



Broadway Mall Association's *Art on the Malls* Program Guidelines and Information for Temporary Public Art Installations

The Public Art Committee of the Broadway Mall Association (BMA PAC) and The City of New York's Department of Parks & Recreation's Art in the Parks program provide a unique opportunity to present sculpture to the public along the Broadway Malls. Exhibitions are first proposed to the Public Art Committee of the Broadway Mall Association which then recommends them to the Parks' Art in the Parks program for approval. Exhibitions are presented under the auspices of both organizations in collaboration with the chosen artists, their galleries and/or other related arts organizations. They are typically 6 - 9 months in duration. Sculpture may be installed on the hardscape at the end of each mall or, occasionally, in the planted "in-beds". Art on the hardscape is typically fully accessible to viewers. Spectators are discouraged from accessing the in-beds. Possible locations on the malls stretch from Columbus Circle to Mitchel Square at 165th Street, except the areas where the subway is above ground and there are no pedestrian malls.

Physical Characteristics and Limitations

The malls vary in size and configuration. Sculptures typically show to best advantage on the hardscape at each end of a mall, but interior locations may also be suitable. The BMA PAC works with artists and/or galleries to achieve visibility and harmony with the locations selected.

Public safety and security of the pieces are prime considerations. The BMA PAC and Parks work with exhibitors to meet these considerations. Sculptures may need to be anchored to the hardscape, restoration of which will be the responsibility of the exhibitor.

Physical Characteristics: The varied configurations of the malls lend themselves to display of a wide range of sculpture size and weight. Interested exhibitors are encouraged to examine the full extent of the malls in preparation for submission of a proposal. While exhibitors are encouraged to propose specific sites, the BMA and Parks reserve the right to final determination of exhibition sites and must approve all siting.

Number of works: discretion of the artist (with BMA PAC and Parks input and final approval); use of at least three or more malls is encouraged.

Depending on seasonal plantings, sculpture placement may be permitted within the flower beds in the malls. Expenses related to restoring or replacing plant material damaged in installation or de-installation will be borne by the exhibitor. Sculpture should not obstruct driver sight lines to traffic lights on Broadway (both north and south bound lanes).

Sculpture must be secured to prevent theft or damage, and the Broadway Mall Association assumes no responsibility for the art on display.

Planting Schedule for flower beds

Tulips are planted in November.

Spring planting is typically done in April - May

Installation/de-installation during planting in the malls may be limited or not permitted.

Additional Considerations:

Exhibitors must retain professional riggers/installers, who obtain lane closure permits from the Department of Transportation.

Transport/Installation: Artists or their galleries must arrange for sculpture delivery, installation and de-installation on the malls in coordination with Parks and the BMA PAC. A representative of the BMA PAC must be present for the installation/de-installation.

Property and liability insurance must be provided by the artist and/or sponsor, the latter naming the Broadway Mall Association as an additional insured. Artist and/or sponsor must provide the Parks Department a maintenance and restoration bond in the form of a certified check (amount to be determined depending on sculpture size and quantity).

Installation is generally permitted on Friday and Saturday from 10:00 p.m. to 6:00 a.m.

Trees and shrubs on malls should not be part of any installation except in the least intrusive way. (Care should be taken to avoid damage to permanent plantings and trees during sculpture placement and de-installation.)

As necessary, Parks and the BMA PAC will assist exhibitors in obtaining approval from community boards and the Lincoln Square Business Improvement District (for sculpture on the malls North of Columbus Circle to 70th Street).

Broadway Mall Association Public Art Committee Review Process

The Public Art Committee of the Broadway Mall Association reviews all proposals and makes recommendations to The City of New York's Department of Parks & Recreation's Art in the Parks program.

Please send proposals to:

The Broadway Mall Association Public Art Committee, 2095 Broadway, Suite 403, New York, NY 10023; broadwaymallassociation@gmail.com.

Once approved by the BMA PAC, proposals should be sent to the following:

Public Art Coordinator at City of New York, Parks & Recreation, The Arsenal, Central Park, Room 20, 830 Fifth Avenue, New York, NY 10065. (212) 360-8163 artandantiquities@parks.nyc.gov
