



wo is located on the building at 300 W Main Street. It w
n a minimum 3mm composite panel, then affixed to the
t directly onto the wall (REVISED 7/28/25). The size of t

Robin Grams

From: Holly Messer <h_messer@icloud.com>
Sent: Friday, August 22, 2025 11:19 PM
To: Robin Grams
Subject: RFP Friedman Alley Murals City of Waukesha
Attachments: Friedman alley sample.pdf

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This email message originated from outside the City of Waukesha. Do not click on links or open attachments unless you have verified the sender. If there is concern, please report this email.

Hello, My name is Holly Messer. Thank you for considering my proposal for a mural in Friedman alley.

1. The design I propose for area #2 is an unapologetic riot of color with a nod to comic book style.
2. My design has no hidden meaning or concept so much, just a fun blast of color. A kick to the eyeballs in the best sort of way!
who wouldn't want to strike a pose and have a picture taken with friends in front of this bright backdrop.
3. I plan to use mainly spray paint made for outdoor use and resistant to fading.
I may use some exterior paint that I will roll or brush on as well.
4. I estimate the time to complete the project would be about two weeks. this may vary based on wall prep as I plan to work directly on the wall.
5. The dimensions of area #2 is said to be approximately 10 x 20 on the website.
6. Cost estimate for the project would be.
Artist fee— \$3,000.00
Supplies— \$500.00

Total—\$3,500
7. I grew up just a few blocks from downtown Waukesha, where my friends and I would spend hours in the summer riding bikes to the library,
seeing movies at The Park or The Pix, spending all the money we had on candy at Jendusa Pharmacy, catching crayfish in the river at Frame park.
and doing all the things that kids did in the early 80's in Waukesha. In winter it was all about ice skating on the Fox river and sledding down Lowell Hill, before going home for hot chocolate or my dads chicken stew. I've loved art since I can remember. I'm basically self taught and over my 20 plus years
as a painter, muralist, and scenic artist, I've had the pleasure of working on some amazing projects with some equally amazing people,
including companies like Sid Grinker Restoration here in Milwaukee, and internationally known Exploring Inc. a company in Atlanta that specializes
in large events and attractions like The Great Wolf lodge.
I have done murals and other projects from New York to California and many places in between.
My style can range from abstract to realism depending on what the project requires. Though I've worked in many

different mediums,

in the last few years for large projects I've mainly used spray paint. Ive fallen in love with it's vibrancy and versatility, and improvements

in artist quality spray paints in the recent years has made it my new favorite paint to work with.

8. For examples of my work, please check out my website. hmstudio71.com

Thank you!

Sincerely,

Holly Messer