

RESPONSE TO:
Request For Proposal: Friedman Alley Murals
Thomas Press Building

PREPARED BY:

Mi Salgado

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June 5, 2026



M. Salgado

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June 5, 2026

City of Waukesha
Attn: Maria Pandazi
201 Delafield Street
Waukesha, WI 53188
rgrams@waukesha-wi.gov

Re: Call to Artists: City of Waukesha Friedman Alley Mural - Thomas Press Building

OVERVIEW OF DESIGN PROPOSAL

The proposed design for the Friedman Alley ,920 Friedman Drive, Waukesha, WI, is to celebrate the natural elements found in the nearby area. Through the use of vibrant colors, the proposed design brings energy and movement to the site, inviting visitors into a visual experience. Woven in the design, the mural honors the nearby Fox River and trails by depicting native flora and fauna.

The proposed design is not the final rendering of the installation. The design can be adjusted accordingly to meet goals and to adapt to the surface area Mural #1.

The project will be fabricated on ACP panels off-site requiring access to the site only for inspection and installation.



MATERIALS

Spray Paint

Exterior Latex Paint

Aluminium Composite Panel Cladding - 3MM Bebond ACP

PROJECT TIMELINE

Estimated project timeframe may change according to approval and start date:

Start Date: Mid to late July 2026

- Final design approval
- Substrate preparation and priming
- Initial sketching on substrates

First Week of August 2026

- Painting begins: Base colors, major forms, and background details completed
- Mid-week progress check-in

End of August 2026

- Detail work & finishing touches
- Final review and prep for delivery

Delivery & Installation: September Delivery

- Transport to site
- Installation and touch-ups if needed after installation

The estimated timeframe for the project is between 1.5 to 2.5 months.



COST BREAKDOWN - DIMENSIONS/COST/FABRICATION

MURAL AREA #1

Category	Description	Estimated Cost
Materials	4 (3-MM ACP) Sheets Price: \$100 / SHT + tax Paint Materials & Installation	\$450 \$450
Artist Fee	200 sq ft @\$32	\$6,400
Total		\$7,300



Artist CV

References



MI SALGADO

Visual Artist

Phone

(414)426-2398

RESIDENCY

2024 – Mural Project, Artists Working In Education, Bay View Montessori School, Milwaukee, Wisconsin

Email

ssalgado.mi@gmail.com

INSTALLATIONS

2025 – Mural Project, *Pollinating*, HoneyBee Sage, Milwaukee, WI

Website

www.misalgado.com

2025 – Mural Project, Urban Ecology Center, Milwaukee, WI

LinkedIn

<https://www.linkedin.com/in/mi-salgado>

2024 – Community Mural, *Dia de Los Muertos*, Milwaukee, WI

EDUCATION

2023 – Mural Project, Menomonee River Valley, Milwaukee, WI

Milwaukee Area
Technical College

2022 – Mural Project, *Resemblance in Nature*, Milwaukee Area Technical College, Milwaukee, WI

Milwaukee, WI | 2021-
2024

*A.A.S in Architectural
Technology*

2021 – Mural Project, *Life's Pollinators*, Black Cat Alley, Milwaukee, Wisconsin

Milwaukee Area
Technical College

Milwaukee, WI | 2018-
2020

*Certificate in
Entrepreneurship*

2021 – Mural Project, *American Robins in Flight*, Tank Park, Green Bay, Wisconsin

SKILLS



www.misalgado.com
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2021 – Mural Project, *Untitled*, East Side Art Lot, Milwaukee, Wisconsin

2D Painting
Mural Painting
Mixed Media
Woodwork
Adobe Fresco
Procreate
Microsoft Office
Revit
SketchUp
AutoCAD

SELECTED GROUP EXHIBITIONS

2024 – UWM Art Union, “Colors of Our Comunidad: Latine Artists in Celebration,” Milwaukee, Wisconsin

2023 – Milwaukee Artist Resource Network, “¡Chicano Power!” Milwaukee, Wisconsin

2023 – WPCA, Mexican Fiesta Exhibition, Milwaukee, Wisconsin

2023 – Mitchell Street Arts, “The Art of Limitless Scale,” Milwaukee, Wisconsin

2023 – La Gente Art Gallery, Milwaukee, Wisconsin

2022 – Walker's Point Center for the Arts, “Annual Members Show,” Milwaukee, Wisconsin

2021 – Latino Arts Inc, “Hyphenated Americans,” Milwaukee, Wisconsin

SELECTED SOLO EXHIBITIONS

2023 – Walker's Point Center for the Arts, “Featured Member Solo Exhibition” Milwaukee, Wisconsin



AWARDS

2022 – 3rd Place Award in the Visual Arts category, Historic King Drive Business Improvement

REFERENCES

Terry Evans | Program Director – Urban Ecology Center

(414)793-3649

Terryevans68@yahoo.com

Marz Ezeji | Program Coordinator – WPCA

(414)998-6549

ezejimarz@gmail.com

Larissa Gladding | Program Director – East Side Business Improvement District #20

(608)347-6169

gladdinglarissa@gmail.com



Concept

Inspired by natural elements native to the area – rough concept – not a final rendering

Mural design to be installed on four separate 5' x 10' substrates





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Previous Work Examples



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Urban Ecology Center – Washington Park (2025)

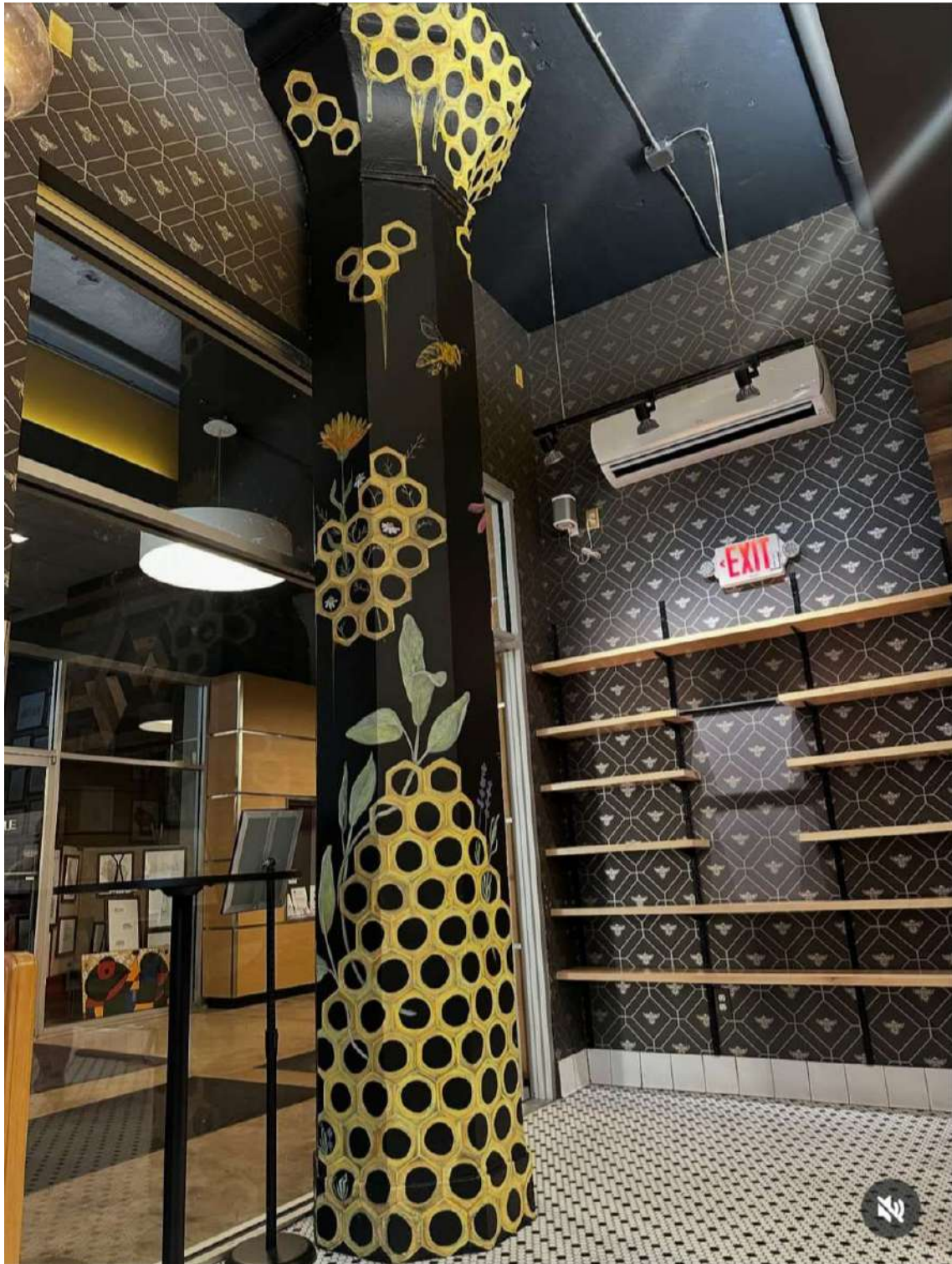


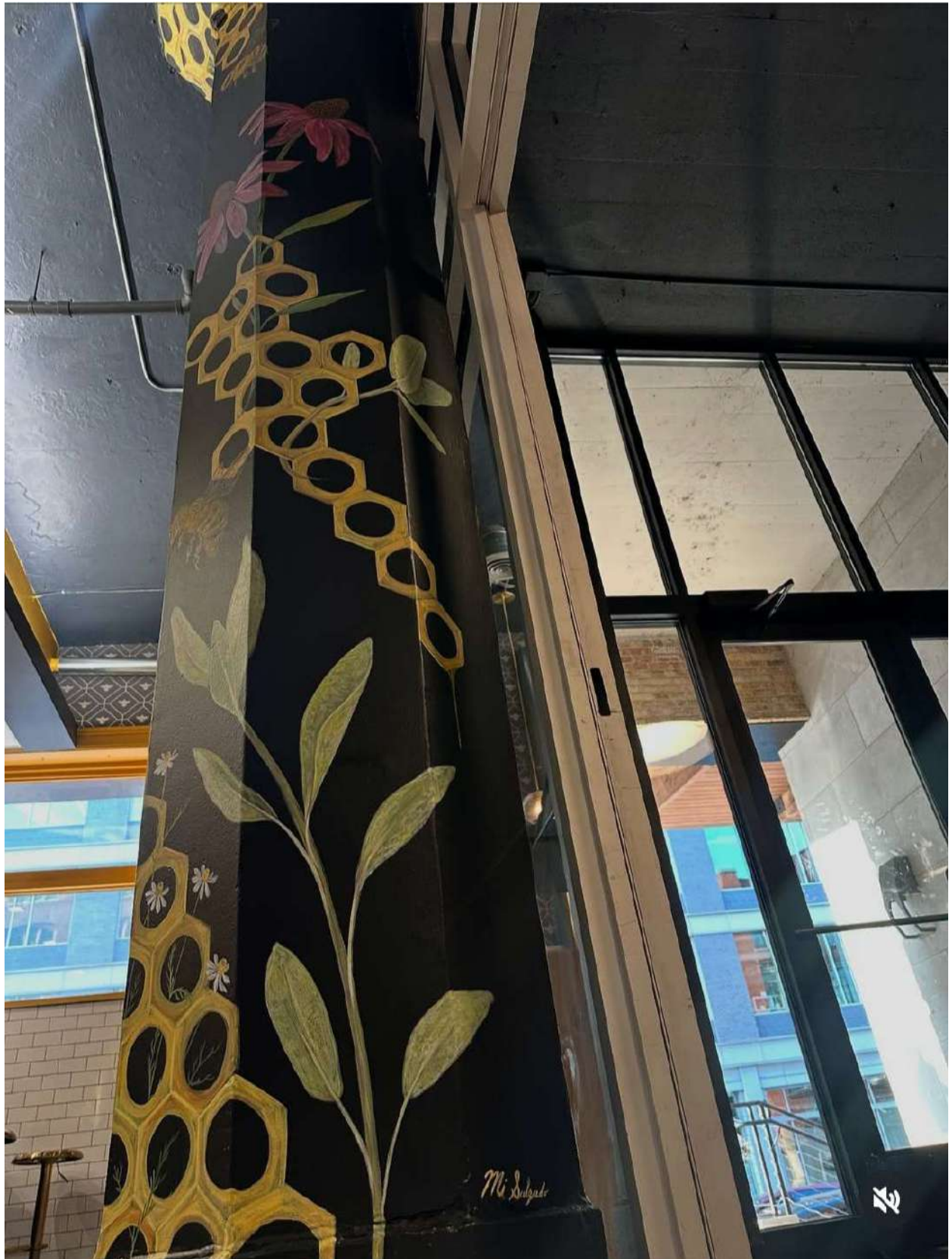


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HoneyBee Sage – Marshall Building (2025)





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Artists Working In Education - Bay View Montessori School (2024)

Student Led Mural



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Residential Installation (2024)



Menomonee River Valley (2023)



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