



CHINATOWN WELCOME GATEWAY DESIGN BRIEF

May 19, 2025

DCLA:

Kendal Henry, Assistant Commissioner, Public Art
David Mandel, Community Liaison, Public Art

EDC:

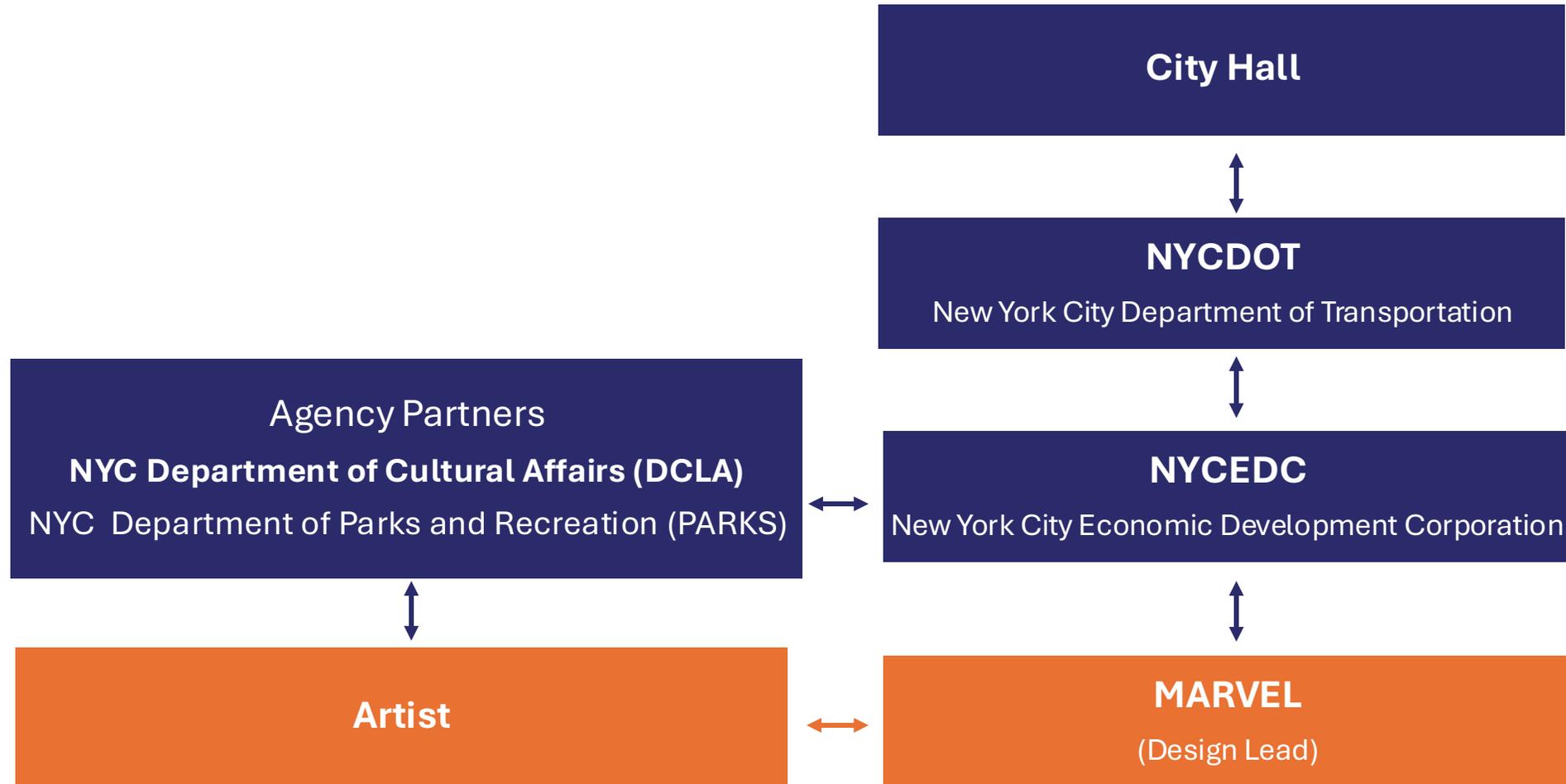
Kathleen Chan, Vice President, Capital Program
Sara Herrera, Project Manager, Capital Program
Gigi Li, Vice-President, Government & Community Relations

AGENDA

- **Project Background**
- **Chinatown Welcome Gateway Design Brief**
- **DCLA Percent for Art Program – Artist Selection Process**
- **Q+A**

BACKGROUND

PROJECT STRUCTURE



CHINATOWN WELCOME GATEWAY SUBGROUP

Overview

- Chinatown welcome gateway subgroup is a group of community leaders that help guide the gateway process from design to implementation.
- The group is organized and supported by NYCEDC, DCLA, and NYSDOS.
- The subgroup developed the design brief after 6 meetings over a six month period.

Members

- Kenny Chan, United Overseas Fujianese Ass'n of America
- Nolan Chang, Community Leader
- Wellington Chen, Chinatown BID/LDC
- Gabe Mui, American Legion – Post 1291
- Raymond Tsang, Chinese Consolidated Benevolent Association
- Cheryl Wing-Zi Wong, Local Artist

The Design Brief was prepared by the following Consulting Teams: 3x3, Public Works Partners, and Fu Wilmers Design.

DESIGN BRIEF

CHINATOWN CONNECTIONS OVERVIEW

1 Kimlau Square Redesign

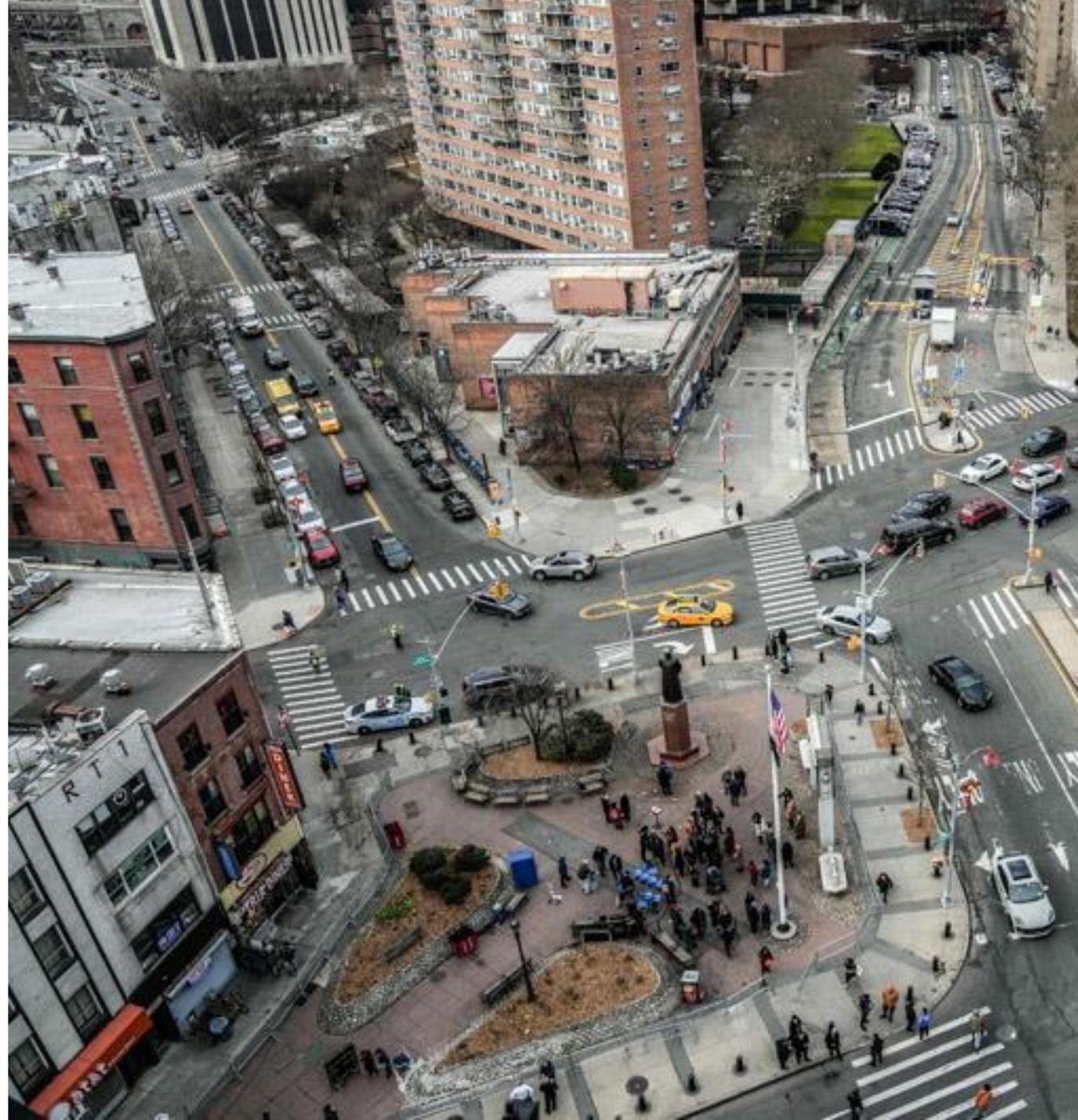
Improve multimodal circulation.

2 Chinatown Welcome Gateway

Celebrate cultural heritage.

3 Park Row Beautification

Improve pedestrian experience.



CHINATOWN WELCOME GATEWAY

A public art piece intended to highlight Chinatown, Manhattan's cultural heritage and fulfill a longstanding community desire for an iconic symbol to demarcate a key entrance to the neighborhood.



CHINATOWN WELCOME GATEWAY

- Located redesigned Kimlau Square.
- Currently a six-point intersection with complex traffic movements, it will be redesigned as a standard four-way intersection with expanded public space
- Must coexist with the Kimlau War Memorial Arch (1) and Lin Ze Ku Statue (2)



MEANING OF GATEWAYS

Prepare you for what lies ahead, a marker to move throughout a neighborhood

Serve as a community gathering place

Invite you to experience a rite of passage

Guide you towards a public space

Serve as a welcoming symbol

Be the physical manifestation of heritage and cultural tradition

HISTORY OF GATEWAYS

In Chinese culture, gateways have historically held significant importance as portals and heritage markers in public spaces varying in materiality, often elaborately designed, and commemorate important events, spiritual convergence points, and key commercial districts.



CONTEMPORARY GATEWAYS

Today, in North America, gateways have become an integral part of urban cultural landscapes and attract visitors, pay tribute to traditions of Chinese culture, act as symbols of unity, and take on a variety of forms.



"Chinatown is a vibrant ecosystem, cultural home not only to its residents but to a wider population of Asian diaspora"

"A Gateway in Chinatown honors our history and traditions, bridging the past and the future."

"It reflects waves of new immigrants, languages, dialects, food, and migration."

"Chinatown is the birth of the East Coast Asian American movement."

"We don't want to feel isolated and disconnected; we want to feel pride and belonging."

"The neighborhood is not monolithic but an amalgamation of different histories and communities, centuries of history."

DESIGN GUIDELINES

01

MULTIFACETED EXPERIENCE

Ensure the Welcome Gateway is not a monolith but an interactive experience that extends beyond its physical structure.

02

GUIDING SYMBOL

Design the Welcome Gateway to be a clear and recognizable symbol, serving as a prominent entry point and wayfinding feature for visitors.

03

GATHERING SPACE

Design the Welcome Gateway as an integral part of the community, creating a surrounding space that invites community members to gather and rest.

04

CELEBRATE HERITAGE

The Welcome Gateway should honor Chinatown's rich cultural heritage, celebrate diversity, and foster a sense of belonging.

MULTIFACETED EXPERIENCE

- Utilize murals, interactive facades, and other cityscape elements to extend the Welcome Gateway's presence.
- Create an immersive experience through a spillover of elements.
- Use varying heights, sizes, multiple structures, and unexpected features.



GUIDING SYMBOL

- Ensure the design is culturally authentic to Chinatown communities.
- Incorporate modern and non-textual wayfinding elements.
- Design elements related to orientation should be reflective of Chinatown's history.



GATHERING SPACE

- Allow for rest and relaxation with flexible space surrounding the Welcome Gateway.
- Incorporate design features such as lighting and signage.
- Understand the Welcome Gateway is deeply connected with surrounding monuments and redesign of Kimlau Square.



CELEBRATE HERITAGE

- Reflect Chinatown's past while celebrating its present and future.
- Celebrate the diversity within Chinatown, including stories, languages, foods, and experiences.
- Avoid oversimplified representations of Chinese American culture.



Q+A



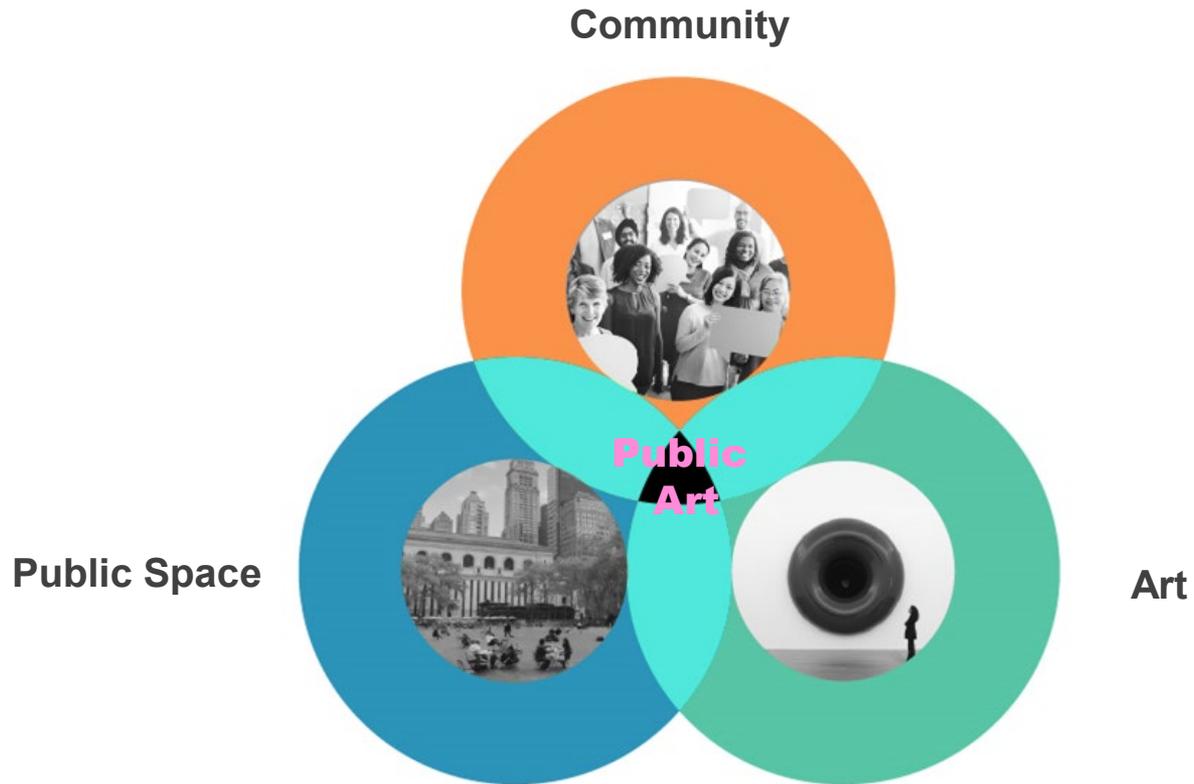
Percent *for* Art Program

Chinatown Connections – Chinatown Welcome Gateway

Information Session

May 2025

What is Public Art ?



NYC Percent for Art Program History

In 1982, Local Law 65, the Percent for Art Law was passed, which states that 1% of the capital funds appropriated for newly constructed or reconstructed City-owned buildings or sites must be allocated for works of art.



Dedication of *Growth*, the first Percent for Art commission, 1985



Growth by Jorge Luis Rodriguez at East Harlem Art Park, 2021

Percent for Art Process

Site Eligibility Criteria



Amanda Williams and Olalekan Jeyifous
Shirley Chisholm Monument, *"Our Democracy, Our Legacy"*
Preliminary Design Rendering, 2024
Parkside and Ocean Avenues, Prospect Park, Brooklyn, NY

Commissions are installed in new or reconstructed City-owned property, such as:

- COURTHOUSES
- PARKS
- CULTURAL INSTITUTIONS
- POLICE PRECINCTS
- FIRE STATIONS
- STREETSCAPES
- PLAZAS
- LIBRARIES
- SCHOOLS
- HEALTH CENTERS
- DETENTION CENTERS

Percent for Art Process

Artwork Criteria

- Commission artwork of the highest caliber possible
- Set a national example for public art commissioning, while reflecting contemporary art practices.

1. Appropriateness to the site's architecture, function and users
2. Skilled craftsmanship
3. Clarity of artistic vision
4. Consideration of cost and durability
5. The public commission is true to the artist's sensibility



Jane Benson

Mirror Globe (Mapping the New World), 2012

IS HS 585, Queens

Percent for Art Process

Artist Criteria

- At least 18 years of age and authorized to work within the U.S.
- Statement of Approach
- Examples of previous work
- Ability to collaborate with a design team
- Ability to build deep and meaningful relationships with communities



Nobuho Nagasawa
Luminescence, 2018
Hunter's Point South Park, Long Island City 11101

WHAT IS THE PROCESS FOR COMMISSIONING A NEW WORK OF ART?



Melissa Calderón
Para Roberto, 2019

Roberto Clemente Plaza: 149th Street and 3rd Ave, The Bronx

Percent for Art Process

Artist / Architect Collaboration

- Artist works collaboratively with the Design Team to design artwork(s) that is fully integrated within the site of the capital project.
- Artists do not enter the process with a pre-conceived proposal.
- Artist is selected through a charette – a brainstorming activity - which emphasizes compatibility with the design team and the potential to realize their artistic vision through successful collaboration.
- The Artist / Architect Collaboration model allows for continuous input throughout the design development process
- Provides opportunity for deeper community participation as the artist develops their design - and ultimately shared ownership.



George Trakas
Waterfront Nature Walk, 2007, 2021
Newton Creek Wastewater Treatment Plant,
329 Greenpoint Ave, Brooklyn, NY 11222

Artist Selection Panel Composition

Voting Panelists

- DCLA Commissioner or Designee (Panel Chair)
- Representative of Percent for Art Program (DCLA)
- Representative of Design Agency (EDC)
- Representative of Sponsor Agency (DOT)
- Representative of Design Team (Marvel)
- Representatives of the public who are arts professionals - knowledgeable about public art, the project, and the community in which the project will be located

Advisory Panelists

- Working Group members
- Local organizations and community groups
- General public
- Local Borough President, Council Member and Community Board Representatives
- Public Design Commission (PDC)
- Program Staff (DCLA, EDC, DOT, DPR)

Artist Selection Process

Artist / Architect Collaboration

Panel Meeting

- Introduction to Percent for Art
- Design Team presents the project, **highlighting potential artwork locations**
- **Community context and insights are shared by stakeholders**
- **Review past work of artists** under consideration presented by DCLA
- **Voting and Advisory panel members narrow the list to identify finalists** and alternates to invite to participate in Design Charrettes

Design Charrettes

- Each finalist participates in a **collaborative conversation with the Project Team** to discuss their creative practice, working process, artistic approach and brainstorm potential possibilities in relation to the project.
- **Advisory and Voting Panelists attend virtually and may submit questions** moderated by DCLA and integrated into the discussion. Panelists debrief with the project team.

Artist Selection Meeting

- Design Team in conversation with City Agencies, share impressions to **decide which artist is best suited to collaborate on this project.**
- Voting and Advisory panel members provide input into the discussion and share preferences.
- **Final selection** is made by the Design Team, in consultation with the City Agencies. (DCLA, EDC, DOT)

HOW CAN I PARTICIPATE IN THE PERCENT FOR ART PROCESS?



Stephen Antonakos
Neon for the 59th Street Marine Transfer Station, 1990
59th Street Marine Transfer Station, 59th Street and 12th Avenue, Manhattan

Opportunities for Community Participation

INITIATION Current Phase	ARTIST SELECTION			DESIGN DEVELOPMENT	
Project Initiation	Artist Selection Panel	Design Charrettes	Artist Selection Meeting	Artist Community Presentation	PDC Conceptual Design Review
<ul style="list-style-type: none"> • Community Project Brief from EDC to share goals / hopes for the artwork • Community suggests panel members • Community shares artist suggestions to be considered for Panel 	<ul style="list-style-type: none"> • Selection Panel (including community Advisory panel members) reviews the previous work of artist pool and votes to select finalists and alternates to invite to participate in Design Charrette 	<ul style="list-style-type: none"> • Community Members attend virtually and may submit questions moderated by DCLA and integrated into the discussions. • Daily debrief at end of charrettes 	<ul style="list-style-type: none"> • Community Members participate in discussion as Advisory Panelists, providing feedback and final impressions to inform the final voting selection. 	<ul style="list-style-type: none"> • Conceptual Design presentation by Artist • Q+A with Artist and Feedback from Community Members • Letter of Support requested from Community Board 	<ul style="list-style-type: none"> • PDC meeting is open to the public • Members of the public may provide testimony • PDC votes for Conceptual Design Approval

Opportunities for Community Participation

Panelist Considerations

Voting Panelists should be:

- 18 Years of age
- Arts professional, knowledgeable about:
 - contemporary art
 - the community where the project is taking place
- **Provide a short letter of interest with email address and phone number. Final panel composition is selected by DCLA.**

Advisory Panelists should be:

- Knowledgeable about:
 - community issues and interests where the project is taking place
- **Provide name/email/address/affiliation**

Email: PercentInfo@culture.nyc.gov

with Chinatown Connections in the subject line



Cai Guo-Qiang
One Stone, 2007
Bronx County Hall of Justice
265 E 161st St, The Bronx

Opportunities for Community Participation

Artist Considerations

OPEN CALL FOR ARTISTS

- Artists may express interest by responding to the open call.
- Call will be informed by the Design Brief (Community Research)
- The artist call is posted on the DCLA website with instructions. Artists submit materials through an online application portal.
- The artist call is shared throughout DCLA's networks. Additionally, all project stakeholders are encouraged to promote the call and suggest artists for consideration.
- The artist call is one of the methods DCLA uses to develop the artist pool for the artist selection panel meeting.

WHO MAY APPLY

- Professional visual artists or artist teams, working in any and all media, legally authorized to work in the U.S., and who are at least 18 years of age, are eligible to apply.



Alison Saar

Swing Low: Harriet Tubman Memorial, 2007
St. Nicholas Avenue, Frederick Douglass Boulevard and
122nd Street, Harlem



THANK YOU

FOR MORE INFORMATION

NYC Department of Cultural Affairs - Percent for Art Program

Website: www.nyc.gov/culture

Email: PercentInfo@culture.nyc.gov, Phone: 212-298-8700