

RESPONSE TO:

# Request For Proposal: Friedman Alley Murals

## Thomas Press Building

PREPARED BY:  
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January 28, 2026

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(414)426-2398

January 15, 2026

City of Waukesha  
Attn: Robin Grams  
201 Delafield Street  
Waukesha, WI 53188  
[rgrams@waukesha-wi.gov](mailto:rgrams@waukesha-wi.gov)

Re: Call to Artists: City of Waukesha Friedman Alley Mural - Friedman Alley- Activate the Alley

## **OVERVIEW OF DESIGN PROPOSAL**

The proposed design for the Friedman Alley ,920 Friedman Drive, Waukesha, WI, is to celebrate the natural elements found in the nearby area. Through the use of vibrant colors, the proposed design brings energy and movement to the site, inviting visitors into a visual experience. Woven into the design, the mural honors the nearby Fox River and trails by depicting native flora and fauna.

The proposed design is not the final rendering of the installation. The design can be adjusted accordingly to meet goals and to adapt to the surface area Mural #1 (4' x 12'). The project will be fabricated on ACP panels off-site requiring access to the site only for inspection and installation.

The following are lists of material, project time, and budget cost for the proposed installation.

## **MATERIALS**

Spray Paint

Exterior Latex Paint

Aluminium Composite Panel Cladding - 3MM Bebond ACP

## **PROJECT TIMELINE**

Project Timeline (Estimated 3 week project, timeframe may change according to approval and start date):

Start Date: Week of February 15, 2026

- Final design approval
- Substrate preparation and priming
- Initial sketching and layout

Week of February 23, 2026

- Painting begins: Base colors, major forms, and background details completed
- Mid-week progress check-in

Week of March 2, 2026

- Detail work & finishing touches
- Final review and prep for delivery

Delivery & Installation: Week of March 2, 2026/March 9, 2026

- Transport to site
- Installation and touch-ups if needed after installation

## COST BREAKDOWN - DIMENSIONS/COST/FABRICATION

### MURAL AREA #1 (4' x 12')

Category	Description	Estimated Cost
<b>Materials</b>	2 (3-MM ACP) Sheets Price: \$63.14 / SHT + tax  Paint Materials & Installation	\$144.68  \$200
<b>Artist Fee</b>	4' X 12' = 48 sq ft @\$30	\$1,440
<b>Total</b>		\$1,784.68

# **DESIGN PROPOSAL**



## DESIGN CONCEPT

**FOX – HONORING FOX RIVER  
& CITY OF WAUKESHA  
ADDITIONAL FLORA AND FAUNA –  
CELEBRATING NATIVE ELEMENTS OF  
THE REGION**



**RENDERING #1**

**RIVER BACKGROUND**



W. H. G.



## RENDERING #2

SUNSETTING BACKGROUND





**RENDERING #3**

**NIGHT SKY BACKGROUND**



# **ARTIST CV**

# MI SALGADO

Visual Artist

## RESIDENCY

2024 – Mural Project, Artists Working In Education, Bay View Montessori School, Milwaukee, Wisconsin

## Phone

(414)426-2398

## INSTALLATIONS

2025 – Mural Project, *Pollinating*, HoneyBee Sage, Milwaukee, WI

2025 – Mural Project, Urban Ecology Center, Milwaukee, WI

2024 – Community Mural, *Dia de Los Muertos*, Milwaukee, WI

2023 – Mural Project, Menomonee River Valley, Milwaukee, WI

2022 – Mural Project, *Resemblance in Nature*, Milwaukee Area Technical College, Milwaukee, WI

2021 – Mural Project, *Life's Pollinators*, Black Cat Alley, Milwaukee, Wisconsin

2021 – Mural Project, *American Robins in Flight*, Tank Park, Green Bay, Wisconsin

2021 – Mural Project, *Untitled*, East Side Art Lot, Milwaukee, Wisconsin

## Email

[ssalgado.mi@gmail.com](mailto:ssalgado.mi@gmail.com)

## Website

[www.misalgado.com](http://www.misalgado.com)

## LinkedIn

<https://www.linkedin.com/in/mi-salgado>

## EDUCATION

Milwaukee Area Technical College Milwaukee, WI | 2021-2024

*A.A.S in Architectural Technology*

Milwaukee Area Technical College Milwaukee, WI | 2018-2020

*Certificate in Entrepreneurship*

## SKILLS

2D Painting  
Mural Painting  
Mixed Media  
Woodwork  
Adobe Fresco  
Procreate  
Microsoft Office  
Revit  
SketchUp  
AutoCAD

## SELECTED GROUP EXHIBITIONS

2024 – UWM Art Union, “Colors of Our Comunidad: Latine Artists in Celebration,” Milwaukee, Wisconsin

2023 – Consignment Project Collection, Museum of Wisconsin Art, West Bend, Wisconsin

2023 – Milwaukee Artist Resource Network, “¡Chicano Power!” Milwaukee, Wisconsin

2023 – WPCA, Mexican Fiesta Exhibition, Milwaukee, Wisconsin

2023 – Mitchell Street Arts, “The Art of Limitless Scale,” Milwaukee, Wisconsin

2023 – La Gente Art Gallery, Milwaukee, Wisconsin

2022 – Walker's Point Center for the Arts, “Annual Members Show,” Milwaukee, Wisconsin

2021 – Latino Arts Inc, “Hyphenated Americans,” Milwaukee, Wisconsin

## **SELECTED SOLO EXHIBITIONS**

2023 – Walker's Point Center for the Arts, “Featured Member Solo Exhibition” Milwaukee, Wisconsin

## **AWARDS**

2022 – 3<sup>rd</sup> Place Award in the Visual Arts category, Historic King Drive Business Improvement

## **REFERENCES**

### **Larissa Gladding**

Program Director, East Side Business Improvement District #20

(608)347-6169

[gladdinglarissa@gmail.com](mailto:gladdinglarissa@gmail.com)

### **Marcela (Xela) Garcia**

Executive Director

(414)364-0562

[xela@wPCA-milwaukee.org](mailto:xela@wPCA-milwaukee.org)

# **ARTIST BIO**

## BIO

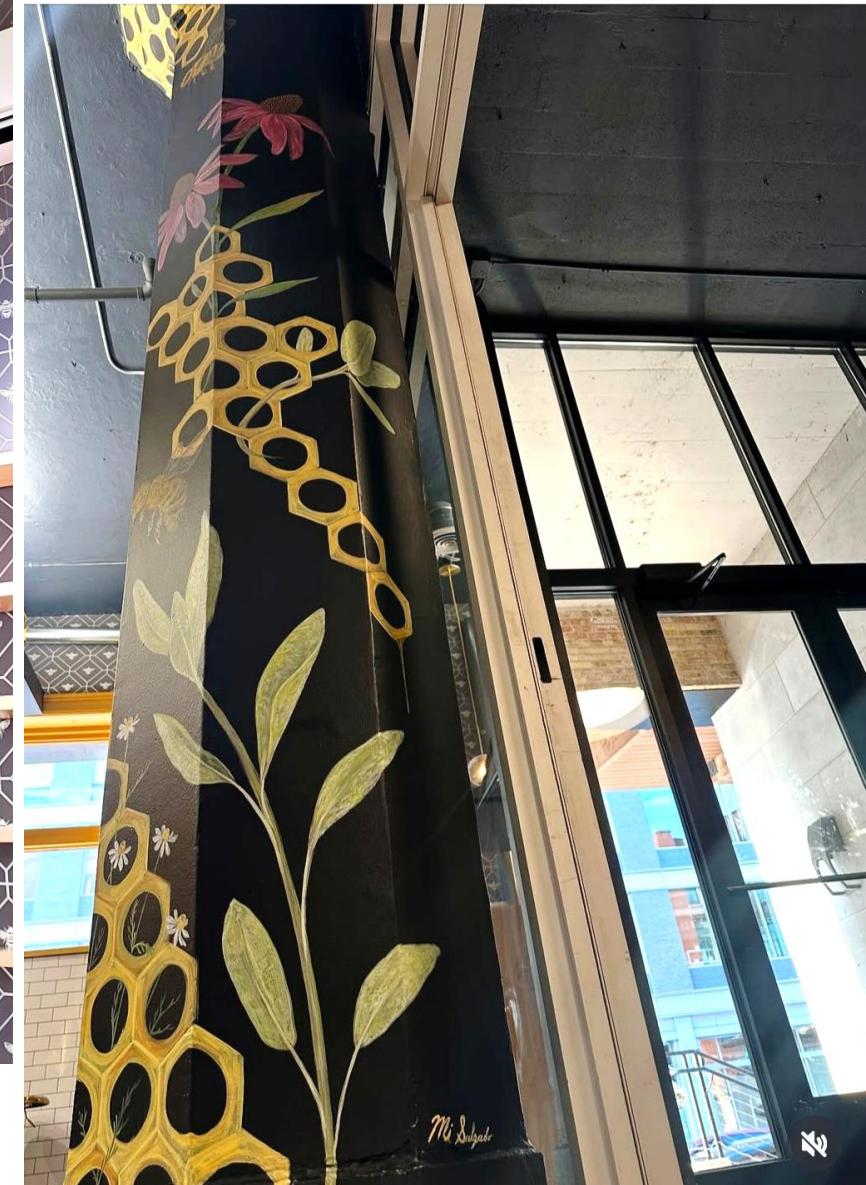
My name is Mi Salgado, a self-taught visual artist based in Milwaukee, Wisconsin. Without any formal art education, I began exploring my creativity at a young age, learning through practice and observation. My professional career in the arts dates to 2017, and over the years I've practiced various creative methods—from woodburning to large-scale painting. Over the years, my practice has allowed me to collaborate on projects with a range of communities throughout the Greater Milwaukee Area. I have worked alongside organizations such as Walker's Point Center for the Arts (WPCA), University of Wisconsin-Milwaukee (UWM), and New Berlin Library, among others.

Through workshops, collaborations, and continued community engagement, my works are both personal and rooted in shared stories of others. I continue to reflect on places and people that inspire me that are grounded in connection, growth, and power to bring people together.

# **EXAMPLE WORK**

# HoneyBee Sage – Milwaukee, WI

2025



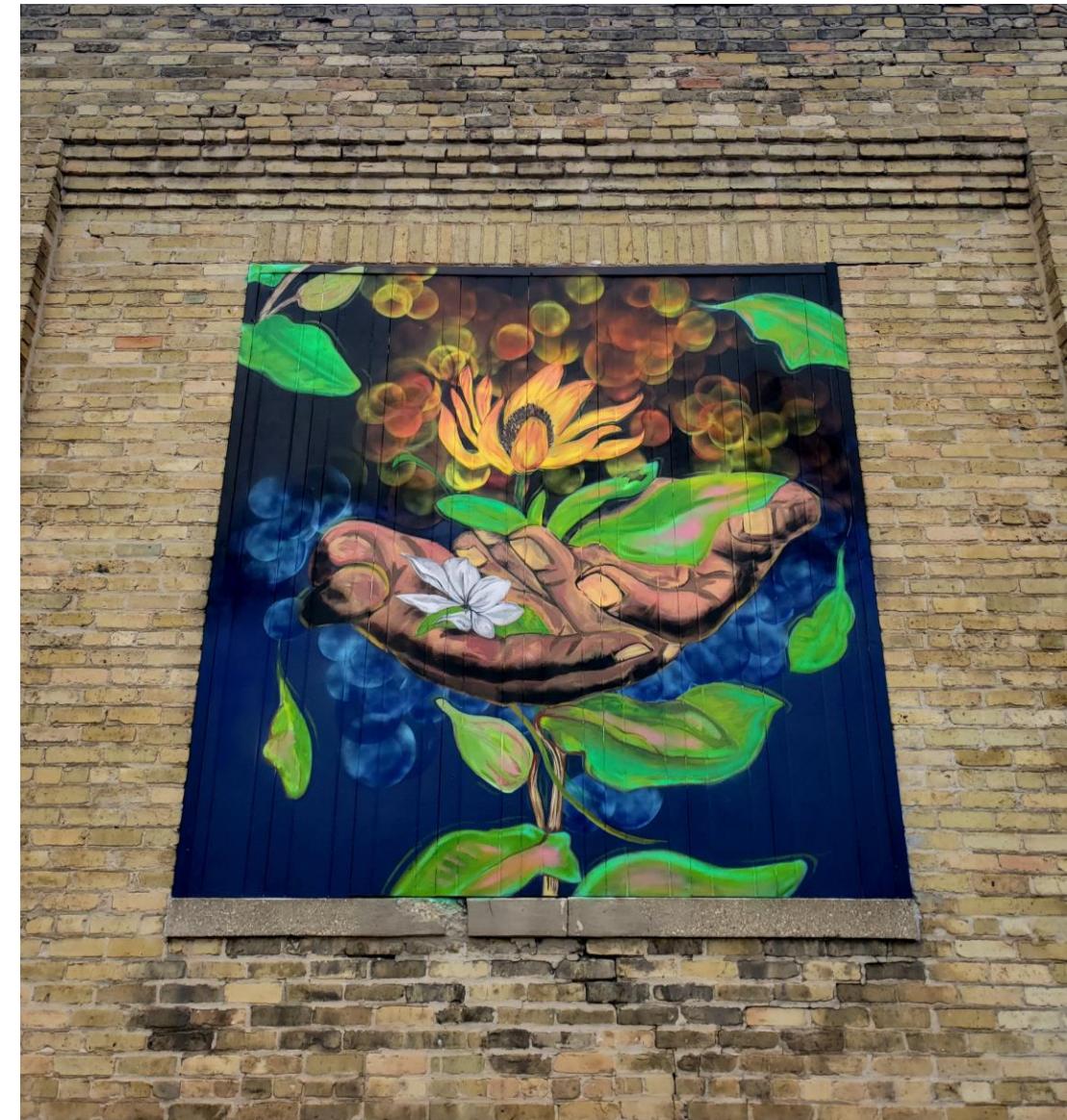
Urban Ecology Center –  
Washington Park - Milwaukee, WI

2025



# Menomonee River Valley - Milwaukee, WI

2024



Black Cat Alley - Milwaukee, WI

2024

