

Sunset Park Art Implementation Plan

Brooklyn Wholesale Meat Market
Artist Creative Brief
Public Competition

NYC Economic Development Corporation (NYCEDC) Background

[NYCEDC](#) is a mission-driven, nonprofit organization that works for a vibrant, inclusive, and globally competitive economy for all New Yorkers. NYCEDC takes a comprehensive approach, through four main strategies: strengthen confidence in NYC as a great place to do business; grow innovative sectors with a focus on equity; build neighborhoods as places to live, learn, work, and play; and deliver sustainable infrastructure for communities and the city's future economy.

Program Description and Objectives

This competition is seeking to engage an artist(s) to produce a public mural along 1st Ave between 54th St and 56th St at the Brooklyn Wholesale Meat Market (BWMM), located in Sunset Park, Brooklyn.

This program is part of a broader cohesive cultural strategy in development for NYCEDC-owned assets in Sunset Park, including the Brooklyn Army Terminal (BAT) and BWMM, among other sites. The primary objectives of this program include:

- Boost BAT, BWMM, and surrounding NYCEDC assets' visibility and profiles through public art
- Enliven public spaces with site-specific work, drive engagement, and increase foot traffic for visitors and tenants
- Build relationships with local artists and expand their audience

Project Team

- NYCEDC, [edc.nyc](#) (Client)
- WXY Studio, [wxystudio.com](#) (Project Manager)
- Debra Simon Art Consulting, [dsimonartconsulting.com](#) (Curator)

Responses are requested by January 23, 2026 at 11:59pm and should include:

- Artist CV, including links to website and/or social media channels
- Artist portfolio or presentation of previous work (not to exceed 20 pages)

Please direct all responses to Olivia Jia, art@wxystudio.com, and Debra Simon, debra@dsimonartconsulting.com. Subject Line: *BWMM Competition Response: [ARTIST/ORG NAME]*.

Please submit any questions regarding the competition to art@wxystudio.com by January 9, 2026. Responses will be issued by January 16, 2026. Subject Line: *BWMM Competition Q&A Submission*.

BWMM Background

Constructed in the early 1970s, the BWMM is located in the Sunset Park neighborhood of Brooklyn. The market consists of four buildings, with a total gross built area of approximately 225,000 square feet. The buildings consist of wholesale companies engaged in meat and poultry processing, fish, produce as well as distribution, in addition to other tenants and FDNY.

Artist(s) Criteria

- Artist(s)/organization(s) must be based in Brooklyn, with a preference for artists/organizations based locally in Sunset Park
- Professionally trained
- Public art experience
- Capacity to execute in a professional manner
- Meets fee/budget requirements
- Meets timeline requirements

Artwork Guidelines

- Mural themes should relate to the themes of a working waterfront, the food production and distribution industry, the supply chain that it supports, and/or local jobs
- Content is suitable for all ages
- Overt political, religious, and sexual content is prohibited
- Compelling and memorable
- Visually impactful with cohesive imagery
- Suitable for a diverse audience
- Distinct from marketing, advertising, and wayfinding signs

Commission Agreement

Every installation has an Agreement between the artist and Debra Simon Art Consulting. The Agreement covers the conditions related to the project including, but not limited to, proposal commission, and presentation of artwork, credit, artwork design copyright, budget, artwork location, title, and presentation term.

Budget

The commission for this project is up to \$60,000 and will include all fees and costs related to developing and creating the final mural, including artist fees, priming the wall, paint and other material costs, labor, and installation, including any necessary equipment. Note that more than one artist may be selected for this commission, in which case the total fee will be split between artists. The project team will professionally document and market the installation, which will be provided to the artist for their use.

Process

Upon selection, artist(s) will be issued a Contract with the Curator and commissioned to create a conceptual rendering. A memorandum of \$1,000 of the total \$60,000 commission will be designated for this conceptual phase. Artist(s) will also be expected to attend a formal site visit with the Curator and familiarize themselves with the location as they develop initial renderings and an overall concept. Artist(s) will submit to the Project Manager and Curator renderings/concepts which represent the first draft of the final artwork. Based on feedback from the Project Manager and Curator, the artist(s) will provide a second draft to be viewed by the Client. Upon consideration of client feedback, the artist(s) will submit finished renderings for final approval to the Client. Upon final Client approval, artist(s) will be issued 60% of the total Contract fee. Upon completion of the installation, artist(s) will be issued the remainder of the Contract fee.

Timeline

Artist(s) will be notified of their selection in early Winter 2026, after which concepts will be refined for final approval before site preparation and painting begins in early Spring 2026. The installation will be completed no later than April 30, 2026.

Artwork will be on view indefinitely. Artist should reference the timeline provided in their Contract and provide the Project Manager with a detailed installation schedule. The Client retains the right to alter the exhibition period at their discretion.

Press Relations

A press release will be issued that includes a quote from the Artist(s), NYCEDC, WXY Studio, and the Curator. The media strategy will focus on design/social/art world media as well as local and NYC-based outlets via news release distribution and proactive pitching, including in-person media tours with reporters, NYCEDC representatives, the artists, and Curator. Artists are expected to be available for interviews and photo opportunities. An opening reception will also be hosted in Spring 2026 to celebrate the installation of several artworks across various EDC assets in Sunset Park.

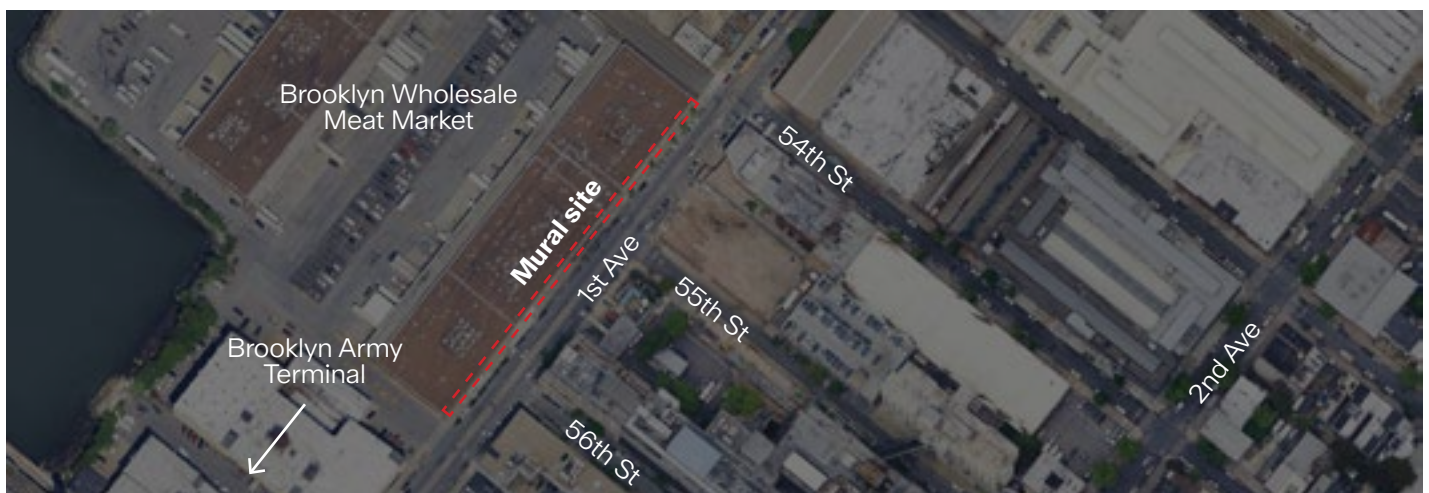
Marketing

The artwork will be featured on owned NYCEDC assets including website, media center, and social media accounts. Digital and print signage will be posted where possible, and the selected Artist is expected to promote their work and participation on their social media channels and website, if applicable. The Artist must provide the Project Manager and Curator with marketing assets – such as bio, artist statement, links, and images—within 10 days of the Contract being issued.

Credits

The Artist should credit NYCEDC, WXY Studio, and Debra Simon Art Consulting on all posts and promotions related to the project. If the Artist uses an installation/exhibition photo provided by Debra Simon Art Consulting in their own marketing and promotions, they should credit the photographer (TBC). Social media credits listed below.

- Curator credit:
@debrasimonartconsulting
- Photographer credit: TBC
- Hashtags: TBC
- Tags: @wxystudio @nycedc



BWMM site map

Installation Locations

The artwork will occupy three recessed panels in the wall pictured below, located along 1st Avenue. More than one artist may be selected, in which case a panel(s) would be assigned to each artist. The artwork will be adjacent to an existing mural by Groundswell that will remain on the BWMM, to the left of panel A.

Site Measurements

Panel A: 12.9' x 100'

Panel B (note that a door separates B into two panels): 11.5' x 12.1'; 11.5' x 94.6'

Panel C: 11.5' x 77'



BWMM



Existing community mural