



ANDREY KRAVTSOV  
JULIA KRAVTSOV

CITY OF WAUKESHA  
FRIEDMAN ALLEY MURALS  
THOMAS PRESS BUILDING



PROPOSED DESIGN

VARIANT 1



VARIANT 1 — CLOSE-UP FRAGMENT



VARIANT 2



VARIANT 2 — CLOSE-UP FRAGMENT



## MURAL PROPOSAL DESCRIPTION

We are inspired by the beautiful natural landscape of the City of Waukesha, including its waterways, parks, native flora, and wildlife. Our goal was to create a welcoming mural that celebrates the region's natural beauty and creates a strong visual connection to the local environment.

In the first design concept, a graceful blue heron opens its wings as if welcoming visitors into the city. Flowing throughout the composition are butterflies, symbolizing transformation and movement, alongside flowering blossoms. A calm waterway winds through the mural, connecting the natural elements together, while several fish and a dragonfly move harmoniously throughout the composition.

In the second concept, a northern cardinal becomes the focal point of the mural. It is surrounded by tulip poplar blossoms, inspired by one of the region's native tree species. Butterflies continue throughout the composition alongside flowering blossoms, creating a vibrant and unified celebration of Wisconsin's native flora and fauna.

Both concepts are designed to bring a sense of calm, beauty, and connection to nature while creating an inviting landmark in Friedman Alley.

Please note that these concepts are preliminary and intended to illustrate the overall artistic vision. As we did not have access to detailed facade drawings, the designs do not yet reflect the exact locations of doors, windows, and other architectural elements. If selected, we will refine the artwork to fit the building precisely and are happy to incorporate feedback and suggestions from the committee throughout the design development process.

The proposed mural dimensions are approximately 12 feet by 80 feet; however, the final length and composition can be adjusted to fit the facade.

We estimate the cost of the mural at approximately \$20–\$30 per square foot. The final budget will depend on the size of the mural and project requirements. We are flexible and happy to adjust the design and scope of work to fit the available budget.

### Letter of Interest

Dear Selection Committee,

We are excited to submit our materials for this opportunity and to propose ourselves as a team of two artists — husband and wife and creative partners, Julia Kravtsov and Andrey Kravtsov. We always collaborate as a duo, bringing our combined experience and skills to every project. Together, we have completed numerous public artworks around the world.

### Team Responsibilities:

Andrey: Lead artist responsible for painting.

Julia: Project management, including logistics, sourcing materials, and documentation.

### Artist Statement Qualifications and Interest :

With over a decade of experience in large-scale murals, we custom-design each piece to respond to the character and layout of its location. We have worked on projects across Europe, Asia, and the United States and are familiar with every stage of mural creation, from concept development to final execution.

Both of us hold bachelor's degrees in Architecture and worked for eight years as Project Architects. This background gives us a strong understanding of space, scale, and collaboration with other professionals. In our public art practice, we have partnered with curators, community members, and architects, completing more than 50 murals using acrylic, latex, and spray paint.

Conducting in-depth research of each location is central to our process. We take time to understand the character, history, and atmosphere of a place in order to create artwork that feels connected to the local community and environment.

Our practice focuses on merging diverse visual elements into a cohesive mural narrative that is visually impactful both from a distance and up close. Through layered symbolism, vibrant composition, and imagery inspired by local nature, architecture, and community identity, we aim to create welcoming public artworks that celebrate the unique character of a place and create a strong sense of arrival.

We see this opportunity as a way to connect with the local community and create a mural that reflects the natural beauty of the area while encouraging curiosity.

Thank you for your time and consideration

Sincerely,

Andrey & Julia Kravtsov

### Timeline:

Flexible timing; the mural will take about 2 weeks.

### Team responsibilities:

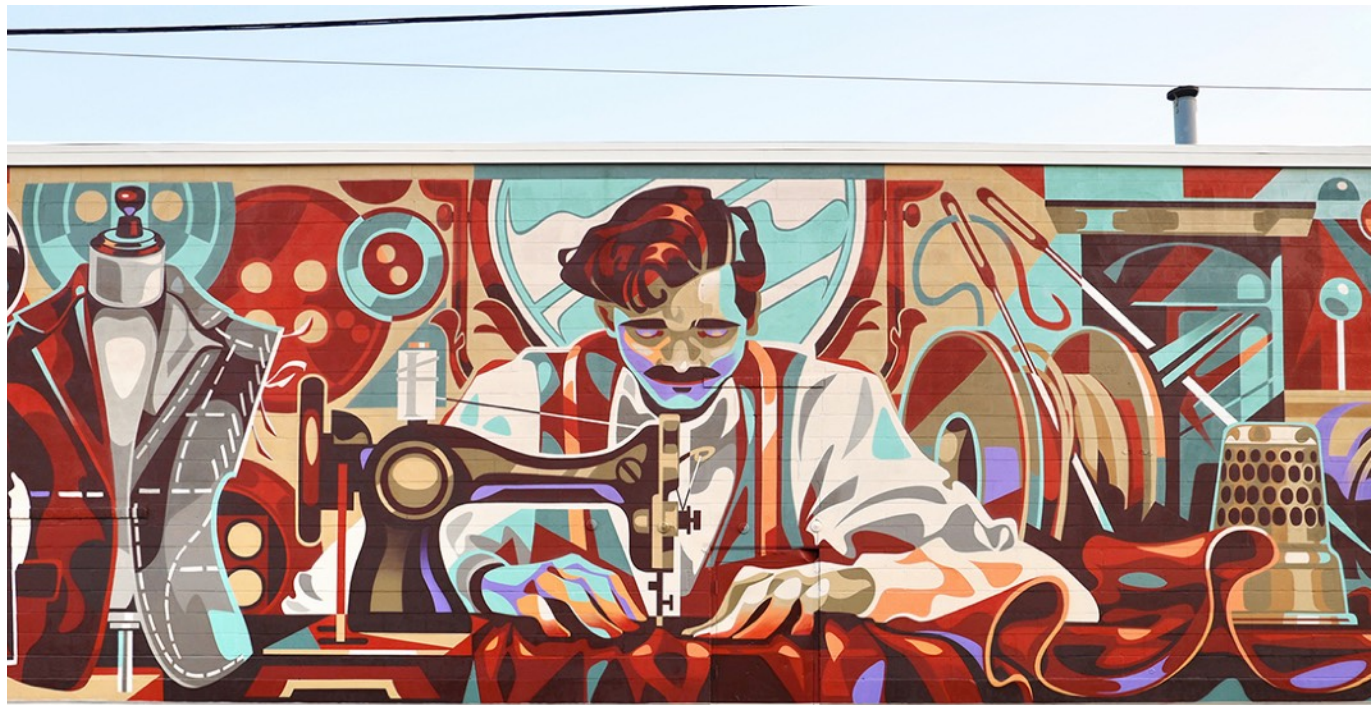
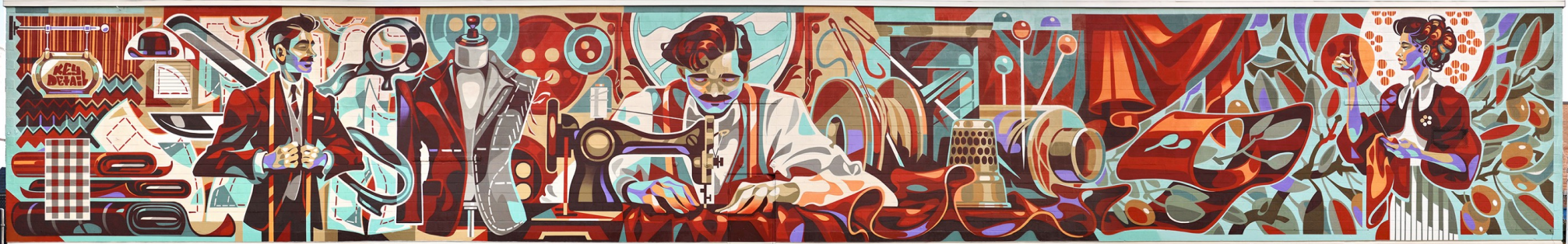
Julia: Management of the project, including logistics, sourcing materials, and documentation.

Andrey: Lead artist responsible for painting.

### List of proposed project materials:

- Spray paint / Montana Black and Gold 400ML (The Nitro-Combination based formula ensures a high coverage, matte finish, perfect control and handling. Weather and winter-proof)
- MuralShield™ Preservation Coating / UV Innovation, designed for the conservation of fine art murals. It provides UV protection, consolidation, and weatherproofing. The coating is flexible, completely clear, and produces a lustrous to glossy finish.
- MuralShield™ World's Best Graffiti Coating / is a *sacrificial top coating* applied over MuralShield. It's meant to take the damage / vandalism, so graffiti can be removed without harming the underlying mural. After removal, WBGC is reapplied where needed.

# PORTFOLIO



"TAILOR"  
PROJECT: COLOR IT IN: CORNERS  
LOCATION: BRIDGEPORT, CT, US  
DIMENSIONS: 20 FT H x 120 FT W  
YEAR: 2023  
ROLE: LEAD ARTIST ANDREY KRAVTSOV



"FANTASY TALE"  
PROJECT: MURAL FEST AND SOUTH  
SALT LAKE ARTS  
LOCATION: SOUTH SALT LAKE, UT, US  
DIMENSIONS: 15 FT H x 260 FT W  
YEAR: 2024  
ROLE: LEAD ARTIST ANDREY KRAVTSOV



“SEASIDE”  
PROJECT: COLOR IT IN: CORNERS  
LOCATION: BRIDGEPORT, CT, US  
DIMENSIONS: 50 FT H × 85 FT W  
YEAR: 2023  
ROLE: LEAD ARTIST ANDREY KRAVTSOV

“INDUSTRY OF TOMORROW”  
PROJECT: BONAFIGLIA FOUNDATION  
LOCATION: SENECA FALLS, NY  
DIMENSIONS: 38 FT H x 32 FT W  
YEAR: 2025  
ROLE: LEAD ARTIST ANDREY KRAVTSOV





“EVERETT”  
PROJECT: PARADE ART, ANTHEM  
BUILDING  
LOCATION: EVERETT, MA, USA  
DIMENSIONS: 16 FT H × 114 FT W  
YEAR: 2024  
BUDGET: \$50,000  
ROLE: LEAD ARTIST ANDREY KRAVTSOV



**“FLOWING THROUGH SAN MARCOS”**  
PROJECT: GATEWAY MURAL  
LOCATION: SAN MARCOS, TX,US  
DIMENSIONS: 200 FT W × 20 FT H  
YEAR: 2024  
BUDGET: \$80,000  
ROLE: LEAD ARTIST ANDREY KRAVTSOV



"GOLDEN VOICE"  
PROJECT: CHARM PROJECT  
PATCHOGUE THEATER FOR THE  
PERFORMING ARTS  
LOCATION: PATCHOGUE, NY  
YEAR: 2025  
ROLE: LEAD ARTIST ANDREY KRAVTSOV



"A BLESSING FROM THE UNIVERSE"

PROJECT: ART DOCS

LOCATION: DALLAS, TX

YEAR: 2026

ROLE: LEAD ARTIST ANDREY KRAVTSOV

## ANDREY KRAVTSOV

### **EDUCATION:**

-Belarusian National Technical University, Belarus, Minsk, Bachelor of Architecture 2001-2006  
-State Architectural Constructional College, Belarus, Minsk, Design / Qualification  
of Interior Decorator 1997-2001

### **PROFESSIONAL EXPERIENCE:**

Mural artist, illustrator / Self-employed 2008 - Present

**Architectural experience** includes roles as Junior Architect, Architect, and Senior Project Manager at Karako Architectural Studio (2002–2006), Shkolnikov Architectural Studio (2006–2011), and Outlinespace Architectural Bureau (2011–2015) in Minsk, Belarus.

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## JULIA KRAVTSOV

### **EDUCATION:**

-Belarusian National Technical University, Belarus, Minsk Bachelor of Architecture 2001-2006

### **PROFESSIONAL EXPERIENCE:**

Mural artist, Art Manager – Open Call & Project Coordination 2013 - Present

**Architectural experience** includes roles as Junior Architect and Project Architect at Karako Architectural Studio (2006–2008), and Project Architect at Belintacom Architectural Studio (2008–2015) and Outlinespace Architectural Bureau (2013–2015) in Minsk, Belarus.

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### **SELECTED ART PROJECTS:**

#### **2026**

-The Art Docks Mural Project / Dallas, TX, US

#### **2025**

- Patchogue Theater for the Performing Arts /Patchogue, NY, US
- Bonafiglia Foundation mural project, A H Public Art Consulting / Seneca Falls, NY, US
- Sprocket Mural Works / Harrisburg, PA, US
- Carhenge Alliance Creative District / Alliance, NE, US
- Hues of Hendricks / Coatesville, IN, US
- The walls Between Waters festival, A H Public Art Consulting / Ticonderoga, NY, US
- Hanasaka mural for Wall Share / Osaka, Japan

#### **2024**

- Anthem building, Parade Art Advisory Firm, / Everett, MA, US
- SpraySeeMo Mural Festival / Kansas City, MO, US
- City of Bexley Mural Festival / Bexley, OH, US
- Gateway Mural / San Marcos, TX, US
- Johalla Project Art Curatorial Collective / State College, PA, US
- Sprocket Mural Works / Harrisburg, PA, US
- Downtown CC Mural Fest / Corpus Christi, TX, US
- Downtown Bellefonte Mural Project, A H Public Art Consulting / Bellefonte, PA, US
- Mural Fest / South Salt Lake, UT, US

#### **2023**

- RevUpMuralFest / College Station, TX, US
- Color It in: Corners project / Bridgeport, CT, US

LEAD ARTIST: **ANDREY KRAVTSOV**

**Art name: KEY DETAIL**

SUPPORTING ARTIST: JULIA KRAVTSOV

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[www.behance.net/KeyDetail](http://www.behance.net/KeyDetail)  
[www.instagram.com/keydetail/](http://www.instagram.com/keydetail/)

- Tanger Outlets Mural Project, Muros Co Activation Agency / Nashville, TX, US
- Loveland Public Art Mural Project / Loveland, CO, US
- City of Rahway and Climate Resilience Community-Based Arts Program / Rahway, NJ, US
- Mural and Busker Festival / Green Bay, WI, US
- Los Muras on Main Festival / Midvale, UT, US

## 2022

- Meridian Arts Project / City of Meridian, ID, US
- Serious Fun Arts Fest / Arts Westchester / White Plains, NY, US
- LivCo Art Festival, A H Public Art Consulting / Geneseo, NY, US
- US Open Tennis Championships /New York, NY, US

## 2021

- City of North Kansas City / Kansas City, MO, US
- PRHBTN Mural Festival / Lexington, KY, US
- New York Rangers, Muros Co Activation Agency / New York, NY, US
- Flint Public Art Project / Flint, MI, US
- The Hunger Coalition Mural Project / Bellevue, ID, US

## 2020

- Titan walls Mural Festival, Muros Co Activation Agency /Chicago, IL, US
- SpraySeeMo Mural Festival /Kansas City, MO, US
- Make It Your Own Mural Festival, A H Public Art Consulting / Fort Wayne, IN, US
- Mural Project Hudson Yards, Muros Co Activation Agency / New York, NY, US
- New Albany Mural Project / City of New Albany, IN, US

## 2019

- Akumal Arts Festival / Akumal, Mexico
- Putnam County Mural Project /Greencastle, IN, US
- Bright Walls Mural Festival /Jackson, MI, US
- Artwork for Kimball Elementary School / Washington DC, US
- Artwork for Boone Elementary School / Washington DC, US
- Artwork for Puma Hoops / Puma / Brooklyn, NY, US
- Mural projects / Color Way of Love / Chengdu, China
- Mural projects / Color Way of Love / Chaling, China

## AWARDS:

- May, 2026 National Mural Awards: Regional Silver Award, Region two
- June, 2024 National Mural Awards: National Gold Award and Regional Gold Award
- June, 2023 National Mural Awards: National Silver Award and Regional Gold Award
- Certificate of appreciation /July, 2018 Pete Rust, Mayor of Green River City, WY, US
- Certificate of appreciation/September 2019 William A. Dory, Jr., Mayor of Green Castle, IN.
- Key to the city / January, 2018 Joseph M. Petty, Mayor of Worcester, MA

## SELECTED SHOWS:

**December 2025** - AQUA Art Fair in Miami, group show / Arch Enemy Arts Gallery, Miami, FL

**October 2025** - CELESTIAL II, group show / Arch Enemy Arts Gallery, Philadelphia, PA

**September 2025** - SPECTRUM 6, group show / Arch Enemy Arts Gallery, Philadelphia, PA

**August 2025** - AS ABOVE SO BELOW 5, group show / Arch Enemy Arts Gallery, Philadelphia, PA

**July 2025** – WAIT FOR THE MOON III: Grimm's Fairytales, group show / Arch Enemy Arts Gallery, Philadelphia, PA

**August 2025** – AS ABOVE, SO BELOW / Arch Enemy Arts Gallery, Philadelphia, PA

**September 2025** – SPECTRUM / Arch Enemy Arts Gallery, Philadelphia, PA

**October 2025** – CELESTIAL / Arch Enemy Arts Gallery, Philadelphia, PA