's art program and this mural project are aimed at inspiring a new generation to connect and engage with the agency and its programs through public art that is by and for local communities. This project and mural should create a memorable experience for visitors that encourages them to learn more about NASA and space exploration, and to see themselves as part of the [Artemis Generation](#).

#### **About Hudson Square**

Over the last decade, Hudson Square has become one of the most energizing locations in New York City. Surrounded by SoHo, Tribeca, and the West Village, the neighborhood is defined by its creative industries, unique and cohesive architecture, and vibrant streets. The area is primarily commercial with a growing residential community. Although the pandemic resulted in many people redefining their lifestyles and relationships with the workplace, Hudson Square has remained a desirable neighborhood to work, live, and visit. The Hudson Square Business Improvement District (HSBID) is doing its part to build a community that is connected, welcoming, and inspiring. HSBID has prioritized public art and people-focused streetscapes since its inception in 2009. [Hudson Square Canvas](#), our public art program, was designed to create an inviting pedestrian environment through large-scale original artworks from contemporary artists whose styles complement Hudson Square's values and identity as a creative hub and authentic Manhattan neighborhood.

#### **Site Description**

The project site (i.e. mural canvas) consists of two separate loading dock gates, located next to one another, at 350 Hudson (an office building) on the north side of Charlton Street between

Varick and Hudson Streets in Manhattan's Hudson Square neighborhood. The eastern dock gate is down (art will be visible) most of the time. The western dock receives freight deliveries for the building and the gate is generally raised (art will not be visible) during the hours of 8 am - 6 pm. Given the temporal differences between the two gates, there is an interesting opportunity for the western gate art to have a more nighttime viewing interest (for example: use of glow-in-the-dark paint and related subject matter) versus the eastern gate. Each gate wall is approximately 15' wide and 13' high. The surface area of each individual gate is approximately 200 square feet (totaling 400 SF across the two gates). The designed artwork should consist of separate graphics for each gate, but should have a cohesive overall theme and narrative through which the two graphics speak to one another.

Artists are encouraged to visit the mural location before responding to this open call.

### **Mural Creation Process**

The selected artist will be responsible for designing and executing the mural, including:

- Developing a concept design, a work plan, and detailed budget to be presented to the HSBID-NASA project team for approval
- Developing the design through up to three (3) rounds of HSBID-NASA review and comments, culminating in final approval from the project team and property owner
- Acquiring the necessary materials including paints, supplies, and ladders/lift as needed
- Prepping the wall and executing the approved design on schedule and in a manner that conforms to the approved concept (artist should assume that a primer and anti-graffiti coating will be required)
- Communicating with the HSBID-NASA project team throughout the design development and execution process
- Attending a mural reveal event and assisting in the promotion of the completed mural within branding guidance and approvals from the HSBID-NASA project team

The HSBID-NASA project team will:

- Secure all permissions and permits related to the use of the wall for a mural
- Develop and distribute marketing and communication materials and work with the artist on promotion
- Host an in-person reveal event for the mural

### **Artwork Criteria**

- Visual impact/visibility: colorful, vibrant, and noticeable from a distance
- Mood: cheerful, welcoming, and attractive
- Subject matter: family-friendly, positive, and hopeful; relatable and accessible to the target audience
- Cohesive design vision and narrative across the two, side-by-side loading dock gates

### **Potential Project Narratives / Suggested Artwork Content Themes:**

- NASA explores the unknown in air and space / [James Webb Space Telescope imagery](#)

- NASA innovates for the benefit of humanity / [Data Visualization](#) (note: may include focus on the impacts of climate change in the local area and draw connections to HSBID's [emphasis on sustainability](#))
- NASA explores the unknown in air and space / [Artemis Program/Artemis II Crew](#)
- Please note that there is a general preference for abstract-style art over more figurative or representational art

### **Target Audiences**

- The general public, including families, students, and space enthusiasts
- Hudson Square's daytime population, largely comprised of office workers who are youthful, diverse, creative, and educated

### **Project Schedule (June – September 2024)**

- June 3                      Open call released
- June 17                     Deadline for questions
- June 28                     Applications due by 5 pm
- \*July 17-19                Tentative dates for finalist interviews
- \*July 22                     Artist selected and contracted
- Late-July – Mid Aug.    Design development and review
- \*August 23                Design finalized
- Aug. 24 – Sept. 7        Installation period
- Mid-Late Sept.            Mural reveal celebration

\*Tentative schedule; subject to change

### **Application/Submission Requirements**

Interested artists should submit:

- Contact information: name, address, phone number, and email address
- Artist Statement or other description of your work (up to 250 words)
- Artist resume or CV
- List of previous public art installation works including the following information: title, year, location, medium, brief description, dimensions
- Brief description of your proposed concept for this project (up to 500 words)
- Up to ten (10) images of past work relevant to this project and/or any other images that help convey the proposed concept (jpeg format, no more than 300 dpi, no larger than 1024x768 pixel resolution, can be sent via Dropbox or other filesharing program)
- Name and contact information for 2-3 references
- Optional: provide a link to any embedded media (e.g. Vimeo, Youtube) of past work, online portfolio, webpage, or social media account

**Please note: we are not requesting a developed artwork design at this time.**

**Submission deadline: June 28, 2024 at 5:00 PM EST**

All submissions must be emailed to [PublicArt@HudsonSquareBID.org](mailto:PublicArt@HudsonSquareBID.org) with “NASA x Hudson Square Open Call” in the subject line.

**Selection Process and Criteria:**

The NASA and HSBID project team will review artist applications and select up to three finalists for a virtual interview. The final artist will be chosen based on their application, interview, and references. We will evaluate applications using the following criteria:

- Artistic merit: the artist’s work must demonstrate a high standard of design quality, originality, and proficiency in creating murals
- Site suitability: the artist’s work must demonstrate that their work would complement the local environment and streetscape, have a strong visual quality, and be suitable for the public realm
- Public art experience: the artist must demonstrate experience and ability in executing a mural of this scale and in this type of urban environment
- Project concept: the artist must articulate a clear artistic vision and aesthetic that connects with NASA’s mission and HSBID’s streetscape improvement goals
- Durability: the artwork must be suitable for outdoor installation in the local environment and be able to stay in good visual condition for at least a one-year term

NASA and HSBID reserve the right, at their sole discretion, to: (1) reject any or all submittals when, in their opinion, it is determined to be in the public interest to do so, (2) cancel, revise, or extend this Artist Open Call, and (3) request additional information which may be deemed necessary. NASA and HSBID assume no responsibilities nor liability for costs incurred by respondents prior to the issuance of a contract.

Please send any questions you may have to [PublicArt@HudsonSquareBID.org](mailto:PublicArt@HudsonSquareBID.org) with “NASA x Hudson Square Open Call” in the subject line. June 17th is the deadline for questions to be submitted in order to receive a response prior to the application deadline. The answers to all questions received by the question deadline will be posted to the following webpage on or around June 21, 2024:

<https://www.hudsonsquarebid.org/neighborhood/news/hsbid-x-nasa-mural-project/>

**Appendix (see below)**

- Site Map
- Site Photos

Site Map



Site Photos

