



City of New York  
Parks and Recreation  
<http://www.nycgovparks.org/>



# Temporary Public Sculpture: Park Avenue Malls Guidelines and Information

The Sculpture Committee of The Fund for Park Avenue and  
The City of New York's Department of Parks and Recreation, Public Art Program

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The Park Avenue malls, on New York City's upper eastside, provide a unique opportunity to present sculpture to the public. Exhibitions are first proposed to the Sculpture Committee of The Fund for Park Avenue who then recommends them to the City of New York's Department of Parks & Recreation, Public Art 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 2-4 months in duration. Sculpture may be installed mid-mall on the grass and/or at either end of each mall, in back of the flowerbeds and, depending on seasonal plantings and the specific works, placement of sculpture may also be permitted within the flowerbeds by approval from The Fund for Park Avenue. Please note that spectators are not encouraged to walk on the malls and sculptures are seen from the street, crosswalks and sidewalks, so artists should take this perspective into consideration when planning the placement of their artwork.

Installations may be proposed for malls north of Grand Central at 46<sup>th</sup> Street up to 96<sup>th</sup> Street; however most projects are staged on malls between 50<sup>th</sup> and 57<sup>th</sup> Streets as these locations are commercial, instead of residential, in nature. There are fewer instances of concrete planters (which can be moved in certain instances), taxus hedges, ornamental trees and subway air vents in these locations.

## **Weight/Size Limitations and Physical Characteristics**

- **Size:** Malls are approximately 200 ft long and 19'6" wide (east-west). The flower beds at each end are roughly square, about 19' north-south and 18' east-west.
- **Weight:** 5,000 lbs. on no less than 3' x 3' base; and no more than 8,000 lbs. on any one mall. As the malls are situated over the train tracks leading to Grand Central these limitations are strictly enforced. Approval from MTA is required.
- **Height:** for maximum visual impact against landscaping, a minimum of approximately 12' in height (with or without base) is recommended.
- **Number of works:** discretion of the artist (with Committee and Parks Department input); use of at least three or more malls is encouraged.
- **Sculpture** may be installed mid-mall on the grass and/or at either end of each mall behind the flower beds, an approximate 20' north-south placement area. Depending on seasonal plantings, sculpture placement may be permitted within the flower beds.

# Guidelines and Information

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- Sculpture should not obstruct driver sight lines to traffic lights on Park Avenue (both north and south bound lanes).
- If small works of sculpture are too portable, there could be a security issue.

## **Exhibition Periods (exact timeframe to be determined on a case by case basis)**

- Winter: January-March
- Spring: April-June
- Summer: June-August
- Fall: September-November

## **Planting Schedule for flower beds**

- Tulips are planted in November.
- Tulips and bulbs are removed in May and replaced in June with begonias, which are removed in November.
- In late November / early December fir trees are placed at the ends of the malls in memory of those who died in our nation's wars.

## **Please Note:**

- 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 the Parks Department.
- Liability insurance will be covered by the Fund for Park Avenue; property insurance by the artist and/or sponsor. To date, in the sixteen continuous years of the Park Avenue Sculpture Program, there has been no instance of damage or theft to the sculpture or of accident or injury to pedestrians or motorists.
- Artist and/or sponsor must provide a maintenance and restoration bond in the form of a certified check (amount to be determined, usually between \$2,000 and \$5,000 depending on sculpture size and quantity).
- Installation is usually done late at night or in the early morning on weekends.
- 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 deinstallation.)
- In addition to other requirements, exhibitors must obtain community board(s) approval prior to the issuance of a license agreement.

- As necessary, the Parks Department and The Fund for Park Avenue will assist potential exhibitors in obtaining approval from Metro North and the Grand Central Partnership.

## Proposal Reviews

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### **Sculpture Committee Review Process**

The Sculpture Committee of The Fund for Park Avenue reviews all proposals and makes recommendations to the City of New York's Department of Parks and Recreation, Public Art Program.

### **Send Proposals to:**

The Fund for Park Avenue Sculpture Committee  
c/o Barbara McLaughlin  
445 Park Avenue, Suite 1000  
New York, NY 10022  
[barbaramclaughlin@fundforparkavenue.org](mailto:barbaramclaughlin@fundforparkavenue.org)

**-AND-**

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

**Please review the following page for submission requirements.**

# Public Art Proposal: Submission Requirements

As Regulated by the City of New York Department of Parks and Recreation, Public Art Program

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## **Submission Requirements**

- A written description of proposed artwork, including: title (for Committee/Dept. reference), medium, dimensions (H x W x D), weight, installation method and anchoring procedure.
- If proposing existing work: Photographs or slides of artwork; include reference to human scale.
- If proposing a new work: working drawings and/or photograph of maquette to scale. Include dimensions.
- Artist's statement and resume
- Installation BUDGET, including a description of the sponsoring organization or other method of financing. Include the name, address and phone number of the contact person.
- Proposed DURATION and EXHIBITION PERIOD of the exhibition
- The LOCATION of specific site(s) for the installation
- Up to ten prints or slides of the artist's previous work. All images must be clearly labeled with the name of the artist, title of the work, media and dimensions (H x W x D).
- For initial consideration by the Committee, the above information should be sent by email with jpeg images
- There is no deadline for proposals.
- For initial consideration by the Committee, the above information should be sent by email with jpeg images

## **Parks Department Review Process**

A departmental panel, including the Commissioner of Parks and Recreation or his representative, reviews the proposals recommended to it by the Sculpture Committee of The Fund for Park Avenue ([www.fundforparkavenue.org](http://www.fundforparkavenue.org)). Issues of particular concern to Parks include safety and durability of the artwork, and its suitability to the site. **Following the approval of a proposal, a license agreement is issued to an artist and/or sponsoring organization.** For many projects, depending on the scope, it may be necessary to obtain the approval of the local community board.

The artist and/or sponsoring organization is responsible for FUNDING, INSTALLATION, INSURANCE, MAINTENANCE, TIMELY REMOVAL of the artwork, and RESTORATION OF THE SITE.

# Average Park Avenue Mall Plan

Please note, this plan should be looked at as an overview. This is out of date and the plan of each mall varies. We strongly suggest that the artist or someone on behalf of the artist visits the malls in person.

