

Sprint[®]



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Submission Proposal
Sprint Flatiron Prow Artspace

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I. Introduction

Sprint Nextel Corporation is a Fortune 100 company, based in Overland Park, KS. Sprint offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users.

Sprint Nextel serves more than 48.8 million customers as of 3Q 2010, and is widely recognized for developing, engineering and deploying innovative technologies, including the first wireless 4G service from a national carrier in the United States; offering industry-leading mobile data services, leading prepaid brands including Virgin Mobile USA, Boost Mobile, Common Cents Mobile and Assurance Wireless; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone.

Sprint has a proud tradition of innovation and telecommunications leadership.

Newsweek ranked Sprint No. 6 in its 2010 Green Rankings, listing it as one of the nation's greenest companies, the highest of any telecommunications company.

II. Project Background

Sprint currently leases retail space in the iconic Flatiron Building in New York City, NY, located at 175 5th Avenue. Included in the retail space is what is euphemistically called “the cow catcher” (referred to from this point on as “the prow” of the building). It is an enclosed, triangularly shaped space, composed of 6 foot tall panes of glass on two sides, terminating to the north in curved point. The space is bordered by 5th Avenue on its west side and a new pedestrian park on its east side. The Flatiron building anchors the south end of Madison Square.

The Flatiron Building (or Fuller Building) is considered to be one of the first skyscrapers ever built. Upon completion in 1902 it was one of the tallest buildings in New York City. The Flatiron Building is a popular spot for tourist photographs and has been National Historic Landmark since 1989,

Annually, this space sees pedestrian traffic in excess of 200+ million New York residents and tourists. It is a highly visible, extensively photographed building and space. It has served as a backdrop in numerous movies and television shows.

Sprint Corporation is requesting artist/design students to submit proposals for a unique temporary art project for this space. Sprint seeks to select a qualified artist (or artist team) with a body of work and conceptual approach that demonstrates artistic excellence and appropriateness for the location and vision, taking into account the volume of visitors to this space and the iconic nature of the building, along with the Sprint brand.

The goal is to utilize this space to engage the community and provide a different experience above and beyond typical New York City retail windows/displays, expanding the manner in which retail and art is perceived. The tie-in to Sprint’s brand and products would be complimentary to the project.

III. Overall Background

The selected display will be temporary in nature and will remain in the space for a period of 10-12 weeks. The art/display selected should engage passers-by, both New Yorkers and tourists alike.

Artist should consider the iconic nature of the building, the goal to engage and the Sprint Brand when considering concept.

There is no limitation with regard to medium; however special consideration should be taken in the use of materials, based on environment within the space. Due to the inordinate amount of glass in the prow, interior temperatures can fluctuate greatly, especially during hotter months. Heat and sunlight may have adverse effects on some materials if not realized prior to installation.

Note: there is heating/cooling equipment in the space

The prow space dimensions are included the appendix (see Prow Elevation)

Sprint will provide artists with a stipend of \$1000 towards materials and installation costs. Sprint will also provide a prepped "white" space ready for installation of the selected entry/display.

Access to the space is located within a larger Retail space that is currently a high traffic telecommunications retail store. Only authorized key holders have access to the space; meaning the space is secure and cannot be accessed without permission/authorization.

IV. Description of Services to be Provided

Scope of Work – All respondents must provide:

- An artist(s) biography and resume
- Portfolio of past works
- Illustration and written description of proposed work, photographs of any partially completed work, timetable for completion
- Working prototype if moving parts/pieces are included in design
- Cost of materials/installation
- Cost for removal of display

Specific Tasks

- Selected artist(s) shall furnish all labor, materials and equipment required to install work within the space. Work includes any fabrication and installation of exhibit components, custom pieces and graphics (and their production)
- Display should be of high quality (note: not necessarily American Association of Museum certification requirements) but in keeping with the building's reputation
- No aesthetic changes to the building and the prow space is allowed. Columns contained within the structure cannot be altered, covered or have anything attached or adhered to them. No architectural modifications may be made to the space.
- No graphics can be adhered to any window, in keeping with regulations set forth by the Landmark Preservation Commission
- All pieces/parts of the display ***must*** remain a minimum of 18" away from the glass, in keeping with regulations set forth by Landmark Preservation Commission
- Artist(s) must provide mock-ups or prototypes for any moving part. Moving parts should be tested thoroughly before installation. Work cannot proceed without expressed written approval by Sprint.
- Artist(s) should establish one person as liaison to Sprint and the retail site contact to ensure access and schedule appropriate time to work, etc.
- A written project plan, including timelines must be provided to Sprint during submission process and reconfirmed after selection.

V. Response Requirements

The response must include the following:

1. Letter of interest
2. Identification and bio of personnel involved in project
3. Illustration/photographs/prototype of proposed display
4. Timeline for installation based on receipt of approval to proceed
5. Timeline for removal
6. References

SUBMISSION PROPOSALS CAN BE SENT TO: Flatironprowartspace@sprint.com

VI. Criteria for Selection

Sprint will be reviewing all submissions via a jury of selected individuals. Submissions will be considered based on the following:

- Quality of work
- Design
- Appropriateness for location
- Inclusion of Sprint Branding
- Maintenance

Selected artists will be notified upon selection. No additional communication will be forthcoming.

VII. Notes

Sprint reserves the right to request removal of art installation at any time during the agreed upon terms of display.

Failure to remove in appropriate length of time based on request will result in forfeiture of materials/display/installation and will be removed by Sprint at the artist's cost.

VIII. Appendix

Provide supporting material for your proposal here.