



TIMES SQUARE ARTS

Times Square Transformation

**Sherry Dobbin, Director of
Public Art**

**OCTOBER 8, 2014
MONTREAL**

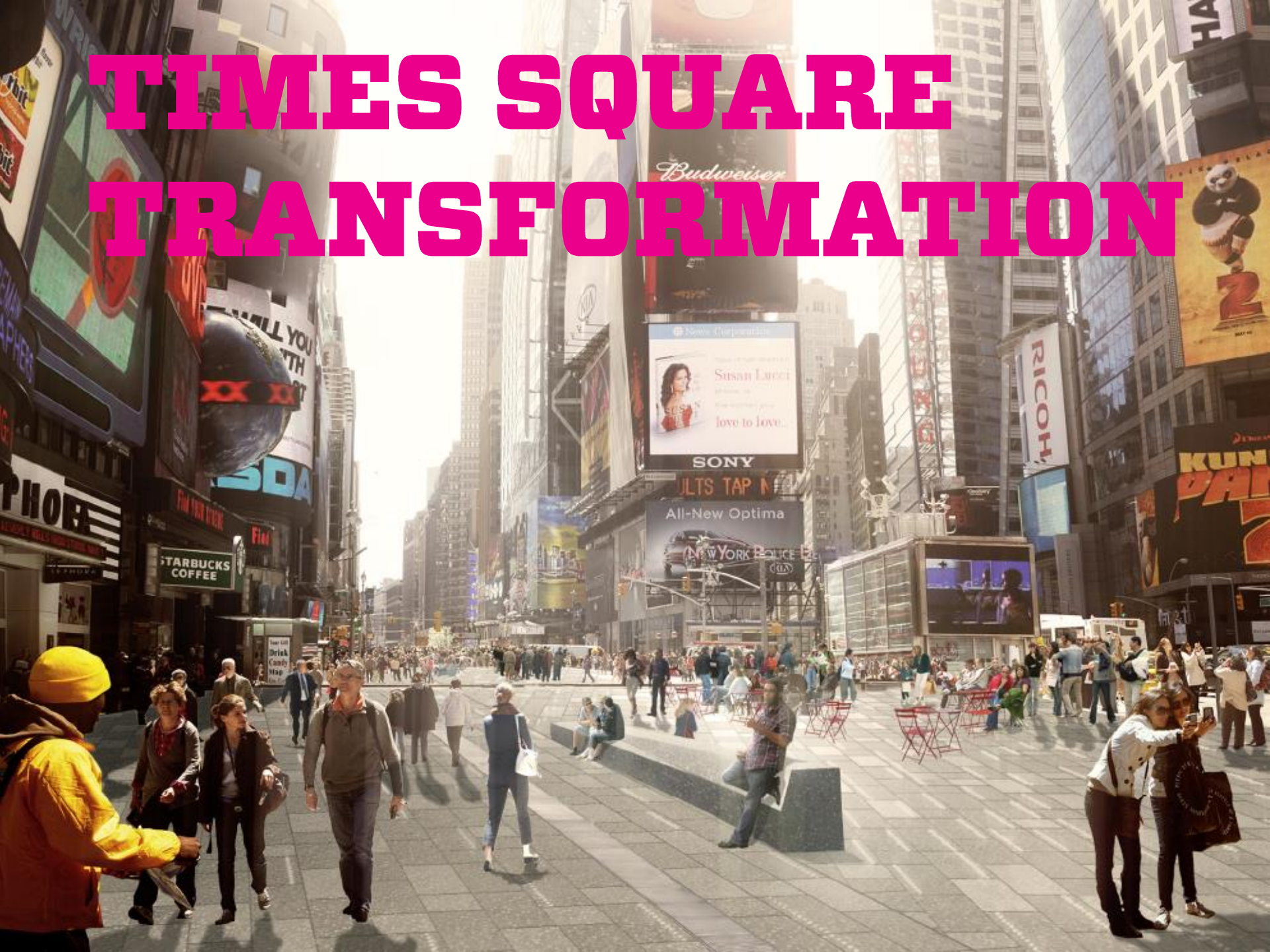
Mission

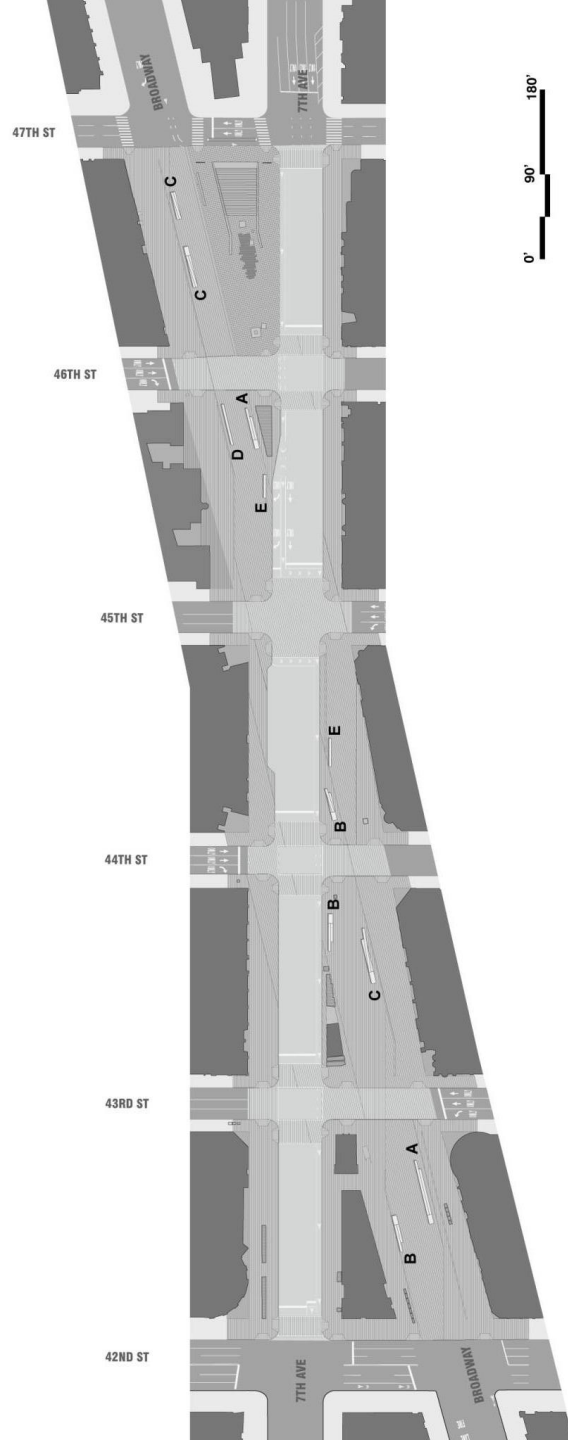
Times Square Arts collaborates with contemporary artists to experiment and engage with one of the world's most iconic urban places

Core Values

- Collaborative
- Boundary-pushing
- Responsive to place
- Conversational
- Transparent

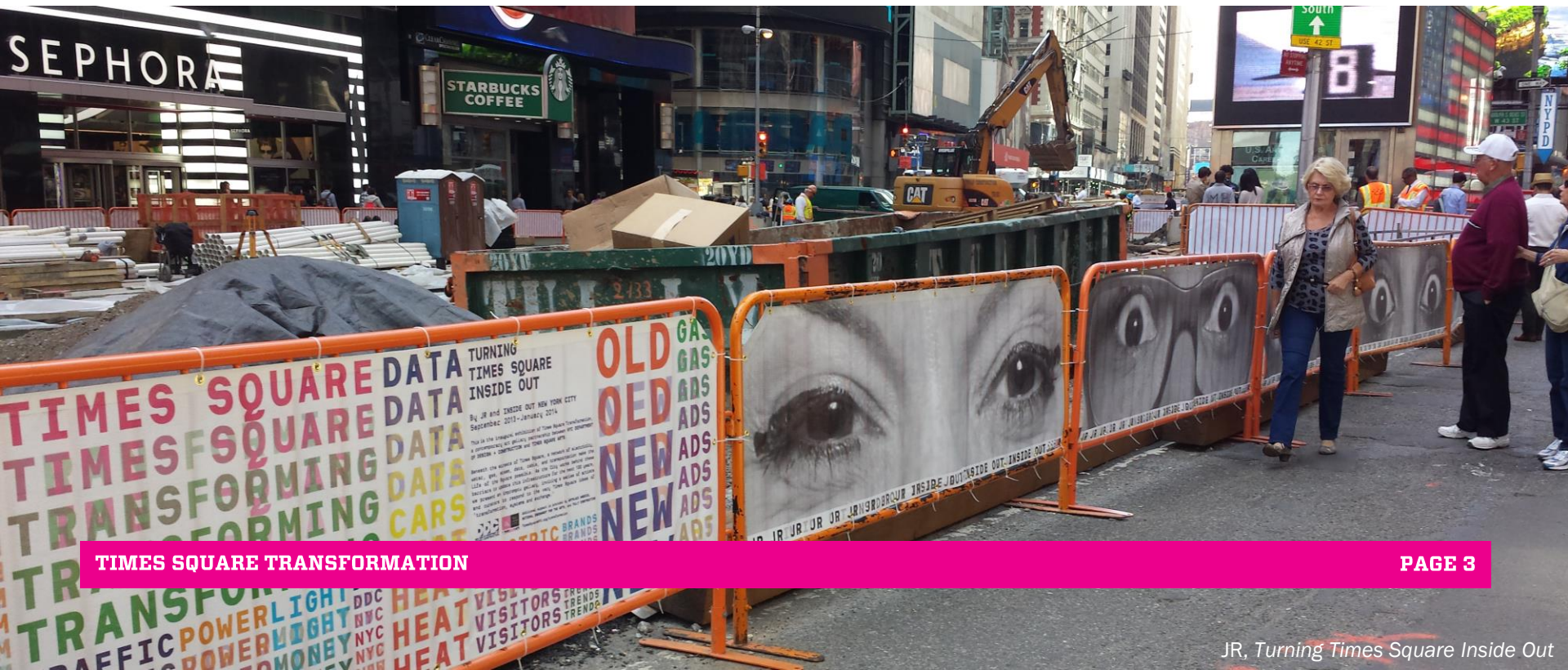
TIMES SQUARE TRANSFORMATION





Context

Times Square Transformation is a collaboration between Times Square Arts and the NYC Department of Design and Construction (DDC) to create a rotating, contemporary art gallery.



Scope and Complexity

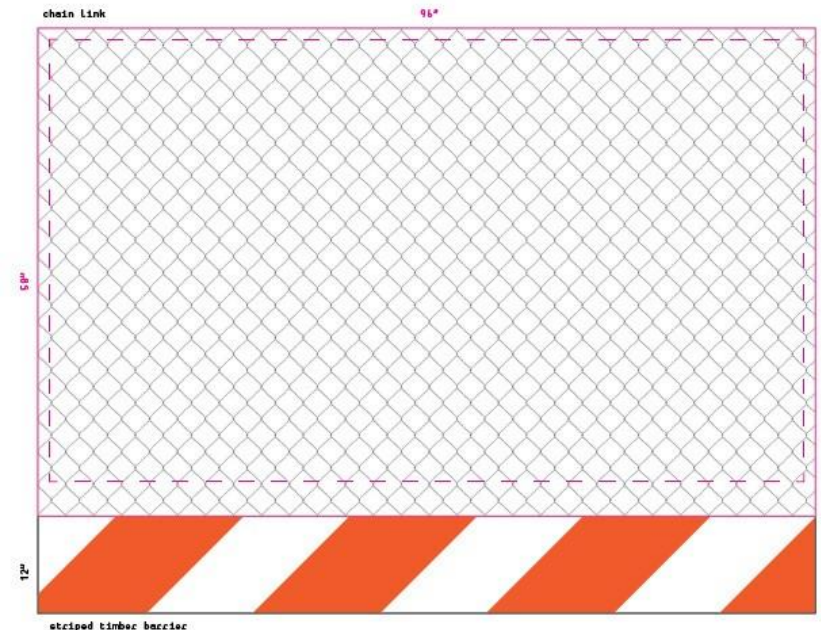
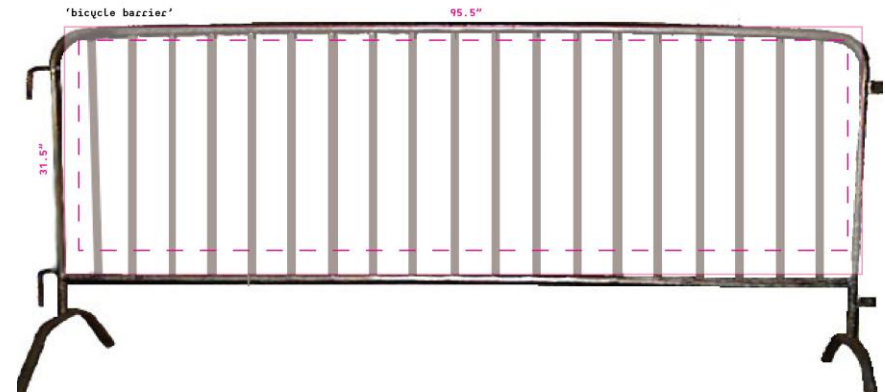
- Must balance the atmosphere of America's most visited tourist destination with the reality of a construction site
- Inspired by Times Square's identity and themes of systems and exchanges
- Durable enough to withstand 24/7 activity and construction messes



Design Integration

Times Square Transformation builds upon the groundbreaking Broadway plaza redesign by incorporating innovation throughout the reconstruction process itself.

Request for Proposals (RFP) provides precise specifications for the construction fencing so that from the start, submissions met the intended caliber of design.



Innovation, Originality and Creativity

Using Times Square Arts' core values as a guide, the objectives of **Times Square Transformation** reflect the desire to use design to inspire positive perceptions of the reconstruction project. **Times Square Transformation** aims to:

- Provide a temporary gallery for contemporary artists of two-dimensional work
- Raise awareness of the creative role and commitment of Times Square Arts throughout the construction process
- Maintain a visually-exciting exhibition that is subject to unpredictable placements of the fencing



Innovation, Originality and Creativity

Times Square Transformation

aims to:

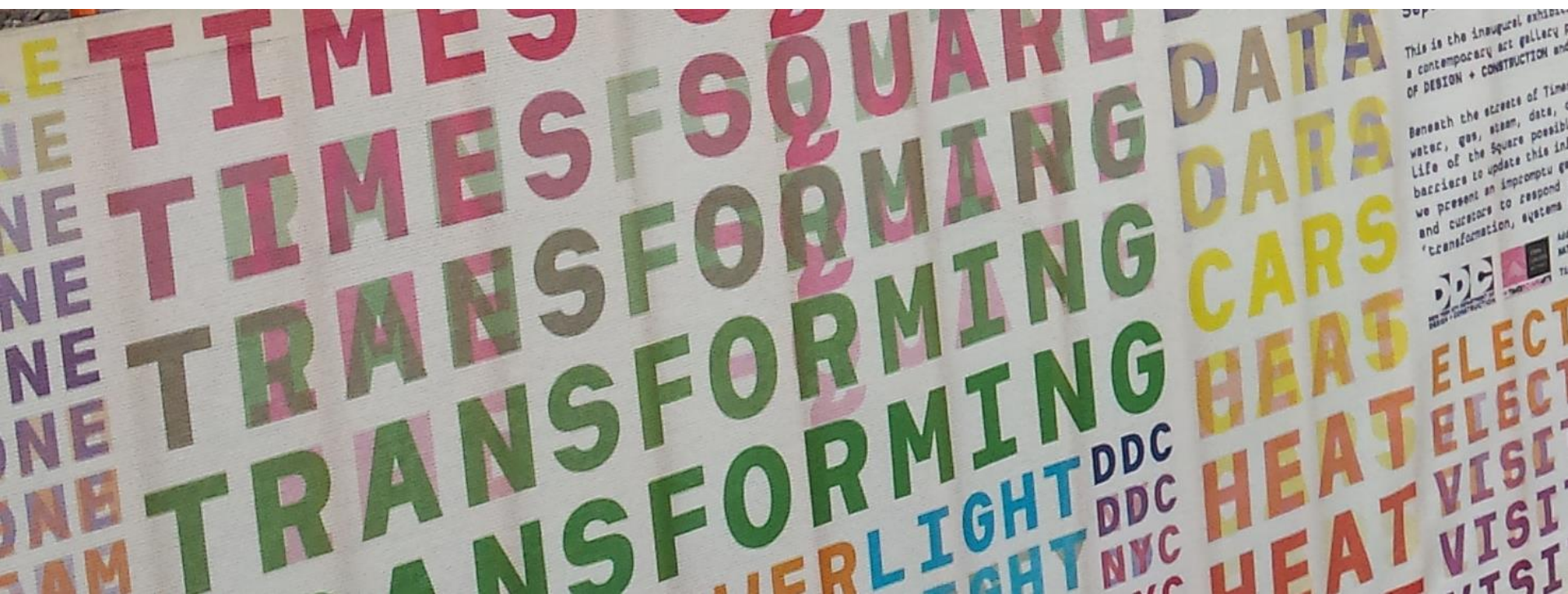
- Reflect the history & vibrancy of Times Square



Innovation, Originality and Creativity

Times Square Transformation aims to:

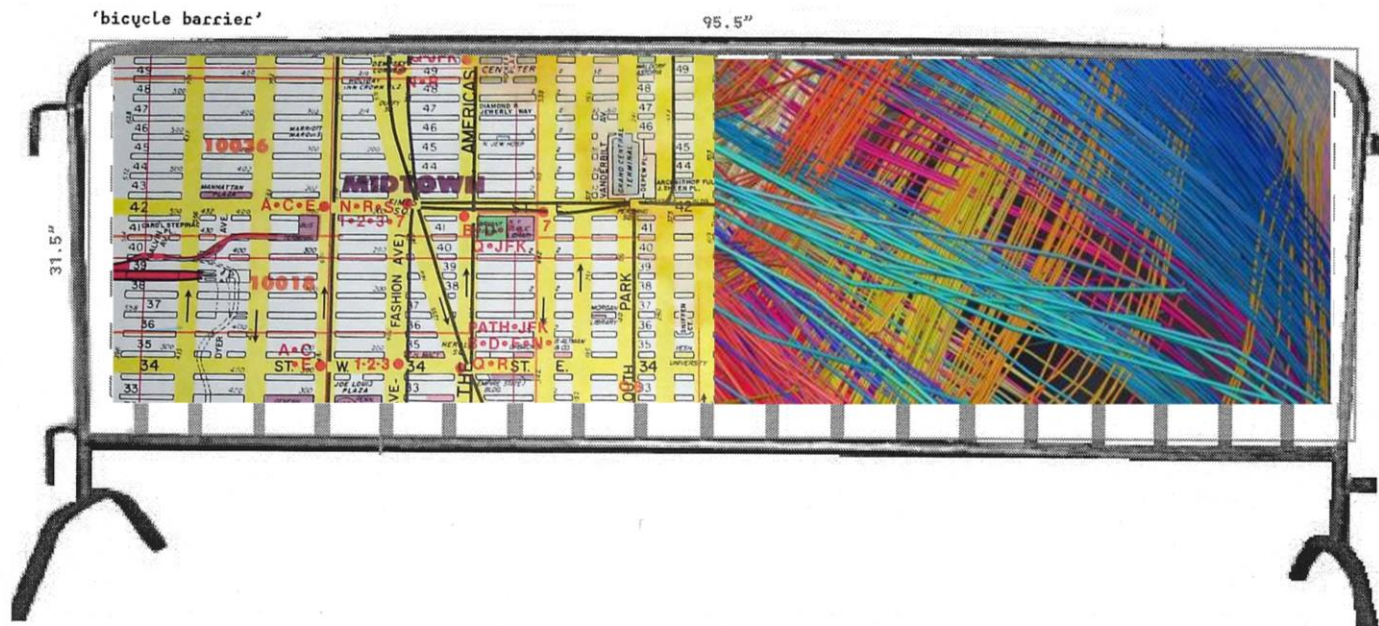
- Generate curiosity and pride in the complexity of public works and infrastructure



Innovation, Originality and Creativity

Times Square Transformation aims to:

- Display original and innovative artwork



Design Expertise

Barry Bergdoll, Professor of Art History, Columbia University (former Philip Johnson Curator of Architecture and Design, Museum of Modern Art)

Wendy Feuer, Assistant Commissioner of Urban Design & Art, NYC Department of Transportation

Tom Finkelpearl, Commissioner, NYC Department of Cultural Affairs (former Executive Director of Queens Museum of Art)

Jennifer Lantzas, Public Art Coordinator, NYC Department of Parks & Recreation

Sara Reisman, Director of Percent for Art, NYC Department of Cultural Affairs

Willy Wong, President Emeritus of AIGA/NY (former Creative Director for NYC & Co.)

Victoria Milne, Director of Creative Services, NYC Department of Design and Construction (NYC DDC)

Kate Howe, former Head of Graphic Design, NYC DDC

Michael Estabrook, Head of Graphic Design, NYC DDC

Tim Tompkins, President, Times Square Alliance

Sherry Dobbin, Director of Public Art, Times Square Alliance

Ellen Goldstein, VP of Planning, Policy & Design, Times Square Alliance

Challenges

- Complications with vinyl mesh wind resistance
- Messaging for the construction company and their community liaison
- Supplemental programming to accompany the exhibition





Mark Salinas, *Thank Yous (Recycled)*. Renderings courtesy of the artist.



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