Artist Open Call: Hudson Square Centennial Mural
Responses to Submitted Questions
Posted: November 25, 2026

Q: Must the artist or team be based in New York City?
A: No. Preference is given to NYC-based teams, but artists based elsewhere may apply, including with NYC-based team members. Selected artists must already be authorized to work in the United States and able to provide a completed IRS Form W-9. Travel and lodging costs are included within the $45,000 artist fee.

Q: May an individual artist apply, and how fully formed does the team need to be at this stage?
A: Yes, individual artists may apply. Applicants don't need to identify all team members, but should identify the artist(s) responsible for the design and describe how they would approach installation, including estimated team size, composition (roles and experience), and any experience working at height on lifts. One person may fill multiple roles, or team members may divide them, such as one preparing print-ready files while another paints.

Q: Can an agency or studio serve as the applicant, contracting, and project management entity?
A: Yes. Proposals should identify the artist(s) responsible for the design, who may not be substituted without HSBID approval. Any agency or studio fees must be included within the $45,000 artist fee.

Q: Are there restrictions or caps on how the budget can be spent?
A: No. The artist team determines how to allocate the $45,000 artist fee, which covers design, print-ready window files, and the painted work, including surface preparation, labor, and materials, as well as any travel and lodging. HSBID and StorageMart will separately provide the lifts, sidewalk closure permits, vinyl printing and installation, and insurance reimbursement. Applicants determine the level of painted detail across the façade; simpler treatments, such as color fields, repeating motifs, or graphic patterns, may be well suited to the upper piers.

Q: May direct-to-surface printing, Polytab, or other pre-made materials be proposed for portions of the façade?
A: No. All painted elements should be painted directly on the façade by the artist team. Printed elements are limited to the window vinyl, which HSBID will produce and install through its own vendor.

Q: What paint system is required? Is there an existing conditions report?
A: HSBID is not prescribing a paint or coating system at this time. The selected artist team will propose an exterior-grade system suited to the façade, to be reviewed with HSBID and the building owner. HSBID does not have a conditions report or information on existing

coatings beyond what is visible on site. All painted work, including any protective coatings, must be able to be painted over for future removal.

Q: Will the existing mural be removed, and what surface preparation is the artist team responsible for?
A: The new work will paint over the existing painted portions of the mural. Surface preparation, including cleaning, removing any loose or flaking paint, and priming, is part of the artist team's scope. Removal of the existing window vinyl and any façade repairs are not.

Q: What is the artist team's responsibility for the vinyl work, including installation on upper floors?
A: The artist team provides print-ready files, makes any necessary technical adjustments, and reviews proofs. HSBID contracts and pays for printing and installation of all window vinyl, including on upper floors. The artist team is not responsible for fabrication or installation errors by HSBID's vendor.

Q: When will the vinyl printer's file specifications and window dimensions be shared?
A: Window and Kalwall panel dimensions will be shared with finalists for concept development. The printer's specifications and templates will be provided to the selected artist at the start of design development.

Q: What hours and days will the lifts and sidewalk closure be available? Are there blackout dates?
A: Work will take place during daytime hours, subject to the sidewalk closure permit. Whether weekend work is possible will be confirmed with the selected team. A portion of the sidewalk must remain open to pedestrians at all times, and the building entrance may not be blocked at any time without prior coordination with and approval from the building. HSBID does not anticipate other significant restrictions. The number of lift days and the schedule for sharing the boom lift with the vinyl installer will be set with the selected team based on its proposed approach. The schedule will allow for adjustments if weather or site conditions prevent safe work.

Q: Who is responsible for site safety, lift training, and coordination between crews?
A: HSBID will provide the lifts, secure the partial sidewalk closure permit, and coordinate between the artist team and the vinyl installer. The artist team is responsible for the safe conduct of its own work, including ensuring its lift operators are properly trained. Before installation, the selected team will outline its approach.

Q: Is insurance required to apply? What insurance is required if selected, and how will insurance costs and liability be handled?
A: No insurance is required to submit a proposal. The selected artist team will need general liability coverage, and workers' compensation coverage as required by New York State law. All coverage must be valid for work in New York. HSBID will review insurance quotes with

the selected team before coverage is purchased and will reimburse the approved cost upon receipt of proof of coverage. Applicants do not need to include insurance in their budgets. Specific insurance requirements and how coverage is arranged, including for individual artists, will be worked out with finalists. Liability provisions will be established in the artist agreement.

Q: Will there be promotion and press around the project?
A: Yes. HSBID plans to promote the project through its own channels and press outreach, and the artist(s) will be credited.

Q: What are the payment schedule, design review timeline, and post-selection work plan requirements?
A: These will be set in the artist agreement with the selected team.

Note: Some submitted questions are already addressed in the artist call and are not repeated here.