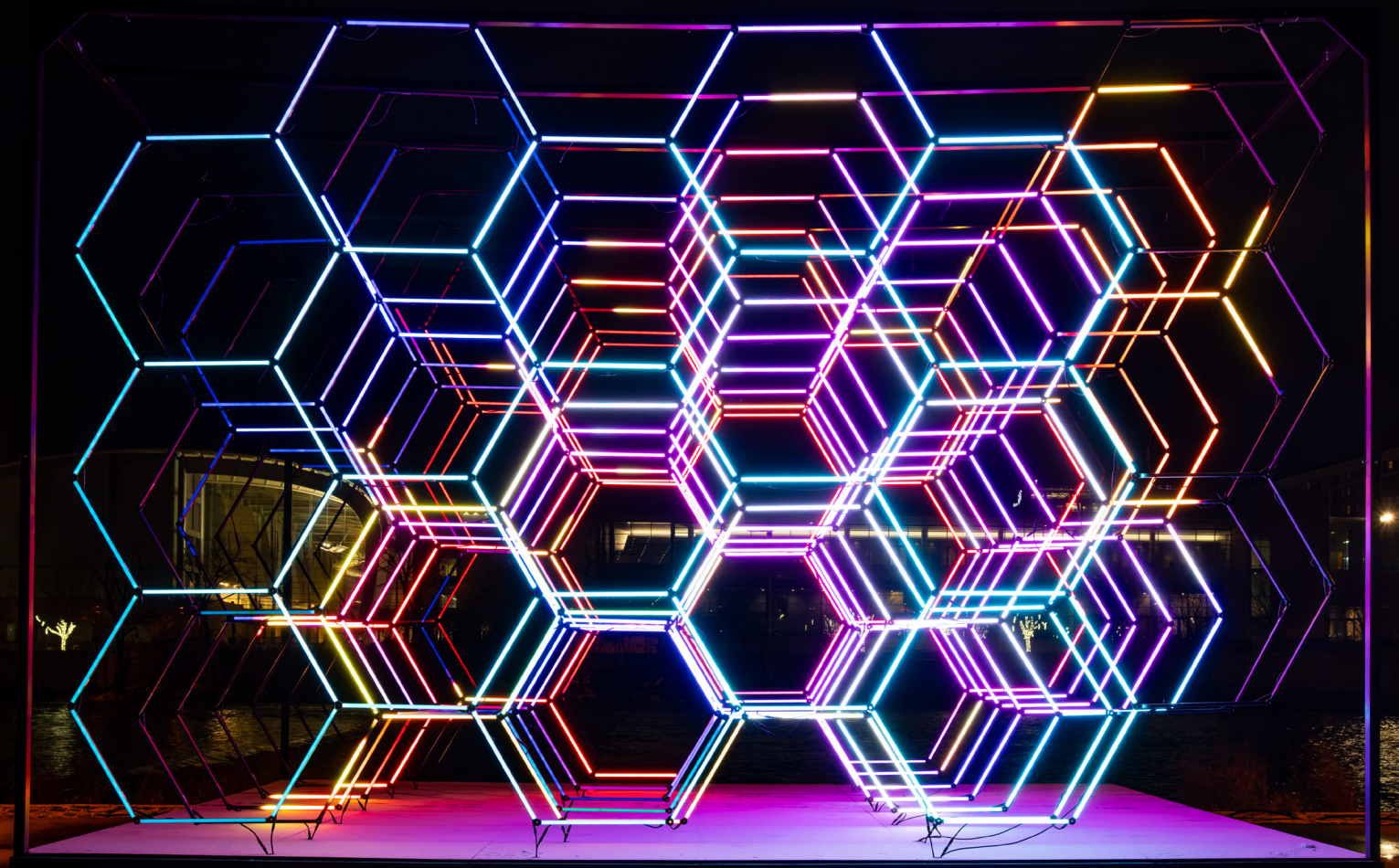
WoW
World of Winter

THE LARGEST WINTER FESTIVAL IN AMERICA



2026

REQUEST FOR TEMPORARY PUBLIC ART INSTALLATIONS

Deadline: May 11, 2025

"The Hive" by Beamhacker
Image taken by Bryan Esler

DOWNTOWN
GRAND RAPIDS INC.



"Kalopeiron" by Two Eagles Marcus
Image taken by Shafi Subhan

CALL FOR PROPOSALS

Downtown Grand Downtown Grand Rapids Inc. (DGRI) invites artists, designers, architects, placemakers, and multimedia specialists—both local and international—to submit proposals for public art installations for the 2026 World of Winter Festival (WoW) in Downtown Grand Rapids, Michigan. The festival runs from January 9 through March 1, 2026 and showcases interactive, engaging, and visually striking art in public spaces.

Submission Guidelines:

• Proposals may include multiple ideas, projects and installations.
• Ideal installations should be interactive, encourage play, and be visible both day and night.
• Installations may be displayed for the entire festival or for a shorter duration, depending on budget and availability.

FESTIVAL OVERVIEW & HISTORY

The World of Winter Festival is a two-month celebration designed to transform Grand Rapids into a vibrant, four-season city by activating public spaces with art, activities and events—all completely free to the public.

In 2025, the festival hosted 130+ events and installations over eight weeks, attracting over 5 million visitors, making it the largest and longest-running winter festival in North America.

Past festivals have featured works from renowned artists and studios, including CREOS, LiveSpace, Hybycozo, Limbic Media, Amigo & Amigo, Parer Studio, SquidSoup, Iregular, Ilmex, Light Art Collection, OGE Group, Fisheye, Beamhacker, Juan Fuentes Studio, LeMonde Studio, 27 June Studio, Chalk River Labs, and more.

DOWNTOWN GRAND RAPIDS INC. (DGRI)

DGRI is the leading organization responsible for city-building and placemaking in Grand Rapids, Michigan—the state's second-largest city. Founded in 2013, DGRI manages the collective operations of the Downtown Development Authority (DDA), the Downtown Improvement District (DID), and the Monroe North Tax Increment Finance Authority.

For more details, visit www.downtowngr.org.

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ART OF INTEREST & PROPOSAL HIGHLIGHTS

We are looking for large-scale installations much like the ones from the companies mentioned previously that can be hosted in our public parks, bridges, plazas, etc. with additional events and local installations.

Installations Musts:
- Installations must be able to withstand wintry weather including; extreme cold, rain, sleet, hail, snow, and wind.
- Installations with an all-inclusive budget as outlined within the budget section.
- Submit proposals for one week, two weeks, 4 weeks, 6 weeks or for the full duration of the festival.
- We are also interested in the possibility of purchasing installations if that is an option. If it is, please provide that cost as well.

Installations Ideally Include:
- Interactive installations.
- Installations with light and sound.
- Installations that are enjoyable both day and night.
- Installations that do not require 24-hour security.
- Installations with low maintenance

*You may submit as many installations in the proposal as you would like.

PROPOSAL REQUIREMENTS

Proposals submitted should include the following information:

- **Description of Approach and Design:** A summary of your installation(s) including detailed concept design drawings to scale, images, link to videos of how it works and descriptions of installation. Also include artist statement on each pieice.

- **Team:** Description of the team assigned to this project. Staff listed must be the same working on the project.

- **Schedule:** Provide options of availability for the installation from January 9 through March 1, 2026. When to when the installation is available for rental. Please include weekly, monthly and full event duration pricing.

- **Equipment:** Install and de-installation requirements, logistics, security needs, signage, storage needs, electrical needs, equipment needs, maintenance and any staffing plans. List out all vendor obligations and responsibilities as well as the responsibilities and obligations of DGRI. List out any accreditation requirements of the installation.

- **Project Costs and Budget:** An outline of your professional fees for completing the work shall include the cost of everything necessary for the installation including; rental fees, travel, transportation, food, accommodations, flights, labor, shipping, permits and supervision. All of this should be included in the final cost.

- **Purchasing:** Is the installation available for purchase? If so, please provide details on costs and fees associated with purchasing the installation.

- **Insurance:** Insurance requirements that are needed to be able to host the installation on public property in the City of Grand Rapids, MI.

- **Travel:** Artists and companies need to be responsible for their own food planning, travel and accommodations. This should be included in your all inclusive budget.

- **Shipping:** The artist and company will need to organize the installation delivery and de-installation delivery with transportation, shipping, and customs. This should be included in your all inclusive budget.

ART SELECTION

A committee will review received proposals in the spring after-which, they will make a recommendation for contracting with a submitted firm/artist. This recommendation will then go to the Downtown Development Authority (DDA) Board in the early summer of 2025 for formal recommendation and approval of expenditures for the final proposal. Selected works will be based on availability, price, diversity of installations, location sites, equipment, and areas of interest.

INSTALLATION LOCATIONS

Depending on the installation's requirements, we will be able to work with the vendor/artist chosen to designate the best and most ideal location to host the installation based on the needs of the installation. This could be in a park, street, bridge, alley, etc. We are open to ideas you may have but our team will determine opportune area sites and will make the decision of each installation location.

ARTWORK MAINTENANCE

Artist would need to explain maintenance expectations and provide clear directions on any programming for the installation if items need to be fixed or reset.

INSTALLATION INSTALL & DE-INSTALL

Depending on the installation's requirements needs for setup and take-down, we can work with the vendor/artist to determine when that will need to happen. We like to have installations for the duration of the festival, but depending on cost and availability, that will determine if we are able to host the installation for the duration of the festival or not.

We like to have as many installations as we can.

WEATHER

WoW is an outdoor event. Artwork must be durable and able to withstand extreme weather conditions for the duration of the installation. Artists are asked to consider the winter Michigan environment, which during the months of January-March can include extreme cold (up to -20°F), wind (up to 60mph) and heavy rain/sleet/snow.

The consideration of temperature variations and moisture is important as it can impact the functionality of electronics. Harsh weather is common in Grand Rapids, MI from the lake effect at this time of year, is possible and must be accounted for as an outside event.

BUDGET

Applicants should prepare the budget based on implementing the scope of services; cost is one of the items that will be used to evaluate the proposals. The successful applicant will be paid in accordance with the agreed upon contract and services.

A budget should be provided for what it would cost to host the installation for one week, two weeks, one month and two months including all expenses (shipping, staffing, travel, etc.). We want an all inclusive cost. Please also include cost to purchase installation if that is an option.

We do not have a specific budget limit on installations however we want as many installations as possible. This all goes into consideration for selecting works. The committee may choose to go with smaller scale and less expensive works to be able to host more installations or they may choose a couple large scale more expensive installations. This is something to consider when you submit.

PAYMENT

Vendors must register with the City of Grand Rapids as a vendor before they can receive payment on any contract. Payment will be issued only after the vendor registration is fully approved, a contract is fully executed, and a formal invoice is submitted. The payment process may take up to 30 business days.

Each contract, unless stated otherwise, will be paid in two equal installments: a 50% deposit after the contract is received and signed by both parties, and the final 50% upon completion of installation.

While vendor registration is required only once, vendors must keep their contact information up to date to avoid payment delays. Ensure that the “Payment Address” in the system matches the remittance address specified on the invoice.

Each invoice should include the legal name of the vendor or business, the remittance address, a description of the services or items purchased, the date(s) of service, and a unique invoice number.

***Foreign vendors are not required to register and will receive payment via wire transfer. Ensure that all necessary banking information is provided on the invoices to facilitate timely payments.**

CONTRACTS

DGRI will send a standard World of Winter contract to you for review. Contracts will be signed after the Downtown Development Authority (DDA) Board has approved the proposal. Contracts will be with the DDA.

REGISTRATION & INTENT ON APPLYING

All interested consultants/artists are encouraged to send an email to DGRI’s Director of Public Space Management, Kimberly Van Driel registering their intent to respond to this proposal.

All applicants expressing interest will be added to an email distribution list and will be notified if additional information related to the proposal becomes available. Applicants failing to register in this manner may not receive all information relevant to the preparation of their proposals.

Any questions regarding the proposal may be submitted by email to DGRI’s Director of Public Space Management, Kimberly Van Driel. Questions must be submitted by May 7, 2025, by 5pm EST.

Proposals are due by 11:59pm (EST) on May 11, 2025. The DDA may waive any informalities or minor defects or reject any and all Proposals.

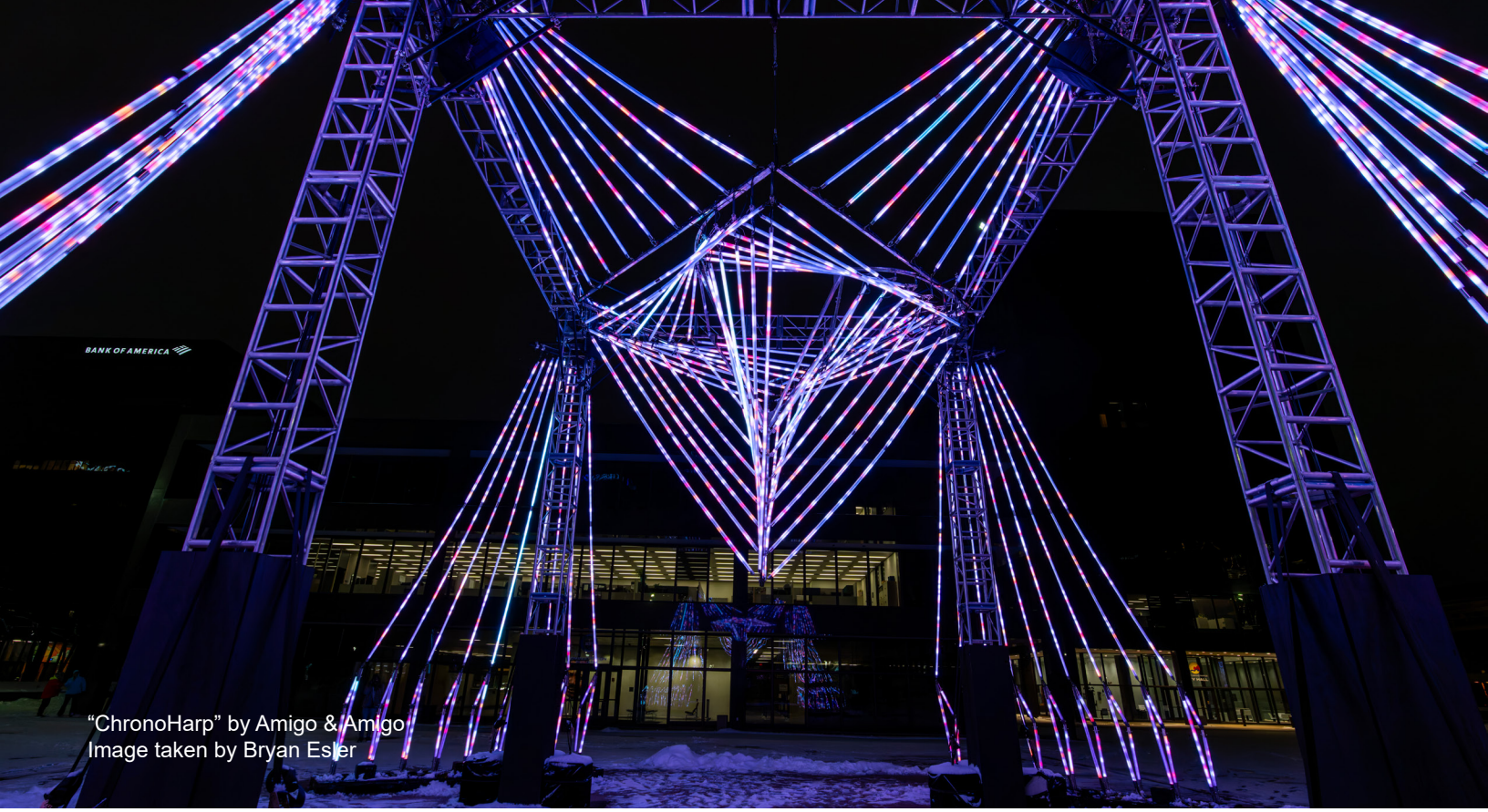
Deliver to:

Downtown Grand Rapids Inc.
Attn: Kimberly Van Driel
kvandriel@downtowngr.org
29 Pearl St. Suite 1, Grand Rapids, MI 49503

DOWNTOWN GRAND RAPIDS INC.



“APOGEE” by Chalk River Labs
Image taken by Bryan Esler



"ChronoHarp" by Amigo & Amigo
Image taken by Bryan Esler

SCHEDULE

DATE	WHAT
APRIL 7:	RFP Live
MAY 7:	Questions due
MAY 11:	Proposals due (11:59pm EST)
MAY 12- JUNE 11:	Proposals review and follow up questions
JUNE 12-JULY 1:	Final selection and notification of selected proposals with location proposals and meetings with artists
JULY 9:	DGRI's Downtown Development Authority Board approval
JULY 10-21:	City of Grand Rapids approvals
JULY 22-AUGUST 1:	Contracts to be sent over for review
AUGUST-SEPTEMBER:	Contracts to be finalized and site meetings, logistics conversations

WE THANK YOU FOR YOUR CONSIDERATION FOR BEING A PART OF THE WOW FESTIVAL FOR 2026

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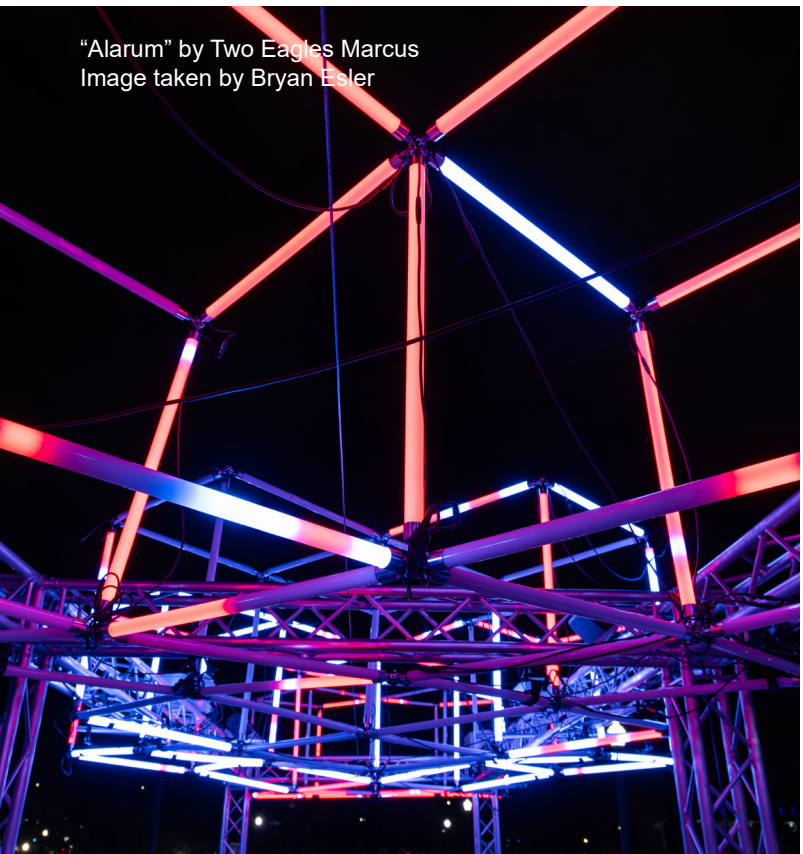
“Soloveiko Songbirds” by Svitlana Reinish and Amigo and Amigo
Image taken by Bryan Esler



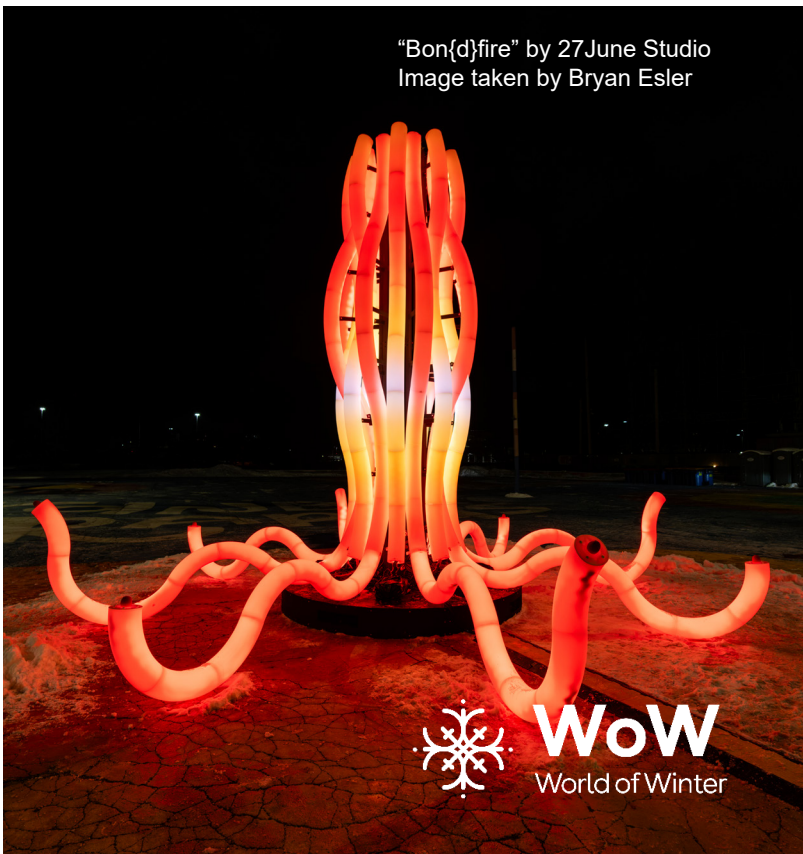
“Kinetic Perspective” by Juan Fuentes Studio
Image taken by Bryan Esler



“Waves” by Juan Fuentes Studio
Image taken by Bryan Esler



“Alarum” by Two Eagles Marcus
Image taken by Bryan Esler



“Bon{d}fire” by 27June Studio
Image taken by Bryan Esler

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