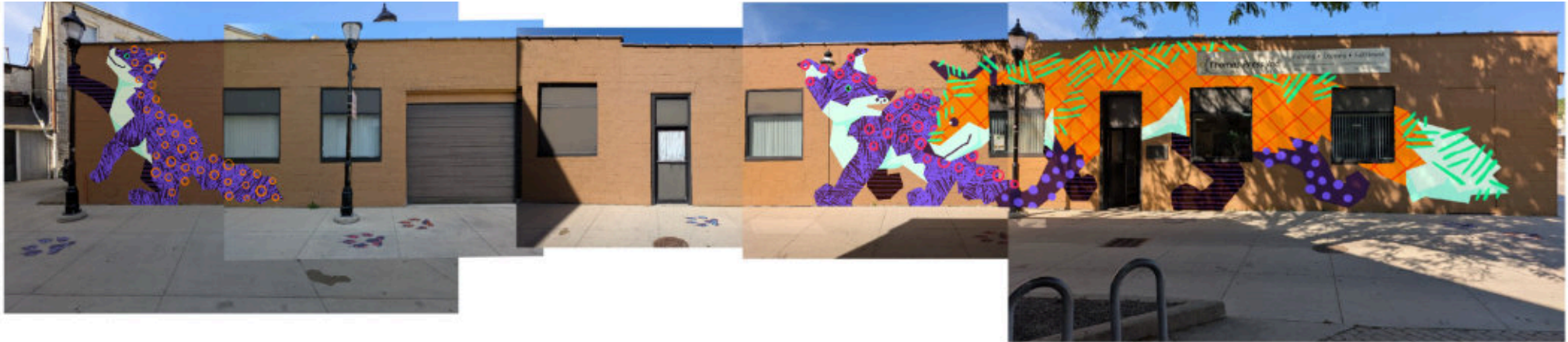


FRIEDMAN ALLEY

Mural Proposal

Hannah Tews | Terrible Tews | May 2026





Little Fox Family

Little Fox Family continues the visual story unfolding throughout Friedman Alley – a bold, colorful mural experience connecting the Riverwalk and Downtown Waukesha through exploration, movement, and play.

Expanding on the original *Little Fox* mural at the south entrance near Main Street, this new addition introduces the full fox family: another parent and two playful cubs. Positioned at the north end along the riverfront, the mural reflects the story of the building itself – a family-owned print shop that has remained successful and adaptable for over 100 years.

Why Foxes?

The fox symbolizes adaptability, resilience, intuition, and renewal – qualities that mirror both Friedman Alley’s continued evolution and the legacy of a business that has sustained itself across generations through changing technologies and craftsmanship.

Foxes are also known for strong family bonds, often mating for life and sharing parenting responsibilities, making them a fitting symbol for a space that regularly welcomes families and young visitors. Together, these qualities reflect a deeper thread in the work: the passing down of curiosity, imagination, and connection from one generation to the next, shaping how we grow and adapt.

Design & Color

Painted in my signature bold, pattern-rich style, the mural uses warm oranges and reds balanced with cool river-inspired blues to create a playful and welcoming landmark. Layered textures and details encourage exploration from both near and far.

Placement & Impact

Installed on the north end of the alley along the riverfront, the mural is rooted in the identity of the building it inhabits – a long-standing family print shop whose longevity is defined by adaptation and care across generations. The fox figures are carefully positioned in relation to existing doors, windows, and signage, allowing the architecture to remain legible while the composition integrates naturally with the building’s form and rhythm. Any remaining areas of original façade color are intentionally preserved, allowing the mural to feel embedded rather than imposed.

Lasting Value

With its vibrant colors and layered symbolism, *Little Fox Family* celebrates creativity, resilience, and community connection while honoring both longtime local businesses and the next generation of Downtown Waukesha visitors.

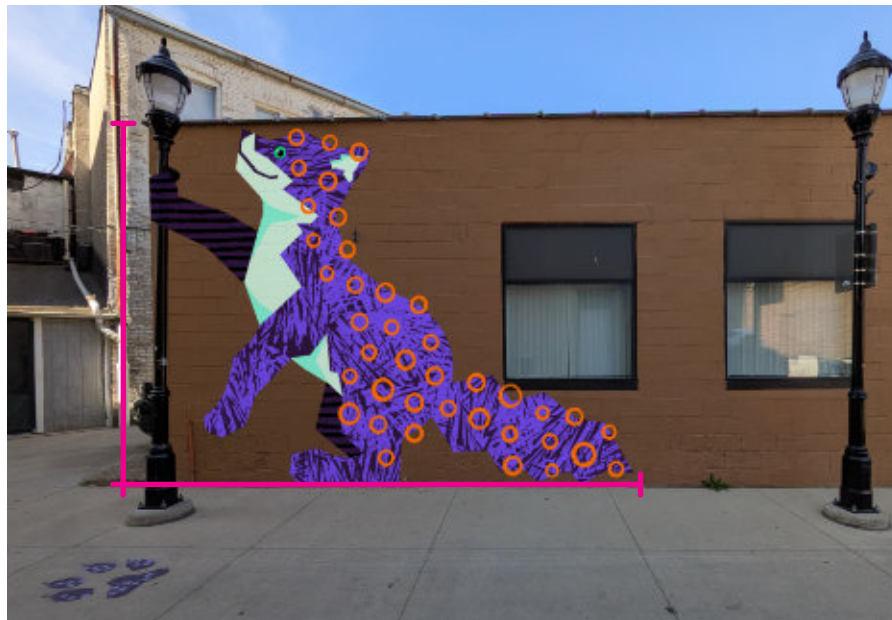
**Designed to match existing Little Fox mural in style and colors, but willing to make small changes deemed necessary*



Estimated Dimensions

These dimensions are based off of provided information. Final size would be adjusted prior to installation to best fit the combined spaces situated around as many windows/doors/signage as possible.

14'
estimated
height



18'
estimated
width

14'
estimated
height



60'
estimated
width



Installation

Mural would be painted directly on exterior wall on-site. I am comfortable and well-versed in multiple wall substrates and textures, including cinderblock. I am also comfortable on scaffolding and lift equipment as needed.



Estimated Timeline

3-5 Days Onsite, ideally completed late Summer/early Fall of 2026 (flexible)

Day 1
Hannah + Second Painter to transfer design to wall, start blocking in solid colors of foxes.

Day 2
Hannah + Second Painter continue second coats of block colors, start detail patterns.

Day 3
Hannah + Second Painter finish details on foxes.

Day 4
Hannah + Second Painter finish details as needed. Take final photos.

Day 5
Accounts for cushion, in case of weather/health delays etc.

Estimated Costs

Paint + Supplies	\$2,000
Artist Fee (including design, labor, insurance, installation, contingency)	\$18,000
Total	\$20,000



Hannah Tews (Terrible Tews) is a Milwaukee-based illustrator, muralist, and multidisciplinary artist whose work brings together bold color, playful form, and a deep connection to the natural world. Her practice centers on creating immersive, story-driven environments that invite curiosity, connection, and moments of quiet wonder.

Working under the studio name Terrible Tews, she creates illustrations, murals, and mixed-media work centered on animals, storytelling, and the preservation of the wild—both in the natural world and in human imagination. Animals often act as guides within her work, carrying emotion, memory, and meaning through simplified shapes, layered textures, and vibrant color.

Through expressive composition and character-driven imagery, she builds visual worlds that encourage viewers to slow down, look closer, and reconnect. Her work explores themes of transformation, memory, and joy, always returning to the idea that imagination is something worth protecting.

Hannah brings nearly two decades of professional experience in design and spatial environments, including work as a graphic designer and production artist, as well as a visual merchandising specialist focused on large-scale, three-dimensional installations. This background informs her approach to public art—balancing creative vision with material understanding, fabrication processes, and real-world implementation.

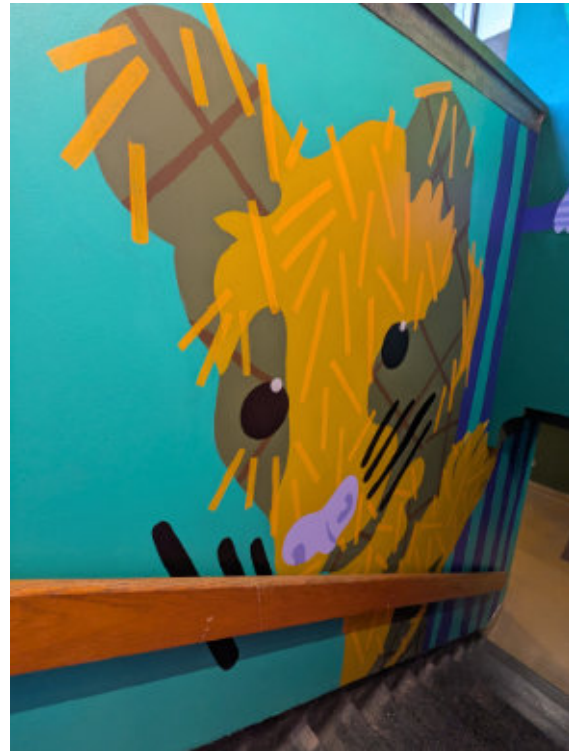
At its core, her work is about creating spaces that feel welcoming and alive—where color, form, and participation come together to spark imagination and shared experience.





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

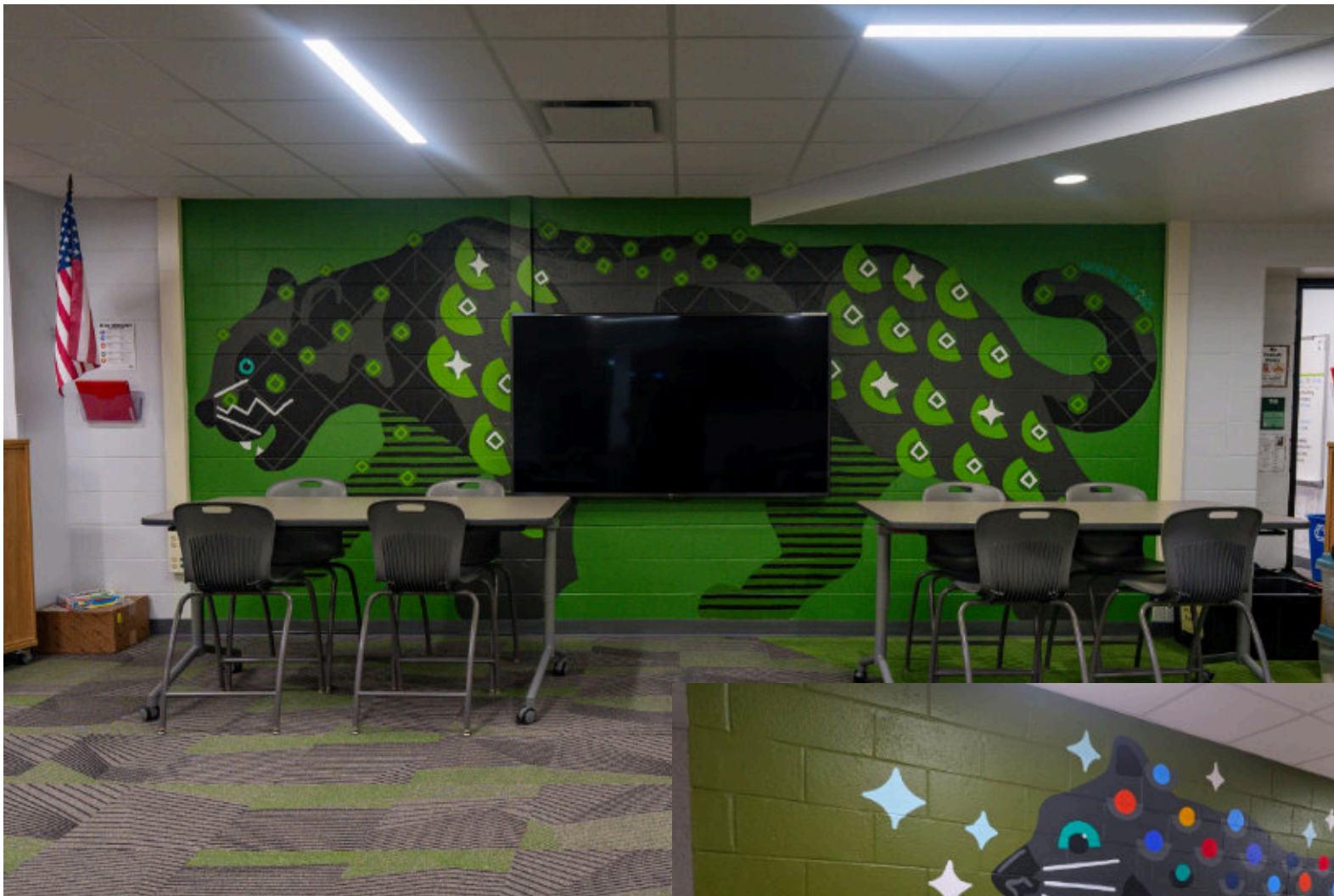




[*Click here to see more of this mural experience & behind the scenes](#)

[*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 more color to your walls.

Hannah Tews | Terrible Tews

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