



Call for Artists: Chinatown NYC Limited-Edition Hat Collaboration (2026)

Presented by Chinatown Partnership/Chinatown Business Improvement District

About the Project

Chinatown Partnership is seeking a **New York City–based artist** to design a **limited-edition, once-in-a-lifetime hat** celebrating **Chinatown NYC** in conjunction with:

- **FIFA World Cup 2026**
- **America 250 (U.S. Semiquincentennial)**

This initiative will leverage a major wave of global and national attention to **drive foot traffic and revenue to Chinatown small businesses**, while introducing CPLDC’s **new brand identity** to the public in a bold, visible way.

Design Framework: New Identity

The selected artist must align their design with CPLDC’s newly developed identity system, which emphasizes:

- **Chinatown as a “living framework”** where cultures intersect
- A balance of **modern, universal geometry** and deep cultural roots
- Core thematic directions:
 - **Home — “A Unifying Place”** (community, belonging)
 - **Momentum — “Propelled by the People”** (collective energy, grassroots strength)
 - **Gateway — “The Collective Framework”** (Chinatown as an entry point and container of culture)

Visual language includes:

- Strong geometric forms (triangles, squares, frames)
- Use of **structure and modularity**
- Concepts of **collective voice, movement, and shared space**

The final hat design should interpret and extend this identity—not replace it.



Project Overview

The artist will design a **limited-edition Chinatown NYC hat** that will be:

- Distributed through a **shop-local incentive program**
- Earned by visitors and locals through purchases at participating Chinatown businesses
- Promoted as a **signature collectible during World Cup 2026 and America 250**

What We're Looking For

We are seeking an artist who:

- Is **based in New York City**
- Has experience designing:
 - Caps, apparel, or merchandise
 - Collaborative or community-based projects
- Has **strong visual storytelling ability**
- Has experience or interest in **social campaigns / brand storytelling**
- Understands and appreciates:
 - **Chinatown communities**
 - **Small business ecosystems**
- Can thoughtfully **translate brand identity into wearable design**

Artists working in **fashion, streetwear, graphic design, or cultural storytelling** are highly encouraged.

Scope of Work

The selected artist will:

- Design the **limited-edition hat** (concept → production-ready)
- Ensure alignment with **CPLDC's new identity system**
- Collaborate on:
 - Creative direction
 - Campaign storytelling and visual identity
- Provide input on how the design can extend into a **social campaign**



Chinatown Partnership will manage:

- Production and manufacturing
 - Vendor coordination
 - Campaign rollout and logistics
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Compensation

- **\$4,000 artist fee (flat)**
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Timeline

- **Application Deadline: June 1st, 2026**
 - **Artist Selection: Within 2 weeks of deadline**
 - **Design & Production: June**
 - **Launch: July 2026**
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How to Apply

Please submit:

- Portfolio (relevant apparel / collaborative work preferred)
- Short statement (1–2 paragraphs):
 - Why you're interested
 - Your connection to Chinatown or community-based work
- Optional: Initial concept ideas or references

Submit to: socialmedia@chinatownpartnership.org

Subject Line: Chinatown Hat Collaboration – Artist Submission