



# Friedman Alley Mural Proposal

Hannah Tews | August 2025

## Little Fox

Little Fox is more than a mural. It's a bold, colorful landmark experience designed to draw people from the Riverwalk into the heart of Downtown Waukesha. Inspired by the adaptability and playfulness of the fox, it reflects the city's spirit: clever, vibrant, and alive with possibility.

## Why a Fox?

The fox is deeply tied to Waukesha's identity, but for me, animals are more than that. They're guides or totems of each project's personality. Here, the fox stands for adaptability, renewal, and regeneration — the very goals of the Friedman Alley revitalization. It also represents resourcefulness, intuition, and strategic problem-solving, offering a balance of guts and grace.

## Design & Color

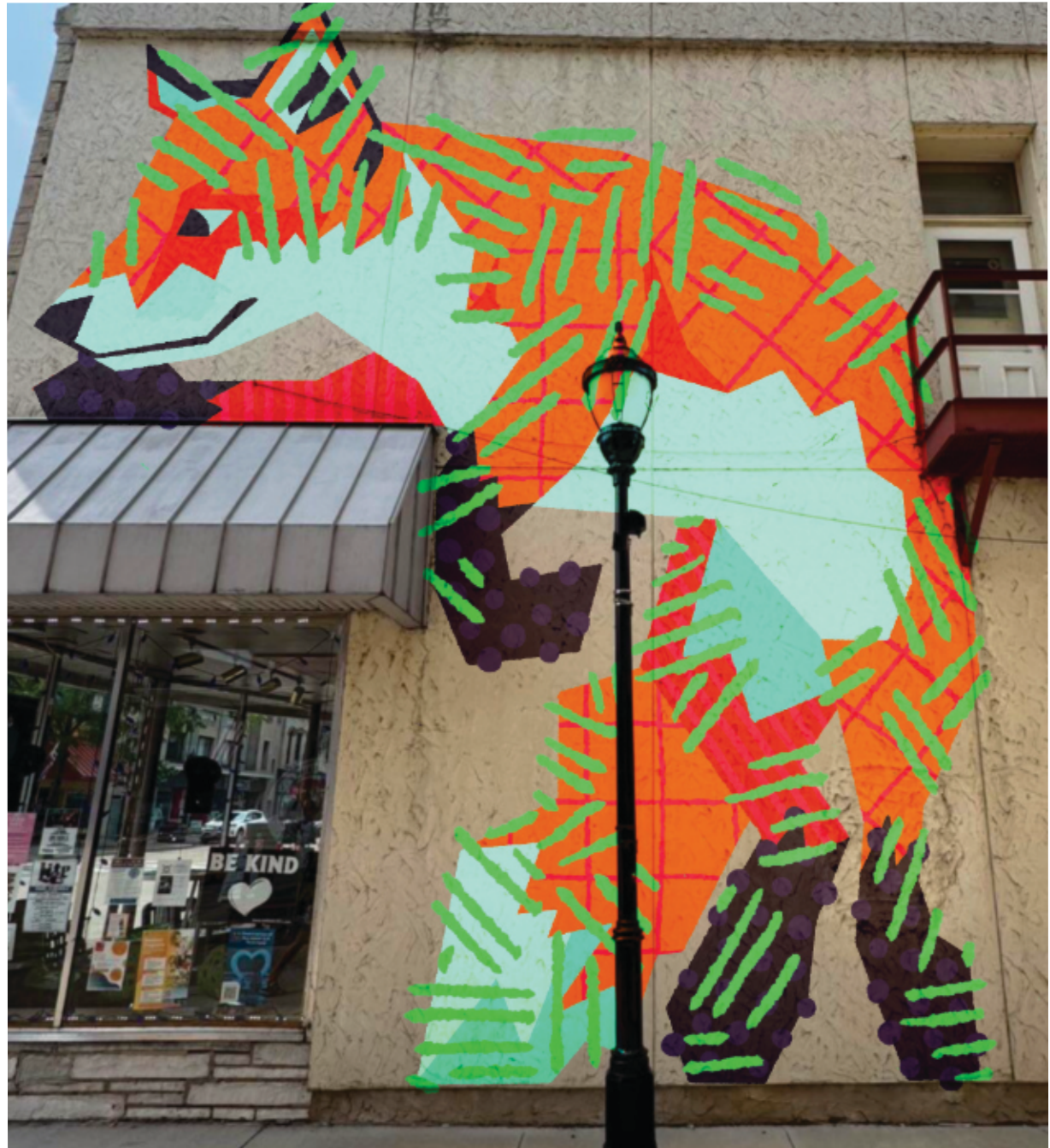
Painted in my signature bold, colorful, pattern-on-pattern style, Little Fox uses warm oranges and reds to echo community spirit and cool blues to reflect the nearby Fox River. These details ground the work in its surroundings, making it instantly recognizable.

## Placement & Impact

Positioned above the Main Street alley entrance, the fox's gaze and stance invite visitors in. Its large scale makes it visible from multiple viewpoints, and up close, pedestrians can discover new details with every visit. It's designed to delight both young and old, create a destination for photos and meetups, and bring more foot traffic to surrounding businesses.

## Lasting Value

With its vibrant colors, layered patterns, and deep connection to Waukesha's identity, Little Fox will stand as a lasting emblem of renewal, creativity, and community pride, transforming Friedman Alley into a place people seek out, talk about, and return to.





## Estimated Dimensions

These dimensions are based off of provided estimate in proposal. Final size would be adjusted prior to installation to best fit the combined spaces of mural sites 1 and 2, with the paw/face appearing up above the awning of site 1 and the back legs/tail stretching down to the ground of site 2.



Color	
Black	
White	
Joyful Orange	
100 MPH	
Strawberry Taffy	
Enchanted Wells	
Rainwater	
Tidewater	
Canyon Iris	
Wild Pansy	

### Estimated Timeline

#### 3-5 Days Onsite

Hannah + second painter to complete installation of painting on wall in 3-5 (8-10 hour days). Working in daylight hours, accounting for reasonable weather delays. Would love to complete in September or October 2025, dates are flexible and would be determined upon selection.

### Estimated Costs

Paint + Supplies	\$350
Anti-Graffiti Coat	\$300
Artist Fee (including design, labor & installation)	\$6,850 - \$9,350
<b>Total</b>	<b>\$7,500 - \$10,000</b>

Hannah's clean, edited style uses simple shapes and bold colors to calm the chaos and spark the imagination, giving viewers a quiet moment to enjoy. Hannah is an illustrator and artist, creating pieces that blend nature, memory, and emotion with bright, bold colors and playful patterns.

Animals are often at the heart of her work, sometimes acting as guides or symbols. Hannah's style mixes simple shapes with textured layers and vibrant colors, creating pieces that feel joyful and grounded.

Hannah Tews is the chief mischief maker behind Terrible Tews. Hannah lives in Milwaukee, Wisconsin with her husband, kiddo and delightfully curmudgeonly orange tabby cat. She finds inspiration in all animals big and small, anything colorful and layering pattern on pattern. When she's not creating, you can find her enjoying french fries, frozen custard and wishing for snow.

You can see more of Hannah's work at [terribletews.com](https://terribletews.com) or follow her on Instagram at [@terribletews](https://www.instagram.com/terribletews).







[\\*Click here to see more of this mural experience & behind the scenes](#)





[\\*Click here to see more of this mural experience & behind the scenes](#)

[\\*Click here to see the walk-through video](#)





[\\*Click here to see more of this mural experience & behind the scenes](#)



## Thank you!

Thank you for supporting local artists and small businesses through the revitalization of Downtown Waukesha! Friedman Alley is a one-of-a-kind experience sure to delight the neighborhood for years to come and it would be an honor to be considered to add some color to your walls.

---

**Hannah Tews | Terrible Tews**

[hannahtews@gmail.com](mailto:hannahtews@gmail.com)  
414.640.3307

