

From: [Molly Keen Art](#)
To: [Maria Pandazi](#)
Subject: RFP Friedman Alley Murals City of Waukesha– Molly Keen Art
Date: Tuesday, June 2, 2026 4:28:21 PM

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Hello Maria,

My name is Molly Keen, and I am a Muralist and sculptor. I am excited to share my application for the Friedman Alley.

My application includes a design concept proposal for a sculpture, but I would love the opportunity to showcase what I would paint as well.

I am slowly transitioning into a more 3D-based art. My murals also include a day of community painting with my company, 'Team Building Murals'.

Please let me know if you have any questions or need any additional information.

Good luck with the selection process,

Molly Keen
Muralist & Team Building Specialist
[MollyKeenArt.com](#)
[Team Building](#)
[Linked In](#)



Molly Keen - City of Waukesha Friedman Alley M...



molly keen

**City of Waukesha
Friedman Alley Murals**

Muralist & Public Artist
Team Building Murals
www.MollyKeenArt.com
[@MollyKeenArt](https://www.instagram.com/MollyKeenArt)

About Keen



I paint under my mother's maiden name, Keen, in her memory.

For the past twenty years, that name has carried me across 34 countries and more than 100 public murals.

I've been nomadic Painting worldwide for the past 15 years.

I live and work off-grid in a 40-foot mobile school bus and a large workshop. I am a welder, wood worker, and capable and independent on mural sites.

My murals are bold, layered, and full of movement.

Molly Keen

2 Portfolio



My murals are interactive and I see them as sculptures as they activate not just the wall but the environment around it too.

I want people to feel joy, curiosity, and connection when they pass by.

Every design is rooted in the place it lives — local plants, animals, history, and stories woven together in a way that feels alive and honor the place that it calls home.

-Muralist Molly Keen

Molly Keen

www.MollyKeenArt.com

@Molly Keen Art

Live: Grand Canyon Junction, Arizona

Born: Seattle, Washington

Education

Washington State University
2006-2010 - Bachelor of Fine Arts.
Pullman, Washington

Laney College
2018-2020. Wood Working
Oakland, California

Team Building Murals

- 2025 City of Wenatchee, Washington
20 participants
- 2024 University of San Francisco
50 participants
- 2024 Kaboom, Oakland, California
2 elementary schools, 100 students
- 2023 Assurance, Toronto, Canada
150 participants online and in person
- 2023 Aunt Rita's, Phoenix, Arizona
40 participants
- 2022 Assurance, Seattle, Washington
100 participants online and in person
- 2022 Ebay, San Jose, California
50 participants
- 2022 The Hyatt, Seattle, Washington
50 participants
- 2019 Lyft Headquarters, Seattle, Washington

Teaching and Panels

- 2008 - Present. **Molly Keen Art:** Owner, Facilitator.
Creation of 90+ large scale murals world wide. Host interactive workshops.
- 2018-Present **Team Building Murals :** Facilitator.
Owner, Facilitator: Create large scale murals with team participation from companies: Lyft, The Hyatt, Jack Daniels, Ebay and more.
- 2026 **City of Seattle:** Artist Panelist
Seattle, Washington
Select 2026 Seattle temporary art projects.
- 2020-2024 **Upward Roots:** Teacher
Oakland, California
Mural education with students to engage with process of mural making and activating playground spaces.
- 2019 **Urban Artworks:** Facilitator
Seattle, Washington
Facilitate interactive mural installations with team building interaction.
- 2011-2013 **Alzheimer's Services of the East Bay:**
Recreational Coordinator.
Berkeley, California
Taught over 40 people with dementia and Alzheimer's art therapy

Mural Projects

- 2026 City of Bedford, Texas
- 2025 Alternating Currents Mural Festival
- 2025 City of Alpena, Michigan
- 2025 Cascade Development Group - Camas, WA
- 2024 Charles City Arts Center, Charles City, IA
- 2024 City of Flagstaff, Arizona
- 2022 City of Bellevue, Washington
- 2021 City of Georgetown, Texas

Sculptures

- 2020 City of Bellevue, Washington
Large scale mural & utility box
- 2020 City of Dublin, California
Acrylic Adirondack Chair Sculpture
- 2019 City of Lakewood, Colorado
6 interactive sculptures, mixed media
- 2019 City of Bellevue, Washington
Utility Box Painting
- 2019 City of San Ramon, California
Utility Box Painting
- 2018 City of Pleasanton, California
Utility Box Painting
- 2018 City of Fremont, California
Utility Box Painting





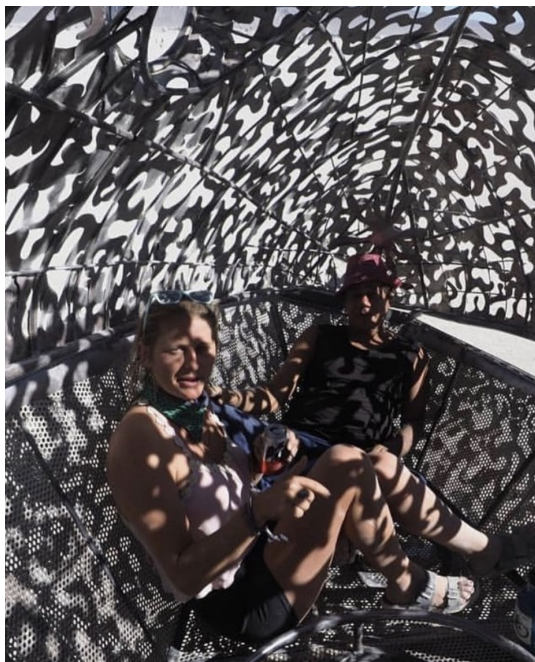
01. Floral Canopy

Client: Cascadia Development Partners. \$25,000

Details: Camas, Washington, 2025. Acrylic. 100' W x 15' H 8 days to complete.

Description: Features a sticker book of wildflowers and butterflies in bold, layered colors, the mural brings energy and life to the urban setting while honoring the region's natural beauty.

Process: Lead individual artist. 2 year collaborative process requiring ongoing coordination



02. Corpus

Artist: Lead Artist Micheal Christian

Assistant Artists: Molly Keen - Welder, Dallas Swindle - Engineer

Details: 22ft tall by 22ft long by 16ft wide, climbable steel sculpture.

Temporary Location: 2019 Burning Man Black Rock

Permanent Location: 2024 Pier 14, San Francisco, CA

Description: The sculptural work shown reflects my role as a hands-on fabricator and apprentice within large-scale public art teams. On this project, I assisted with plasma cutting, welding, and fabrication, working closely with engineers and artists throughout production.

Process: Applied for a burning man honorarium and then later with the Port of San Francisco. Took 4 months to create.





03. Pines to Port

Client: Downtown Development Authority of Alpena. \$20,000

Details: Alpena, Michigan, 2025. Acrylic. 96' W x 2.4-10' H
10 days to complete.

Description: Storytelling the Alpena maritime history with its natural beauty. Features iconic locations and native plants and animals.

Process: Developed with public feedback shaping key elements of the design. Lead Individual Artist overseeing concept development, coordination, and execution.





04. Bloom

Artist: Lead Artist Micheal Christian

Assistant Artists: Molly Keen - Welder and Dallas Swindle - Engineer

Details: 8ft by 10ft by 13ft, climbable steel sculpture.

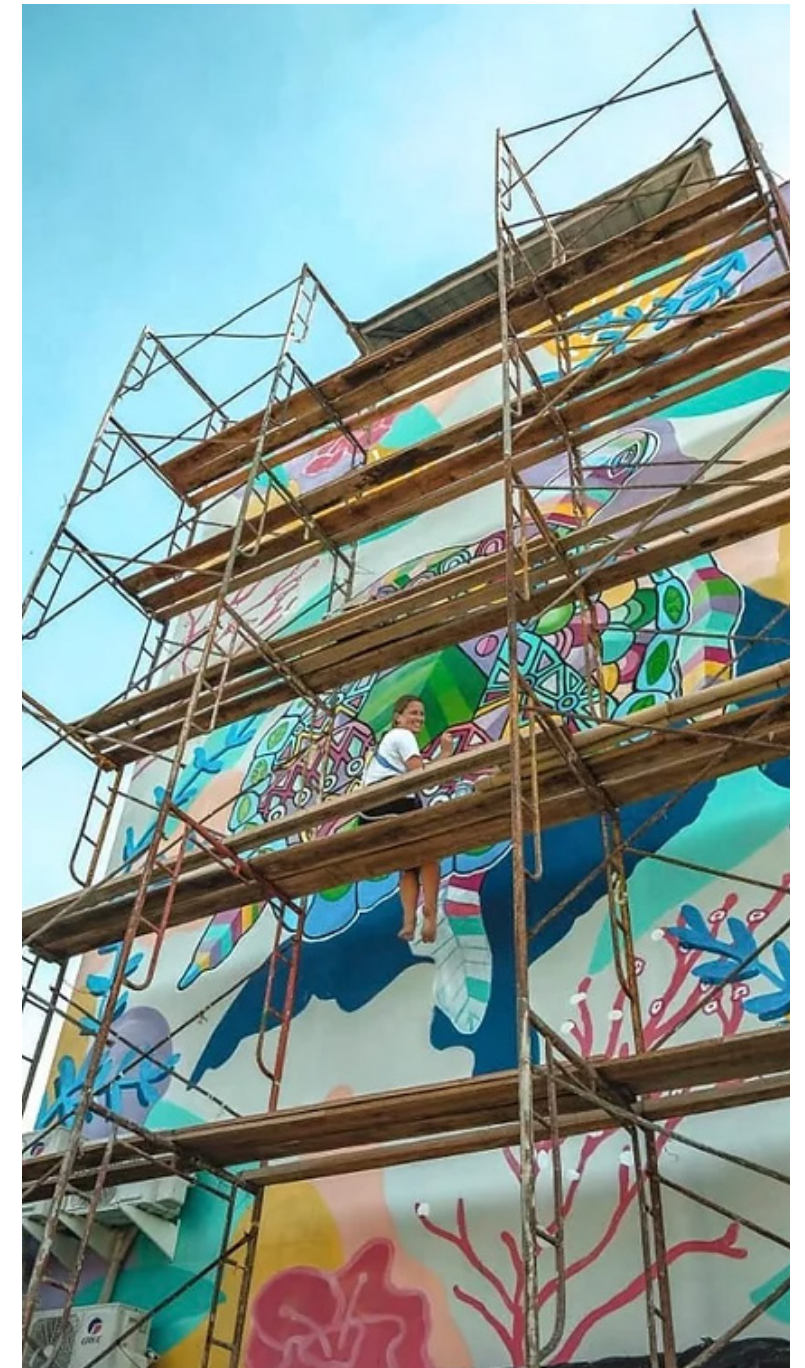
Temporary Location: 2018 Burning Man Black Rock

Permanent Location: 2020 Downtown Reno, Nevada



Description: The sculptural work shown reflects my role as a hands-on fabricator and apprentice within large-scale public art teams. On this project, I assisted with plasma cutting, welding, and fabrication, working closely with engineers and artists throughout production.

Process: Applied for a burning man honorarium and then later with the fourth street corridor of downtown Reno, Nevada.



05. Dreaming Turtle

Artist: Molly Keen

Client: Bali Bustle. \$30,000

Details: Bali, Indonesia, 2020. Acrylic. 25' W x 68' H. 14 days to complete.

Description: Five-story created over eight days atop bamboo scaffolding above the Bali Sea, the piece reflects resilience and dedication in challenging conditions.

Process: Developed with public feedback shaping key elements of the design. Lead Individual Artist overseeing concept development, and coordination.

06. Poem Mailbox Series

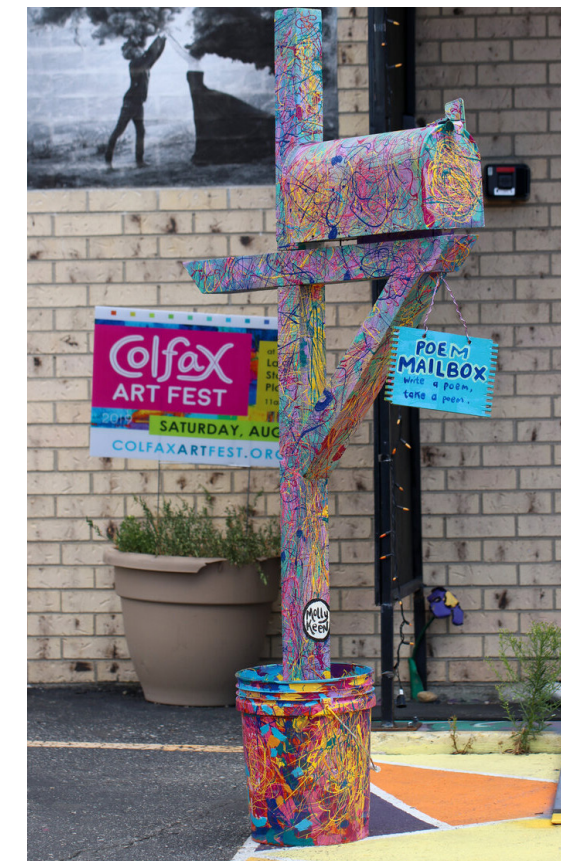
Artist: Molly Keen

Client: 40 West Arts, Lakewood Colorado \$10,000 series of 5 sculptures

Details: Created with 4x4 treated posts, acrylic paint and found objects.

Description: Take a Poem, Leave a Poem is a series of five interactive, multimedia sculptures installed along the 40 West ArtLine. Each piece functions as a public mailbox where visitors are invited to take a poem written by someone else or leave one of their own.

Scattered throughout the corridor, the sculptures encourage discovery, movement, and return visits, transforming poetry into a shared, evolving exchange. Over time, the mailboxes become quiet archives of collective voice—holding moments of humor, grief, hope, and reflection—turning an everyday urban pathway into a living conversation shaped by the community.





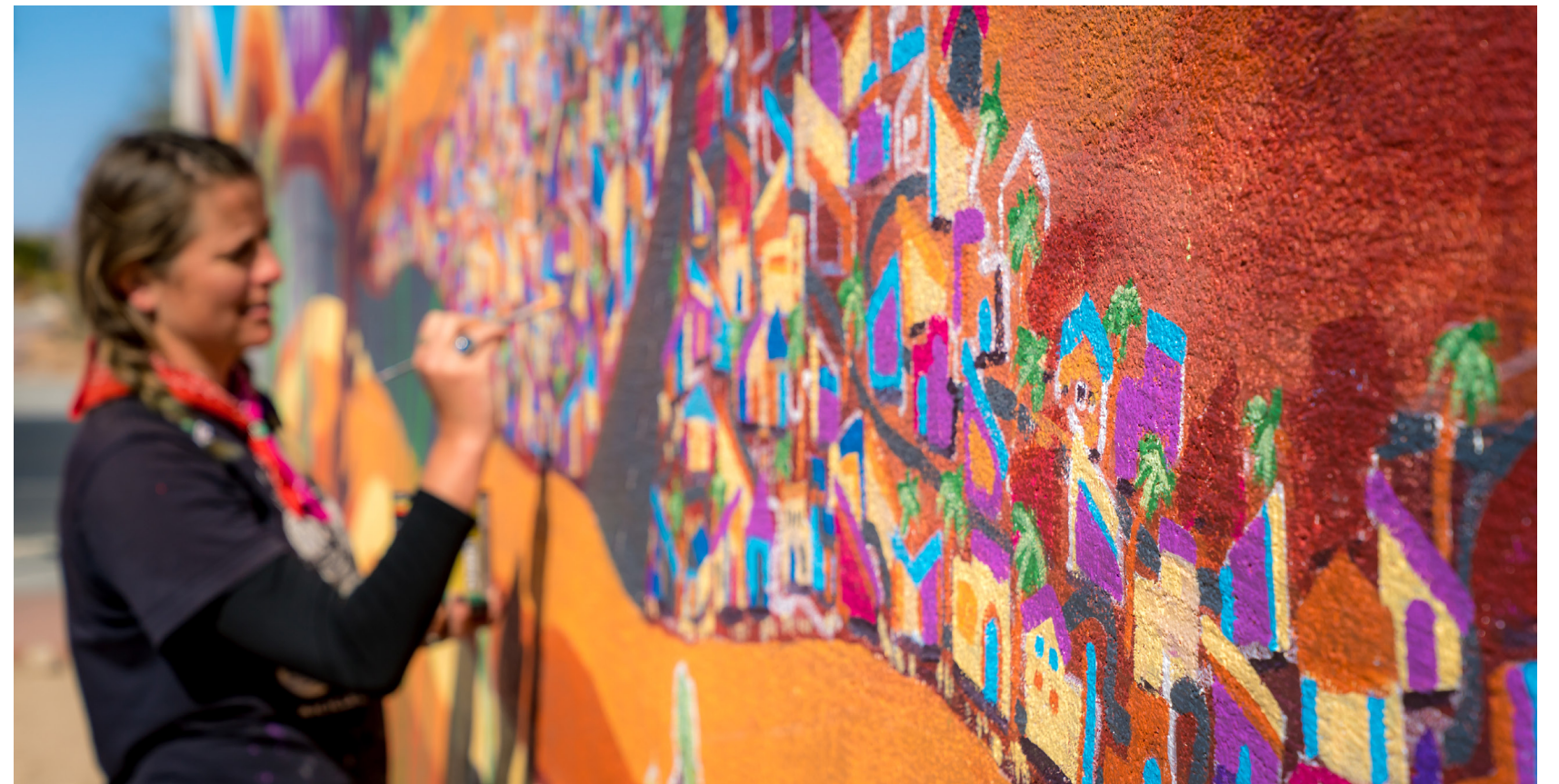
07. Dazzling Desert

Client: Grnd SqrL Bar and Restaurant. \$12,000

Details: 29 Palms, California. 2023. Acrylic. 100' W x 12' H. Eight day mural.

Description: Sits on the main highway one mile outside Joshua Tree National Park, highlighting native flora and fauna. Featured are the local legend, three-legged coyote 'Tripod,' Chollas, a chuckwalla, an alien drinking a beer with a squirrel, and bright stars overhead.

Process: Worked directly with the private business owner to develop and coordinate this mural from initial outreach through completion.





08. Town of Colors

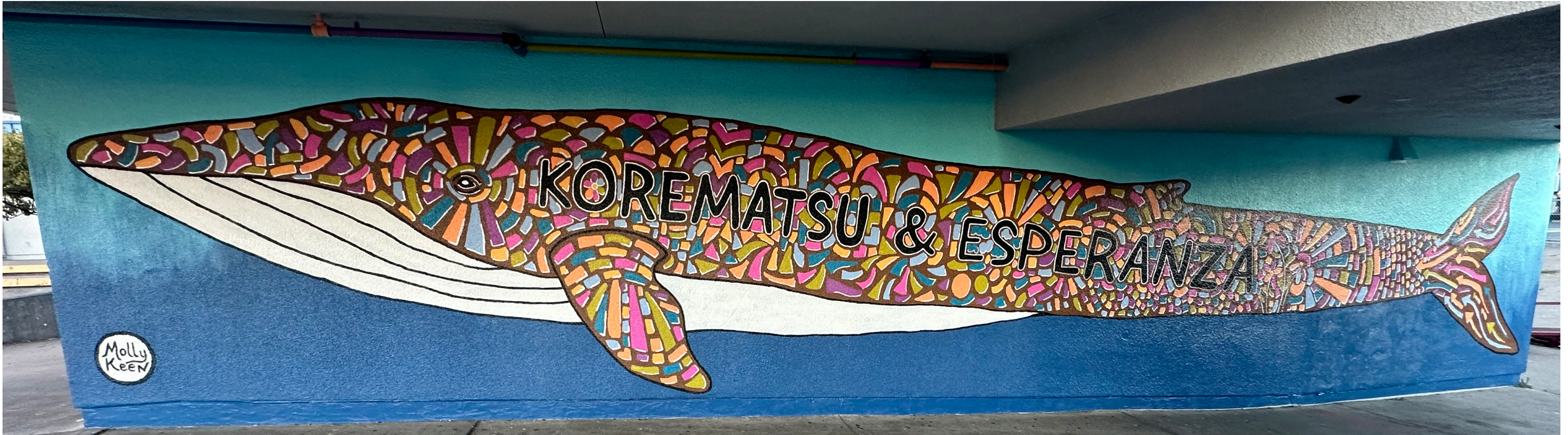
Client: City of Charles City. \$15,000

Details: Charles city, Iowa. 2023. Acrylic. 100'W x 18' H. Twelve days to complete.

Description: Keen brought this large-scale mural to life, meticulously painting on rough brick with a two-inch brush. Inspired by Iowa's rich geography, native plants, wildlife, and iconic architecture, the design captures the region's essence in a vibrant, whimsical style.

Process: City Council members and building owners developed this mural through an extensive collaborative process. Over 18 stakeholders contributed to the design and revision phases, and I served as the lead artist.





09. Whale of a Tale

Client: Upward Roots, and Eat Learn Play. \$8,000

Details: Oakland, California. 2021. Acrylic. 60'W x 12' H. 3 days to complete.

Description: Sixty students collaborated to create this vibrant mural as part of a school-wide playground renovation, giving them a direct role in transforming their space. Supported by the Eat. Learn. Play. Foundation, which empowers youth through community resources, the mural features a playful paint-by-color technique, inviting creativity and pride among the students.

Process: Upward Roots and Kaboom collaborated in an ongoing mural partnership to create the mural in one weekend.





10. Splash Garden

Client: City of Bedford, Texas. \$12,000

Details: Bedford, Texas. 2026. Acrylic. 80'W x 9' H. 5 days to paint.

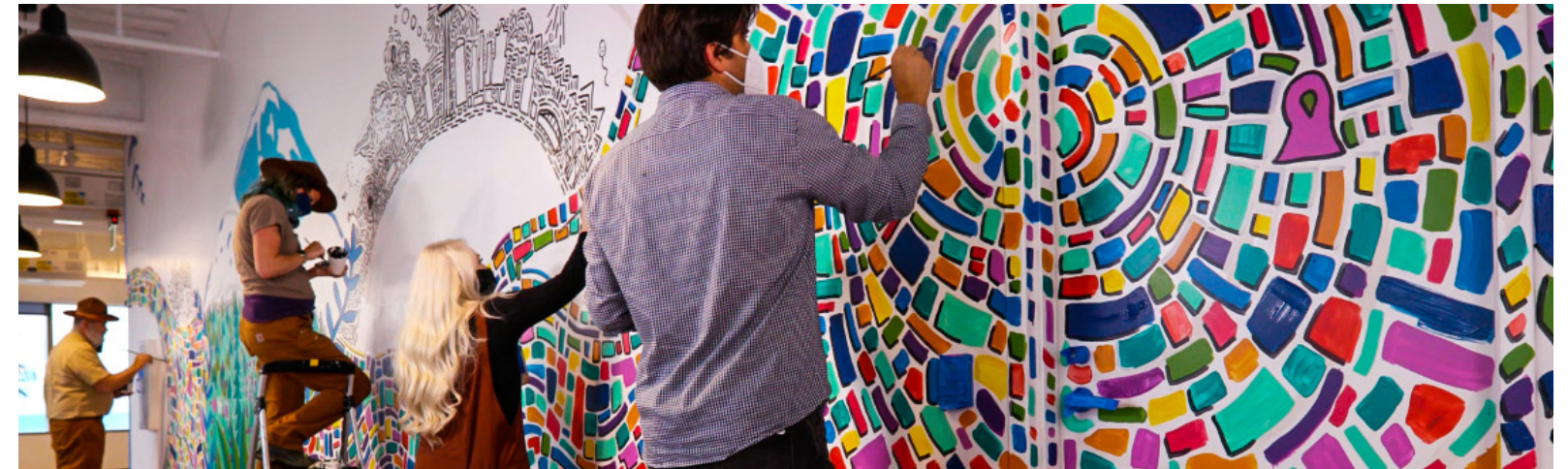
Description: Bold, flowing blue waves that wrap around the building, creating a sense of movement and playfulness. Local art students collaborated on the project, contributing to the mural's design and execution, which not only beautifies the space but also fosters community engagement and pride.

Process: I worked with the city for 3 years on this RFP-selected project, developing the design through four rounds of revisions. I also completed the mural through traditional painting alongside the bathroom installation.



Team Building Option

www.teambuildingmurals.com



Interactive, involved, and playful.

www.teambuildingmurals.com

The option to include a community team-building mural day where participants help paint sections of the mural like a coloring book paint-by-colors.

Grab a color, and find the spot on the wall with the corresponding shade.

Designed so that no previous artistic experience is required.

Everyone to contribute in a fun and approachable way while keeping the overall design cohesive.

A light learning workshop and a community bonding experience.



Design Concepts

Dear Public Art Committee,

My name is Molly Keen, and I am excited to submit my proposal for the Friedman Alley Murals project. I paint under my mother's maiden name, Keen, in her memory.

For this project, I am absolutely flexible and open to feedback from the Public Art Committee, property owners, and the community.



In many ways, collaboration is my favorite part of the public art process. I enjoy listening to a project's goals, learning about the people connected to a place, and creating artwork that feels both meaningful to visitors and residents alike.

Over the past twenty years, I have completed more than 100 murals and public artworks across 34 countries. My work has taken me from small rural communities to major cities, allowing me to collaborate with municipalities, arts organizations, corporations, downtown districts, nonprofits, schools, and community groups of all sizes.

Throughout my career, I have developed a reputation for creating artwork that is visually engaging, highly site-specific, and accessible to a broad audience.

My murals draw inspiration from local stories, geography, culture, history, plants, wildlife, and community identity. I strive to create artwork that people feel proud of and connected to long after the installation is complete.

As both a mural artist and sculptural artist, I wanted to present an idea I have been developing for many years. The concept incorporates layered sheets of colorful translucent acrylic that create shifting light, color, and shadow throughout the day. Rather than functioning solely as a mural, the installation becomes an interactive public artwork that changes with the sun, bringing movement and visual energy



to Friedman Alley while supporting the City's goal of creating a vibrant and active destination. At the same time, I would be equally excited to create a painted mural for the site.

My goal is not to arrive with a predetermined solution, but to work collaboratively to determine what best serves the vision for Friedman Alley and Downtown Waukesha.

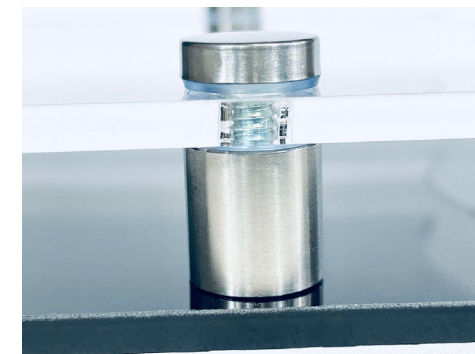
Whether through a mural, a sculptural installation, or a combination of both, I am committed to creating a memorable piece of public art that celebrates the district's creativity, character, and identity.

For mural projects specifically, I also offer community engagement opportunities through my Team Building Murals program. This process allows community members to participate directly in creating a mural through a guided, color-coded painting experience that is approachable, fun, and professionally managed. The result is a polished final artwork that also creates a sense of ownership, pride, and connection among participants.

I would be honored to contribute to Friedman Alley and help create an artwork that encourages exploration, discovery, and community connection while supporting the City's vision of activating this important public space.

Thank you for your consideration.

Warmly,
Molly Keen





Title: Prismatic Bloom



Title: Prismatic Bloom

Description: For this project I considered a mural however with all the wall openings of windows and doors, I felt like a three dimensional piece would activate the wall better with the sculpture.

Considerations on picking the 3D medium and installation: thermal expansion, wind loads, UV exposure, and the paint layer failing before the adhesive does.

Medium: Colored HDPE and translucent polycarbonate sheets. Layered on top of one another to create dimensional colors and layering.

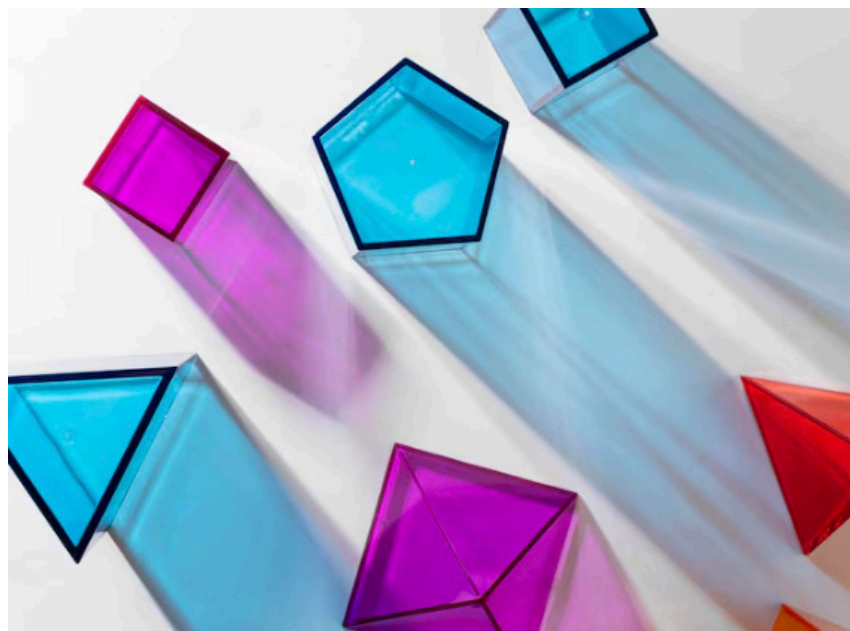
3/8" or 1/2" UV-resistant cast acrylic, stainless standoffs, and 1"-3" stand-off depth depending on desired shadows.

Mechanically fastened standoff system with metal framing around some of the petals.

Aluminum standoffs 1/2"-2" stand-offs off the wall which allows for the colors of the transparent plexiglass to cast through.

Acrylic drilled with oversized holes, stainless hardware and tapcon anchors into the concrete block.

This install is easy to repair and won't hinder the structural integrity.



This work consists of a collection of colorful pinwheel-like acrylic sculptures installed throughout the facade, creating moments of discovery as visitors move through the alley. Inspired by Waukesha's historic springs and the idea of creativity radiating outward into the community, the installation uses overlapping translucent colors and projected shadows to bring movement, light, and visual energy to the space.





Title: Chromatic Current



Title: Chromatic Current

Chromatic Current is a series of layered translucent acrylic forms inspired by movement, connection, and the flow of people through Friedman Alley. As light passes through the overlapping colors, shifting shadows activate the wall throughout the day, transforming the alley into a vibrant and evolving public art experience that reflects Waukesha's creative energy and riverfront identity.

Install and logistics: Mechanically fastened standoff system.

Aluminum standoffs 1/2"-2" stand-offs off the wall which allows for the colors of the transparent plexiglass to cast through.

Acrylic drilled with oversized holes, stainless hardware and tapcon anchors into the concrete block. This install is easy to repair and won't hinder the structural integrity.

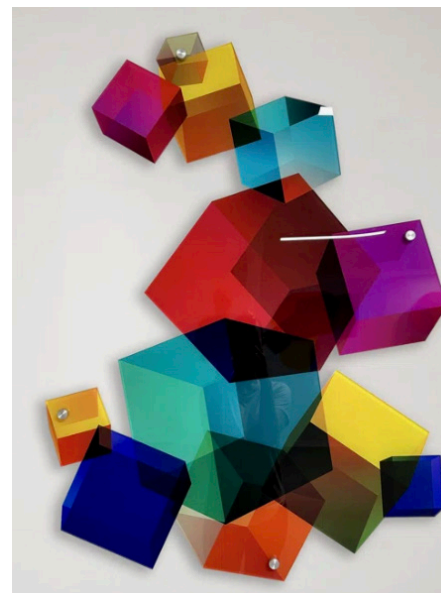
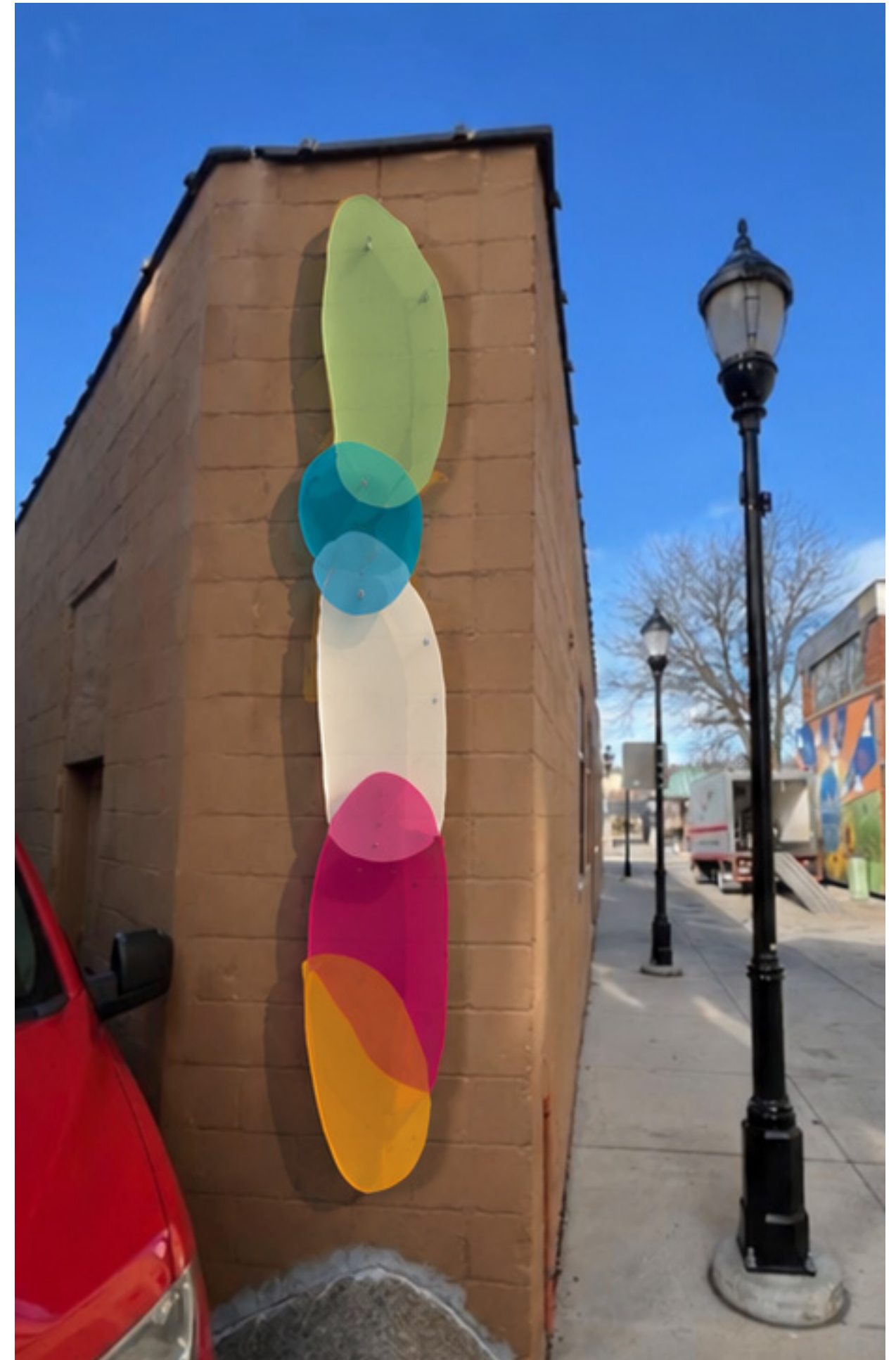
This is how museums, wayfinding signs, and many public art installations are mounted.

Benefits: Creates beautiful shadows, allows drainage, allows thermal movement, looks professional, easy to replace damaged pieces after 15-20 years.

No tape, no adhesives, strong and anyone can touch it without damaging it.

The shadows will move throughout the day and become part of the artwork. That creates actual depth instead of just color overlap.

The result would feel much closer to a floating sculpture than a mural.





Title: Alley Bloom



Title: Alley Bloom

This technique uses large-scale geometric forms and bold color fields to create a striking visual landmark within Downtown Waukesha. The simple, highly legible shapes are designed to engage pedestrians, cyclists, and drivers alike while bringing a contemporary sense of play, color, and activation to this important connection between the Riverwalk and Main Street.

Install and logistics: Mechanically fastened standoff system.

Aluminum standoffs 1/2"-2" stand-offs off the wall which allows for the colors of the transparent plexiglass to cast through.

Acrylic drilled with oversized holes, stainless hardware and tapcon anchors into the concrete block. This install is easy to repair and won't hinder the structural integrity.

This is how museums, wayfinding signs, and many public art installations are mounted.

Benefits: Creates beautiful shadows, allows drainage, allows thermal movement, looks professional, easy to replace damaged pieces after 15-20 years.

No tape, no adhesives, strong and anyone can touch it without damaging it.

The shadows will move throughout the day and become part of the artwork. That creates actual depth instead of just color overlap.

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Maintenance & Safety Plan

With over 15 years of observing my murals life spans, surface adhesion and preparation are the most important elements of the ensuring mural longevity.

I create a site-specific maintenance plan for your mural location that has a photo of the mural and all the colors used.

Surface Preparation

- Inspect cracks, damage and signs of wear of the wall.
- Determine if the wall needs to be pressure washed or previous paint to be removed. Patch minor imperfections if needed.
- Mask and protect adjacent surfaces, landscaping, and site elements
- Apply appropriate exterior masonry primer for stucco adhesion

Materials and Protective Coatings

- Professional-grade exterior paints and primers.
- Use acrylic satin sheen Sherwin Williams Paint and Nova custom paint colors.
- Optional UV-resistant protective clear coat / anti-graffiti coating for easier future cleaning and maintenance.

Installation Workflow

- Layout and scaling of mural design before painting starts.
- Arrive 1-2 days before painting starts. I use a mobile art studio that is full self sufficient while working including showers, kitchen, solar and bed.
- Day 3 start priming and then base painting and color blocking followed by detail painting and finishing work.
- Final sealing and site cleanup. Leave colors or Sherwin Williams paint on file for future touch ups.

Equipment Safety

- Lift certified and insured, and would use three story scaffolding for the project.
- OSHA-compliant work practices followed throughout installation Barricades and temporary pedestrian rerouting used around active work areas as needed.

Ongoing Maintenance Recommendations

- Annual visual inspection for fading, cracking, moisture intrusion, vandalism, or wear.
- Routine cleaning using low-pressure water and non-abrasive, pH-neutral cleaners.
- Prompt graffiti removal using products compatible with protective coatings.
- Reapplication of protective clear coat recommended approximately every 5-7 years

Color References and Documentation

- Full digital color code references will be provided upon completion
- Sherwin-Williams paint records can be set aside under the client or city's name through my Sherwin-Williams representative.
- Paint formulas and color references can be accessed in the future for touch-ups or restoration.

Touch Up's and Restoration

- Minor repairs and restoration can be completed as needed
- Artist available for future maintenance or restoration under separate agreement

Expected Lifespan

Estimated mural lifespan of approximately 10-15 years or longer with proper maintenance and protective coating upkeep

Documentation

Project documentation may include drone footage, GoPro footage, progress photography, and time-lapse documentation of the mural installation process



Sculpture Budget

ITEM	DESCRIPTION	COST
Travel	Ground travel, local accommodations, & meals.	\$2,000
Materials and Supplies	Paint, brushes, rollers, buckets, drop cloths, stencils, etc.	\$5,600
Documentation	A media kit will be given 1 week after completion. This includes a mural time lapse and professional photos with videos for the client to use.	\$1,000
Scaffolding	Scaffolding, lifts (if needed), safety equipment	\$1,000
Installation (Labor)	Based on 3 weeks of on-site painting, 8-10 hour days	\$2,400
Lighting	If lighting is wanted, the solar or 110 V lights can shine on the mural at night.	\$1,000
Contingency	Covers unforeseen material or scheduling needs	\$2,000
Taxes	1/4 Individual Proprietorship	\$5,000
TOTAL	TOTAL	\$20,000

Mural Budget

ITEM	DESCRIPTION	COST
Travel	Ground travel, local accommodations, & meals.	\$2,000
Materials and Supplies	Paint, brushes, rollers, buckets, drop cloths, stencils, etc.	\$800
Documentation	A media kit will be given 1 week after completion. This includes a mural time lapse and professional photos with videos for the client to use.	\$1,000
Scaffolding	Scaffolding, lifts (if needed), safety equipment	\$1,000
Installation (Labor)	Based on 3 weeks of on-site painting, 8-10 hour days	\$4,450
Lighting	If lighting is wanted, the solar or 110 V lights can shine on the mural at night.	\$1,000
Contingency	Covers unforeseen material or scheduling needs	\$1,000
Taxes	1/4 Individual Proprietorship	\$3,750
TOTAL	TOTAL	15,000



Timeline

DATE	PHASE	DESCRIPTION
August 1, 2026	Press Release	Create a press release informing the residents and community of the upcoming mural for excitement and preparation.
August 10, 2026	Arrive at Site	The work will already be constructed and I will bring the artwork to the site ready to install
August 11-18, 2026	Install the work	Using anchor points and scaffolding I will install the three dimensional sculpture.
TBD 2026	Community Reveal	Coordinate with the team for an unveiling, press opportunity, or casual celebration to honor the mural and community contributors.



References

Phil Megenhardt

Boldhat Productions

206-295-1891

phil@boldhatproductions.com

'Summer Solstice' mural client

Emily Kiwel

Charles City Arts Center

641-228-6284

charlescityarts@gmail.com

'Town of Colors', mural client

Anne Gentry

Downtown Development Association

503-887-5033

anneg@alpena.mi.us

Mural client, 'Pines to Port'

Danielle Teagarden

City of Bedford, Texas

817-952-2114

Danielle.Teagarden@bedfordtx.gov

Mural client, city pool mural

Clients

