



# WORLD of WINTER

Largest Winter Festival in the U.S.

**2027**

REQUEST FOR TEMPORARY PUBLIC ART INSTALLATIONS &  
PROJECTION MAPPING PROGRAMMING

**Deadline: May 7, 2026**

Pictured:

DJ **BUUNSHIN** performing at  
"Somnius" by **Illumaphonium**

Photo by Bryan Esler



“Seasonal Wonders”  
by Drop Drop & LiveSpace  
Photos by Bryan Esler

## NEW THIS YEAR - ACCEPTING PROJECTION MAPPING PROPOSALS

Downtown Grand Rapids Inc. (DGRI) is seeking illustrators, graphic designers, motion graphics artists, and projection artists to showcase visual storytelling through projection mapping experiences. Selected works will be presented nightly in the newly redesigned Lyon Square, projected onto the historic Civic Auditorium façade at DeVos Place.

With the completion of Lyon Square’s redesign, the street now functions as a plaza equipped with permanent projection infrastructure. Two projectors and integrated speakers allow for high-quality projection shows without requiring a street closure, creating a seamless opportunity for ongoing public art activation.

Digital artists selected to participate will collaborate with our local technical partner, LiveSpace, who has developed the necessary projection mapping files for the site. Artists will be required to contract directly with LiveSpace to host their work, and associated LiveSpace fees must be included in the proposed project budget.

This is a unique opportunity to activate one of Downtown’s most prominent public spaces with innovative digital storytelling.

LiveSpace contact information:

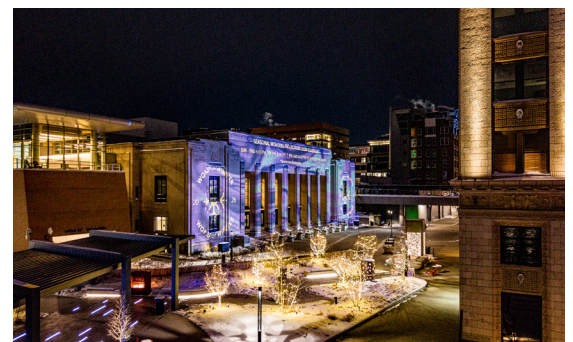
Aj Sweeney at [aj@livespace.com](mailto:aj@livespace.com)

Chris Motyka at [chrism@livespace.com](mailto:chrism@livespace.com)

## IMPORTANT INFO ON SUBMISSIONS

Please review the Call for Proposals, Proposal Requirements, and Budget sections.

Proposals are due by 11:59pm (EST) on May 7, 2026. DGRI may waive any informalities or minor defects or reject any and all Proposals.





## CALL FOR PROPOSALS

Downtown Grand Rapids Inc. (DGRI) invites artists, designers, architects, placemakers, and multimedia specialists—local, national and international— to submit proposals for public art installations for the 2027 [World of Winter Festival](#) (WoW) in Downtown Grand Rapids, Michigan. The festival runs from January 8 through February 28, 2027 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, fourseason city by activating public spaces with art, activities and events—all completely free to the public.

In 2026, the festival hosted 100+ events and installations over eight weeks, attracting over 4.8 million visitors, making it the largest and longest-running winter festival in America.

Past festivals 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, 27June Studio, Chalk River Labs, Taylor Dean Harrison, BIG Art, Illumaphonium, This Is Loop 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](http://www.downtowngr.org).

## ART OF INTEREST & PROPOSAL HIGHLIGHTS

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

### Installations Requirements:

- Installations must be able to withstand wintry weather including; extreme cold, rain, sleet, hail, snow, and wind up to 60mph.
- Installations must be proposed with an all-inclusive budget as outlined within the budget section.
- Submit proposals for one week, two weeks, four weeks, six 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 elements.
- Light and sound elements.
- Elements enjoyable both day and night.
- Installations that do not have security needs.
- Generally low maintenance needs.

\*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, photo images, link to videos of the installation functions and descriptions of installation. An artist statement is also required.

**Team:** Description of the staff and project team.

**Schedule:** Provide options of availability for the installation from January 8 through February, 28, 2027. 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. Provide 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:** A 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 needed 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 and 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 2026 for formal 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 work with the selected vendor/artist to designate the 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 but our team will make the final location determinations.

## ARTWORK MAINTENANCE

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

## INSTALL & DE-INSTALL

Depending on the installation's requirements for setup and take-down, DGRI will work with the vendor/artist to determine the installation and de-installation schedule. We prefer installations for the duration of the festival, but schedules are flexible depending on cost and availability.

**WE LIKE TO HAVE AS MANY INSTALLATIONS AS WE CAN. BECAUSE OF THIS, COSTS BECOME A MAJOR FACTOR ON WHAT WE CAN AFFORD TO HOST AS MANY 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 to know 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 (if a U.S. vendor) and 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.** Payment may still take up to 30 days after submitting invoice.

## 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

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.

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 4, 2026, by 5pm EST.**

**Proposals are due by 11:59pm (EST) on May 7, 2026.**

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.**





"Emergency"  
by Mike's Loop  
Photo by Bryan Esler

## RFP SCHEDULE

DATE	WHAT
APRIL 3, 2026:	RFP Live
MAY 4, 2026:	Questions due
MAY 7, 2026:	Proposals due (11:59pm EST)
MAY 11- JUNE 14, 2026:	Proposals review and follow up questions
JUNE 15-AUGUST 7, 2026:	Final selection and notification of selected proposals with location proposals and meetings with artists
AUGUST 12, 2026:	DGRI's Downtown Development Authority Board approval
AUGUST 12-21, 2026:	City of Grand Rapids approvals
AUGUST 22-SEPTEMBER 1, 2026:	Contracts to be sent over for review
SEPTEMBER-OCTOBER, 2026:	Contracts to be finalized and site meetings, logistics conversations
<b>JANUARY 8 - FEBRUARY 28, 2027</b>	<b>WOW SHOWCASE</b>

WE THANK YOU FOR YOUR CONSIDERATION FOR BEING A PART OF THE WOW FESTIVAL FOR 2027

# POTENTIAL ART LOCATIONS



Rosa Parks Circle



Fish Ladder Park



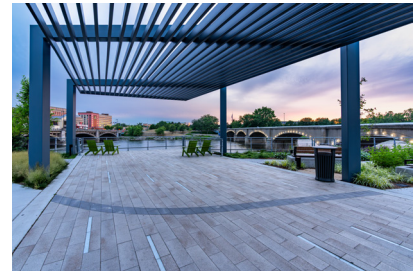
Blue Pedestrian Bridge



555 Monroe



Gillett Pedestrian Bridge



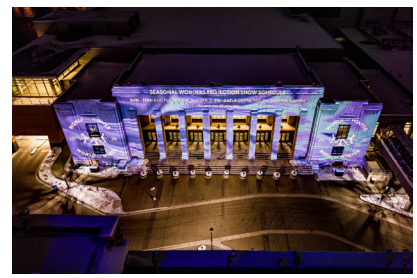
Lyon Square



Riverwalk



Sixth St. Park



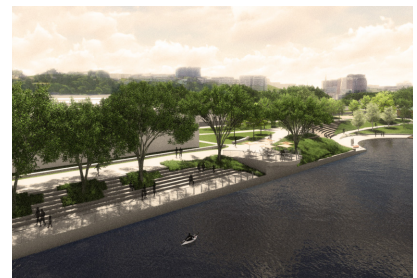
Civic Auditorium Projection



Skywalk



Amplitheatre Pocket Park



Canal Park



Presidential Museum



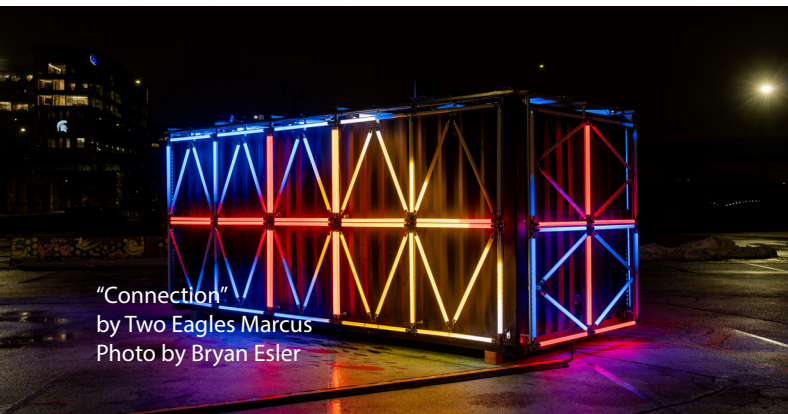
Public Museum



Studio Park Piazza



"Anooki"  
by Inook  
Photo by Bryan Esler



"Connection"  
by Two Eagles Marcus  
Photo by Bryan Esler



"Weci | Koninut"  
by CREOS  
Photo by Bryan Esler



Brett Bolton  
Photo by Bryan Esler



"The Doors"  
by BIG Art Studio  
Photo by Bryan Esler