



City Canvas Pre-Approved Art Portfolio

Venazir Martinez, *The Shaping of New York*, 2024

City Canvas

Pre-Approved Art

There are more than 300 miles of construction fences, sidewalk sheds, and scaffolding in New York City. While these temporary protective structures are important for pedestrian safety, they are often unappealing components of the urban landscape. City Canvas is a program of the NYC Department of Cultural Affairs (DCLA) which allows the installation of temporary visual art on eligible temporary protective structures. City Canvas both improves the pedestrian experience for NYC residents and visitors across the five boroughs, while providing opportunities for local artists to display their work in prominent locations across the five boroughs.

City Canvas was initiated as a temporary pilot program in 2018 and made permanent in September 2023 through a local law which amended the New York City Charter and Building Code to permit the display of artwork on temporary protective structures (i.e., construction sheds, fences, and scaffolding). When filing an initial application permit for a temporary protective structure, property owners are automatically enrolled in the program and are offered an opt out option. Under the City Canvas program, there are two avenues for property owners to install artwork on temporary protective structures, Site-Specific Artwork and Pre-Approved Artwork.

Pre-Approved Artwork (one example of which is featured in this document) is commissioned directly by DCLA through periodic open calls pursuant to section 2508 of Chapter 67 of the New York City charter. Each commission complies with all expected standards and may be licensed by property owners for a fee to be negotiated with artists. Visit our Licensing and Fee Guidelines online at nyc.gov/citycanvas

Each Pre-Approved Artwork includes a suite of three components designed for each type of temporary protective structure: construction sheds, fences, and scaffolding. Each component can be used discretely or in ensembles. All Pre-Approved Artworks are designed to be highly flexible and can adapt to a wide range of construction site contexts and conditions. The mockups presented here are for a 100 foot wide construction site that is nine stories tall. Each component mockup is accompanied by a verbal description written by the artist.

For questions and inquiries email: citycanvas@culture.nyc.gov

Step by Step Process

- Select a piece from the Pre-Approved Artwork Portfolio.
- Review the Licensing and Fee Guidelines online at nyc.gov/citycanvas
- Email citycanvas@culture.nyc.gov a request to use selected Pre-Approved Artwork.
- DCLA will liaise a connection with Artist.
- Negotiate and complete a licensing agreement with Artist.
- Artist will provide the art files.
- Prepare a print layout with a fabricator.
- Confirm print layout with Artist.
- Send DCLA final layout and completed license agreement.
- DCLA will review, sign, and send back an approval notice.
- Upload the approval notice to DOB NOW.

Other Artworks in The Pre-Approved Art Portfolio

Ebony Bolt, *The Jungle and The City*, 2024

Lauren Camara, *Paper Stories*, 2024

Venazir Hannah Martinez, *The Shaping of New York*, 2024

Neko Jiang, *Hidden Forest*, 2024

Denae N. Howard, *Little Titans Run New York*, 2024

Dennis RedMoon Darkeem, *Travelers*, 2024

Bayeté Ross Smith, *Our Kind Of People and Mirrors*, 2024

Nikki Scioscia, *Plant Walk*, 2024

Zazu Swistel, *The Urbanite's Clinic For Decadence and Decay*, 2024

Annette Weintraub, *The Myrtle Walks*, 2024



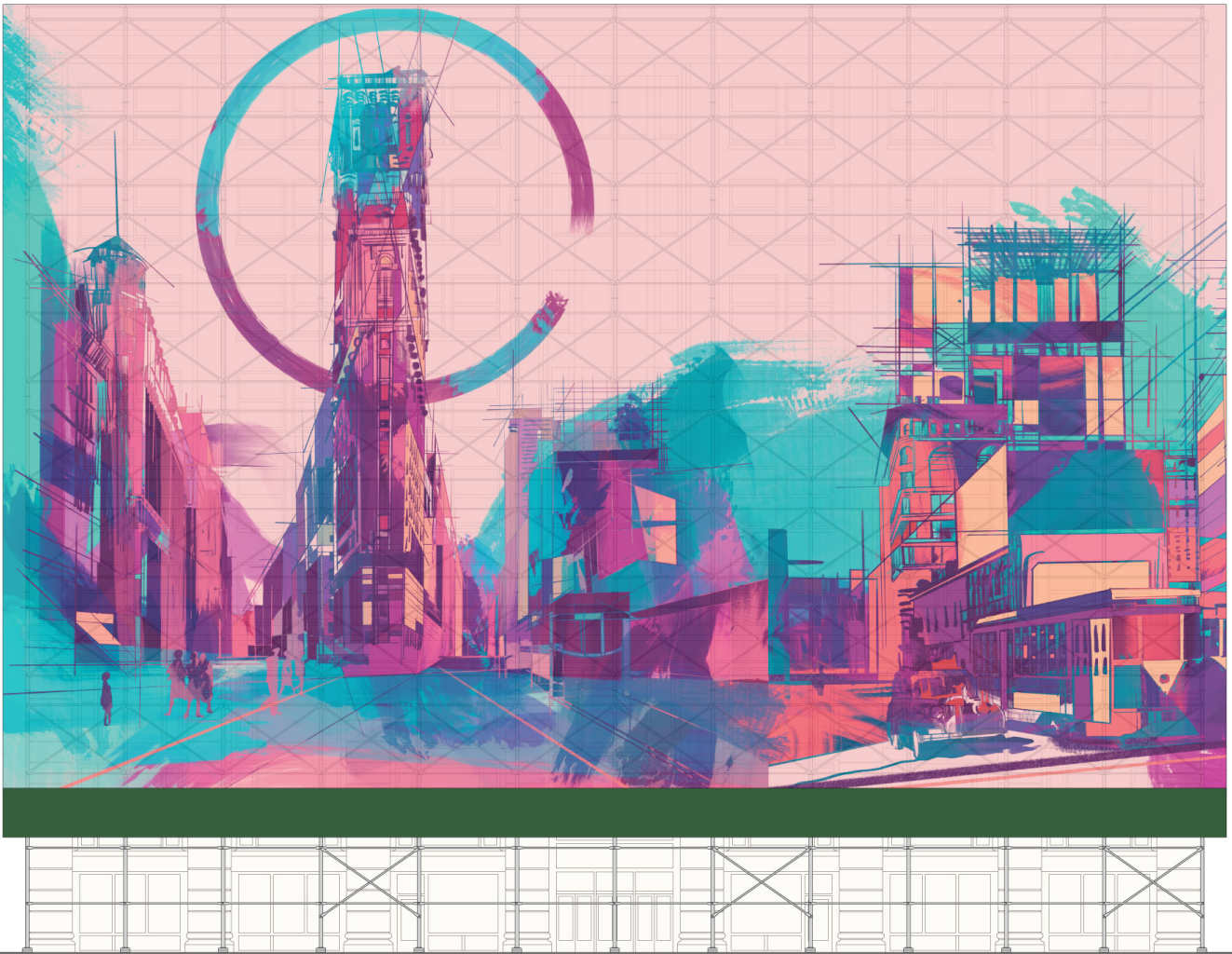
Venazir Martinez, *The Shaping of New York*, 2024

Artist Statement

Venazir, a Filipina street muralist and visual anthropologist, weaves a vibrant tapestry of intersectional stories, exploring the intricate relationships between human traditions and the ever-changing landscapes that shape them. Through her dynamic, fragmented, and animated works, she threads the narratives of diverse cultural communities in which she has immersed herself in, binding them with a symbolic red thread. With bold brushstrokes and a kaleidoscope of hues, Venazir strives to connect the world through her murals, creating a unified and resilient fabric that celebrates the beauty of our shared human experience.

Project Description

My art delves into the untold stories of migration, from the Industrial Revolution to the present day, and how they've shaped the city's iconic landscapes. Visualized through vibrant blocks of bold brushstrokes and delineated structures, I reveal the resilience and creativity of the people who've built New York City, generation by generation. From the bustling streets of Times Square to the ever-changing skylines, I capture the fleeting moments of New Yorkers amidst the city's architectural tapestry. These images are testaments to the diverse experiences woven into the fabric of the city, honoring the people who've made New York the vibrant, dynamic hub it is today. A poignant red thread weaves through the hearts of the people connecting the past to the present. I invite viewers to reflect on the enduring spirit of progress and the collective journey that's shaped the city. My art reminds us that the spaces we inhabit have a profound impact on our lives and communities, and that the stories we tell ourselves about the past shape our understanding of the present and our vision for the future.



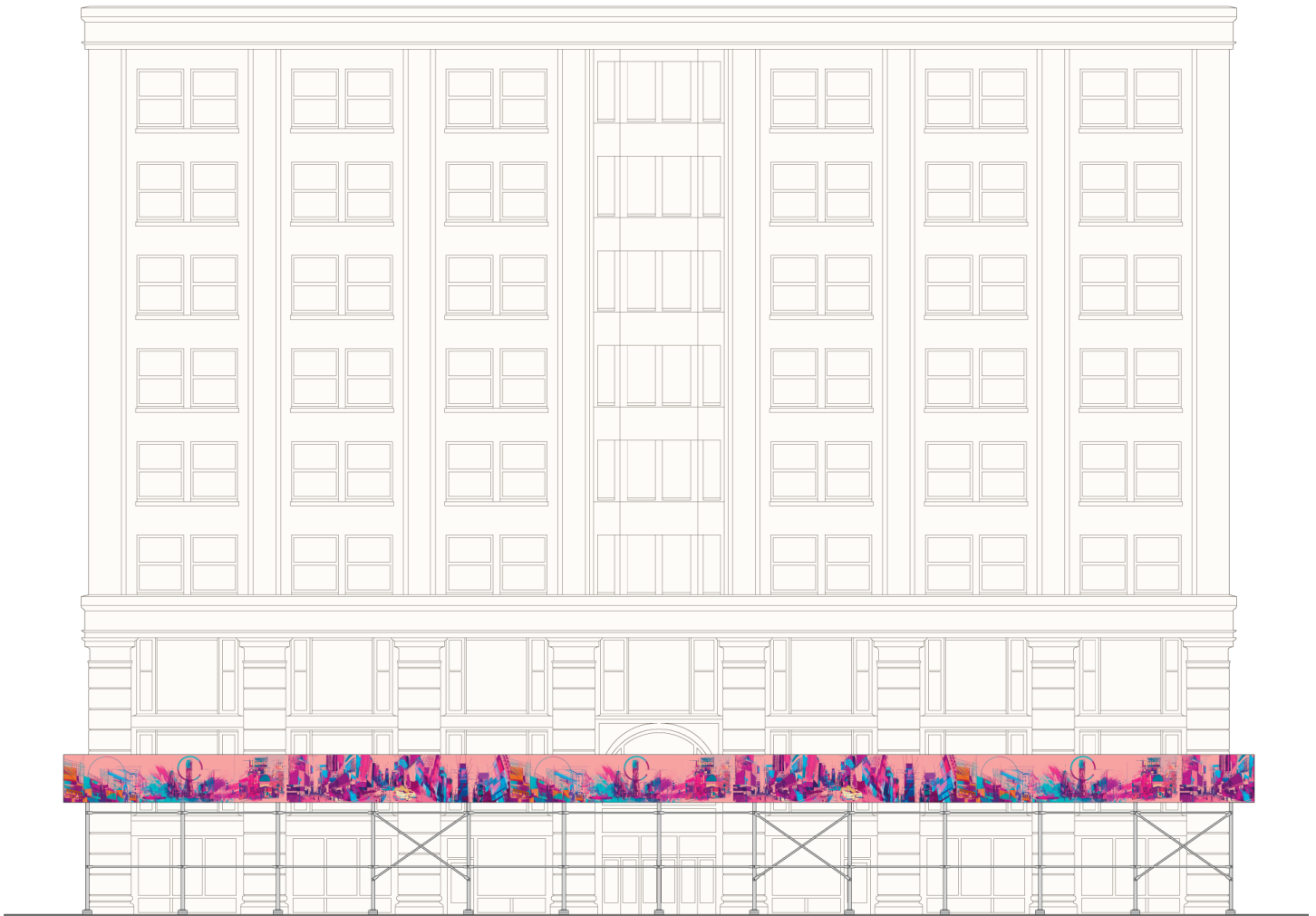
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Supported Scaffold / Netting Artwork Description

The artwork captures a moment of frozen and in time during the Industrial Revolution what is now called Times Square, New York City. The scene unfolds against a backdrop of humble buildings, their skeletal frames delineated in a two-point perspective, a testament to human ambition and ingenuity. In the foreground, are people illustrated in silhouettes in shades of purple, blue and teal. The overall scene is filled with artistic elements such as bold brush strokes and gradient lines, giving the painting a dynamic and lively feel. The overall color scheme of the image consists of shades of purple, pink, teal, and yellow as highlights.

Supported Scaffold / Netting

Scaffold is a temporary elevated platform, including its supporting structure, erected at a construction site to support workers and/or materials and providing aboveground access to the building's exterior. A scaffold may also serve as a frame for installing safety netting. Artwork displayed on supportive scaffolds will be printed directly onto netting and secured using zip ties that loop directly through it. More information is available on the [Department of Building's website](#).



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Sidewalk Shed Artwork Description

The artwork captures a moment of frozen and in time during the Industrial Revolution what is now called Times Square, New York City. The scene unfolds against a backdrop of humble buildings, their skeletal frames delineated in a two-point perspective, a testament to human ambition and ingenuity. In the foreground, are people illustrated in silhouettes in shades of dark purple, fuchsia and a subtle yellow to illuminate their faces. The overall scene is filled with artistic elements such as bold brush strokes and gradient lines, giving the painting a dynamic and lively feel. The colors used in the artwork range from shades of fuchsia to a mix of teal and purple tones, creating a visually appealing composition.

About Sidewalk Sheds

The most common temporary protective structures are sidewalk sheds which are made of wood and must be a minimum of 5 feet wide, 4 feet tall, and provide a minimum of 8 feet clearance. Artwork displayed on a sidewalk shed will be printed on vinyl that will be fastened to the outer sides and ends of sheds either by stretching it over the shed and fastening to the back or by affixing such material to self-adhesive panels that adhere directly to the shed. More information is available on the [Department of Building's website](#).



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Construction Fence Artwork Description

In the foreground, a vibrant tapestry of migrant workers from diverse cultural backgrounds comes alive, spanning from the early 1900s to present-day New Yorkers connected by a poignant red thread. Perched precariously on the edges of under-construction buildings, these figures are captured in moments of contemplation and action, their faces etched with determination. Some sit pensively, gazing out over the cityscape with a sense of resolve, while others are frozen in motion, their labor a testament to the tireless efforts that have shaped this metropolis. Steel and cotton mill workers, construction laborers, and other unsung heroes are depicted in mid-stride, their movements a powerful tribute to the enduring spirit of progress. As the artwork unfolds, the scenes seamlessly transition to present-day New Yorkers, actively contributing to the city's evolution. We see individuals cleaning streets, helping the homeless, planting trees, and even savoring coffee in the streets—all integral threads in the rich fabric of today's urban culture. The overall color scheme of the image consists of shades of purple, pink, teal, and yellow as highlights.

About Construction Fences

Construction fences are at least 8 feet high and may be made of wood, corrugated metal, or chain link materials. Fences made of solid materials include 1 x 1 foot plexi-glass viewing panels every 25 feet and are installed between three and six feet above ground level. Artwork displayed on a construction fence will be printed on vinyl that will be fastened to the outer sides and ends of fence either by stretching it over the fence and fastening to the back or by affixing such material to self-adhesive panels that adhere directly to the surface. Chain link fencing may require the vinyl print to include grommets in order to secure the art using zip-ties. More information is available on the [Department of Building's website](#).

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Supported Scaffold / Netting Artwork

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Sidewalk Shed Artwork



Sidewalk Shed Artwork, detail



Sidewalk Shed Artwork, detail

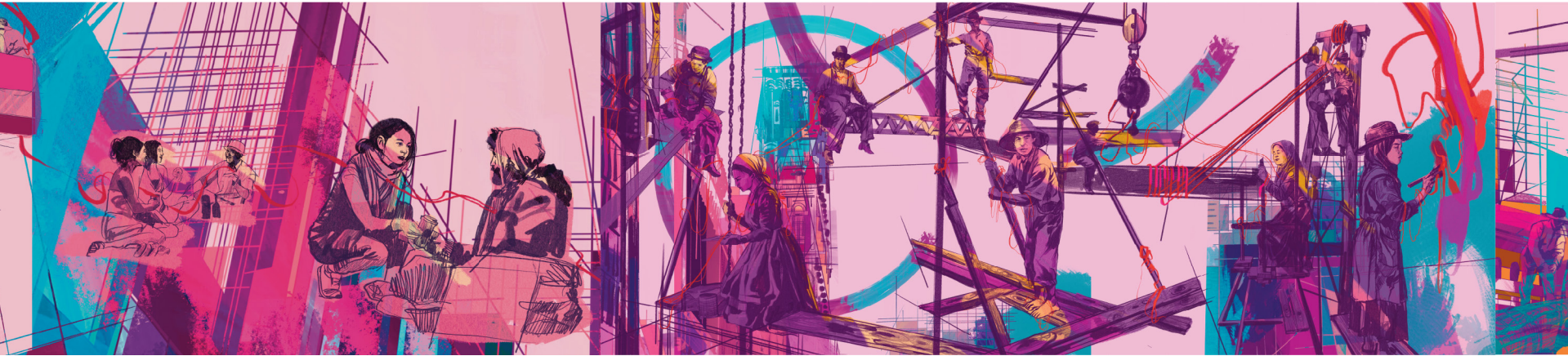
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Construction Fence Artwork



Construction Fence Artwork, detail



Construction Fence Artwork, detail