



2015-2016

RESIDENCY AT THE CROSSROADS



ABOUT **TIMES SQUARE ALLIANCE**

THE TIMES SQUARE ALLIANCE, FOUNDED IN 1992, WORKS TO IMPROVE AND PROMOTE TIMES SQUARE - CULTIVATING THE CREATIVITY, ENERGY AND EDGE THAT HAVE MADE THE AREA AN ICON OF ENTERTAINMENT, CULTURE AND URBAN LIFE FOR OVER A CENTURY.

ABOUT **TIMES SQUARE ARTS**

TIMES SQUARE ARTS COLLABORATES WITH CONTEMPORARY ARTISTS TO EXPERIMENT AND ENGAGE WITH ONE OF THE WORLD'S MOST ICONIC URBAN PLACES.

TIMES SQUARE ARTS IS A LABORATORY FOR CONTEMPORARY ART IN THE PUBLIC REALM—A PLACE WHERE IDEAS ARE TESTED AND NEW POSSIBILITIES EXPLORED. WE WORK WITH ARTISTS AND CULTURAL INSTITUTIONS TO CREATE DIALOGUES WITH TIMES SQUARE AND ALL OF ITS PHYSICAL AND MYTHOLOGICAL MANIFESTATIONS. THROUGH THE SQUARE'S ELECTRONIC BILLBOARDS, PUBLIC PLAZAS, VACANT AREAS, POPULAR VENUES AND THE ALLIANCE'S OWN ONLINE LANDSCAPE, TIMES SQUARE ARTS INVITES LEADING CONTEMPORARY CREATORS TO HELP THE PUBLIC SEE TIMES SQUARE IN NEW WAYS.



ABOUT THE RESIDENCY

Through a year-long series, Times Square Arts invites four New York City artists (or artist collectives) to Times Square to work, meet with cross-disciplinary collaborators of their choosing, and experiment with the identity and users of the area.

DESCRIPTION

Times Square Arts is launching its inaugural Residency at the Crossroads program, inviting artists to experiment and engage with Times Square's unique urban identity, history and users. In recent years, many artist residencies have taken place in isolated, abandoned or economically underperforming spaces. This residency will invite artists - who used to be much more woven into the fabric of Times Square - back into an economically thriving and dense environment to explore Times Square's identity and evolution at a key moment. In the coming year the new pedestrian plazas will near completion and will potentially transform the experience and identity of the City's best-known public space. The 2015-2016 program will be a series of four three-month residencies focused on bringing artists back into Times Square to allow time for reflection, exploration and experimentation.

Resident artists will be given an insider's view into the management of public spaces and

will be encouraged to engage with professionals who are not artists across the private and public sectors. They will be encouraged to invite multi-disciplinary collaborators of their choice to create interventions, convenings and experiments in Times Square's public spaces, in open studios and online. Resident artists will benefit from the unparalleled public platform of Times Square, while Times Square's users will be exposed to distinctive artistic practices in the public realm.

Visited by anywhere from 300-450,000 users per day, Times Square captures an incredibly diverse population of tourists, employees and residents. However, its very transformation and economic success have severely diminished the number of artists residing in the district. This residency aims to bring artists' creative perspectives back to the district, offering added new narratives to the Times Square story while fostering a new generation of artists working in the public realm.

OBJECTIVE

The residency program's primary objective is to infuse artists into the thriving urban commercial district of Times Square in order to creatively investigate its identity and usage, through observation, experimentation, engagement and documentation. All qualitative results will indirectly inform future programming of the Broadway pedestrian plazas, while also raising a broader, national question of how we nurture and sustain innovation and creativity in successful urban areas, as well as those in crisis.

ARTIST PROFILE

Individual applicants or small collaborative groups of artists based in New York City may apply to the 2015-16 *Residency at the Crossroads*. The residency is open to artists of all disciplines who are interested in working in the public realm, not just those who already consider themselves public artists. Eligible applicants include visual artists, writers, poets, architects, designers, musicians, filmmakers, composers and choreographers. Multi-disciplinary collaborators are encouraged; the selection process aims to represent the greatest diversity of applicants and art forms.





RESULTS

The *Residency at the Crossroads* program is focused on experimentation and collaboration. Prospective outputs may take shape as interventions, performance, convenings, published findings or project proposals. Artists' results will be shared online and potentially in printed publication, as appropriate to the residency.

This residency program addresses a need for the arts sector to develop a new generation of artists who will investigate the public urban context. Our new model embeds artists into the daily fabric of an area to create a more informed identity of the existing patterns and users, while establishing precedence for other cities to consider the inclusion of artists in a sustainable manner within our city centers.

Times Square Arts wants to embed the artist back into the daily community. The program should spark more thoughtful and ambitious future proposals for projects in Times Square and other busy urban spaces. The practice-based research should also contribute to the fields of public art and creative place-making, as well as directly inform the Times Square Alliance through qualitative findings.

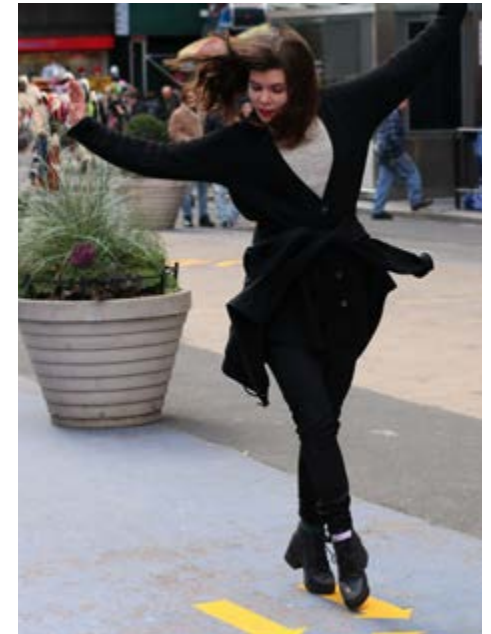
PROVISION

The residency work space will be in an office building, with access to the “Crossroads” (7th Avenue and Broadway from 42nd-47th Streets), requiring the artist(s) to navigate the Times Square District each day and mix with residents, employees and visitors.

- Approximately 600-1,200 square feet of interior work space with power and Wi-Fi
- 24-hour access to work space
- Alliance staff will facilitate operations and sanitation support for experiments in plazas.
- Alliance staff will assist in making introductions, accessing data resources, and will make themselves available for discussion.

BUDGET

- Alliance covers all overhead, staff time, permits, security and sanitation, marketing, documentation.
- \$5,000 residency fee to cover lead artist and collaborator stipends
- The materials budget is set at \$1,500, an intentionally low amount, to ensure the residency emphasizes experimentation and research over full production.



DURATION OF RESIDENCY

Each residency will last three months.

Summer 2015: June - August

Fall 2015: Mid September - Mid December

Winter 2016: January - March

Spring 2016: April - June

APPLICATION PROCESS

Applications can be submitted online through [Slideroom](#). Please ensure all instructions are read thoroughly to make sure your proposal fits the vision of Times Square Arts and its core values.

SELECTION PROCESS

All proposals are first reviewed internally at the Alliance, and then with any relevant residency partners. The proposals will subsequently be reviewed by a Selection Committee comprised of professionals across the arts, design and urban revitalization sectors.





TIMES SQUARE ARTS CORE VALUES

COLLABORATIVE

All of the work of Times Square Arts is the product of collaboration - between the Arts Program and artists, cultural institutions, businesses, non-profits and the leadership and agencies of New York City government. The residents and visitors of Times Square are collaborators as well, because without them the artwork cannot come to life.

RESPONSIVE TO PLACE

All of Times Square Arts' projects respond to Times Square's uniqueness as a place - its physical characteristics (technology, scale, etc.), its diversity and concentration of people, and its multi-faceted role in the popular imagination. By definition, therefore, the work is site-specific and could not happen elsewhere.

BOUNDARY-PUSHING

Times Square is a place where risks are taken and boundaries are pushed. In this spirit, the Arts Program asks artists and cultural organizations to stretch themselves and the audience, so that everyone experiences something new.

CONVERSATIONAL

Times Square Arts creates the conditions for conversations to happen - between the artist and the space, the artwork and the audience, and passersby with one another. Conversations create social capital and connect us to each other; they are also essential to the creative process.

TRANSPARENT TO PUBLIC

The process of artistic creation can be as rich and exciting as the artistic product itself, and yet it is something that most audiences rarely get to experience. The Arts Program is committed to engaging people in new ways by making the creative process transparent - for Alliance stakeholders, partners, and audiences.

SELECTION COMMITTEE

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Cora Cahan, The New 42nd Street*
Susan Chin, Design Trust for Public Space
Marvin Davis, Davis Realty; Chair, Art Advisory Committee*
Dean DiSimone, Designer
Wendy Feuer, DOT Art, NYC Department of Transportation
Eva Franch i Gilabert, Storefront for Art and Architecture
Kemi Ilesanmi, The Laundromat Project
Julia Kaganskiy, New Inc
Jennifer Lantzas, NYC Department of Parks & Recreation
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Brad Samuels, SITU STUDIO
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Brian Tate, MAPP International Productions
David Terry, New York Foundation for the Arts
David van der Leer, Van Alen Institute
Willy Wong, School of Visual Arts

* Times Square Alliance Board Director



TIMES SQUARE ARTS ADVISORS

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Thelma Golden, Studio Museum of Harlem
Kendal Henry, Director, Percent for Art
Christine Jones, Set Designer and Tisch School of the Arts
James King, Harlem Stage
Carin Kuoni, Vera List Center for Art and Politics, The New School
Jennifer Lantzas, NYC Department of Parks & Recreation
Virginia Millhiser, Millhiser & Co.
Mary Miss, Artist
Keith Obadike, Sound Artist
Anne Pasternak, Creative Time
Mark Randall, Worldstudio
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Deirdre Scott, Bronx Council on the Arts
Clyde Valentin, Hip Hop Theater Festival
Yvonne Villareal, Art Production Fund
Manish Vora, Lightbox + Artlog
Claire Weisz, WXY Studio
Willy Wong, School of Visual Arts
Lori Zippay, Electronic Arts Intermix

KEY STAFF

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