

Friedman Alley Mural Proposal Submitted by John Kowalczyk

1. Proposed Mural Designs and Locations:



Location 1: "A Finches Journey"





Location 2: "Metamorphosis, Monarchs, Milkweed"



Location 3: "A Few of my Favorite Things"

2. Narrative of Design Concepts:

A Finches Journey:

This mural design features golden finches, golden rod and asters, all native to Wisconsin, in an abstract prairie like field. Finches remind us of the important attributes of joy, appreciation, high energy, optimism, and simplicity. They implore us to be mindful and responsible with Earth's resources while enjoying the journey of life. It is not about the final destination but truly enjoying the journey. Finches exemplify this through their flight patterns. These songbirds make their journey in flight into a dance, twisting and turning throughout the air for no other purpose besides enjoyment.

Metamorphosis, Monarchs, Milkweed:

This mural design illustrates the life cycle and metamorphosis of the Monarch butterfly from caterpillar to chrysalis, to butterfly on its host plant milkweed. Monarchs have become an endangered species and we can educate the public about their host plant milkweed to help them survive for generations to come. The hands represent our involvement as humans that can help them.

A Few of My Favorite Things:

This mural design shows cardinals and sunflowers in a colorful dynamic composition. My grandmother's favorite bird and flower. Cardinals are often thought to bring messages from loved ones. I hope everyone can find peace and hold memories of loved ones dear when viewing this mural.

3. Materials to be used for art piece:

I am proposing painting on panels of 3mm dibond panels, aluminum panels with a pvc coating used in the sign industry. The panels would be primed, painted with exterior acrylic and spray paint, and coated with exterior varnish. The panels would be affixed to the wall with framing behind them to ensure a level mounting surface. I am proposing this method for all 3 areas but also open to painting directly on the wall if that is preferred for areas 1 and 2.

4. Timeline:

All murals would be completed and installed by Oct 17th, 2025

5. Approximate dimensions for proposed artwork or structures.:

Location 1: 14ft x 14ft

Location 2: 10ft x 20ft

Location 3: 8ft x 14ft

6. Cost for the design, fabrication, installation, and artist fee.:

Location 1: \$7,800

Location 2: \$7,800

Location 3: \$4,900

Total: \$20,500

7. Biography:

John Kowalczyk is multi-faceted artist working in mixed media paintings, murals, sculptures, community projects and larger than life installations that incorporate clashing patterns, bold colors, and rich layers of texture, narrative and history. Much of his work explores ecological processes such as the reforestation of native plant species and the metamorphosis of life inhabiting our universe. He utilizes his practice to connect, convene, and build communities, often collaborating with civic organizations and neighborhoods to share their stories in dignified, accessible, and joyful ways through public art projects. His murals can be found in the Black Cat Alley and across the city of Milwaukee, WI, along with Green Bay, Sun Prairie, Stevens Point, West Allis, and Hartford among other places. www.johnkowalczykart.com

I would like to express that I am happy to paint any of these designs at any of the locations or work with your committee to offer any additional designs if you would like to move forward with me as an artist. I would also like to say I am happy to paint 1, 2, or all 3 murals if chosen. Thank you for your consideration.

8. Examples of previously completed and installed artwork or similar projects to that being proposed.













