



Friedman Alley Mural Proposal



Mural Design Proposal: “ The Memory of Moths”



This is a preliminary design proposal for the Friedman Alley Mural (Sites 1 and 2). The artwork will be painted directly onto the wall. Depending on the wall's condition, the moths may alternatively be painted on 3mm composite cut-out panels and installed over the elderberry background to ensure the fine details are preserved.

Mural Design Proposal:



Each moth features wing designs that highlight symbols of Waukesha, Wisconsin, including the Fox River, The Gibson, musical elements, native florals, dragonflies and water lilies. I am open to incorporating additional moths and other elements that further represent Waukesha alongside the current designs.



Moths flutter among clusters of native elderberries, embodying transformation and renewal. Together, they reflect Waukesha's resilience, natural beauty, and hidden wonder, celebrating growth, connection, and local heritage—a powerful symbol of turning something old into something new.

Design Concept:

"Please note: This is a preliminary design concept. Color palettes and design details can be further refined and enhanced upon proposal acceptance."

Color Palette

The mural features a bold, graphic composition with a dusk-inspired palette of luminous corals and layered purples. These jewel tones create a cohesive design that captures the warmth of evening light and the quiet magic of a Wisconsin twilight.

Subject Matter

This mural transforms Friedman Alley into a whimsical attic of memory and light. Inspired by the quiet beauty of moths that carry the spirit of Waukesha, each moth's wing design highlights symbols of the city, making them luminous guardians of transformation and hidden wonder. They flutter among clusters of native elderberries, representing healing, nourishment, and the resilience of Wisconsin's natural landscape. Together, the moths and elderberries turn a once-overlooked corner into a blooming space of renewal, inviting the community to see old places with fresh eyes and discover the magic woven into Waukesha's alleys.

Style

Illustrative, bold and graphic with an emphasis on clean flowing lines and a dynamic composition.

Suggested Material

- **Acrylic Exterior Paint:** High-quality acrylic exterior paints for durability and weather resistance. I have extensive experience working with Sherwin-Williams, Behr, and other mural-grade brands. Specific tones are sourced from different lines to achieve optimal coverage, vibrancy, and fidelity to the design.
- **Protective Coating:** clear UV- and graffiti-resistant sealant to ensure long-term protection and color retention.
- **Optional Panels:** If wall conditions require, I will use 3mm composite cut-out panels for detailed elements such as the moths, ensuring sharpness and longevity.

Design installation and proposed locations

Location

- **Mural Area One:** 300 W Main Street, 14’ x 14’
- **Mural Area Two:** 300 W Main Street, 10’ x 20’ (adjacent to Area One)

Surface Type: Painted directly onto the walls. After site inspection it will be determined if Moths need to be painted on panels and installed additionally onto the wall.

Materials

- **Surface Prep & Base:** Exterior masonry primer/sealer
- **Paint:** High quality exterior mural paints, including custom coral and purple tones for elderberries and moths
- **Detailing:** Professional brushes and exterior-safe paint markers for wing symbols
- **Protective Coating:** Anti-graffiti sealant + UV topcoat for durability

Timeline

| Phase | Task | Duration |
|---------|---|----------|
| Phase 1 | Surface prep & material acquisition | 1–2 days |
| Phase 2 | Gridding and outlining artwork (depending on surface) | 1–3 days |
| Phase 3 | Painting and detail work | 5–7 days |
| | Sealant application and finishing touches | 1–2 days |
| | Total Estimated Duration | ~14 days |



Project Estimate

Client: Friedman Alley

Project: “The Memory of Moths” site 1 and 2, Waukesha Friedman Alley

Artist: Thyla Arden – Unnaturell Design Co

| Item | Description | Cost |
|---------------------------------------|---|---|
| Artist Design Fee | Concept development, design revisions, preparation of final mural plan. | \$500 |
| Materials | High-quality exterior acrylic paints, primer, sealant, and custom-mixed tones selected for coverage and vibrancy. | <i>Included in painting cost per sqft</i> |
| Insurance | General Liability insurance coverage. | <i>Included</i> |
| Labor (Painting + Detailing) | Hand-painted mural installation. Rate accounts for design complexity, surface, and wall accessibility. Includes Awning painting. \$15 per sqft (396 sqft) if painted directly on the wall. \$18 per sqft (396 sqft) if panels need to be created for the moth design. | \$5,940 – \$7,128 |
| Lift Rental | Required for safe wall access. May be provided by the City; otherwise, rental applies. | \$600 |
| Protective Coating | Graffiti topcoat for longevity if needed. | <i>Included in painting cost per sqft</i> |
| Total Project Cost: \$7,040 – \$8,228 | | |

Notes:

- **Timeline:** 14 Days +/-
- **Payment Terms:** To be determined in contract
- **Exclusions:** Wall preparation/repairs,, permits, or unexpected site-specific requirements are not included in this estimate.



THYLA ARDEN

UNNATURELL DESIGN CO

CONTACT

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-  3608787046
-  thyla.unnaturell@gmail.com
-  www.unnaturell.com

Insurance: Fully insured per project
(General Liability)



REFERENCES

Available Upon Request

THYLA ARDEN

ARTIST OBJECTIVE

Multidisciplinary artist and muralist dedicated to creating impactful, visually striking works that transform spaces, foster community connection, and celebrate cultural and natural symbolism.

RECENT MURALS



“Shadow Thieves”

November 2024

Socha Arts Gallery
Project Budget: \$15 000

- 600 sq.ft
- Olympia, WA
- Scaffolding



“Luminous Waters”

September 2024

Milwaukee Riverwalk
Downtown bid #21
Project Budget: \$ 22 250

- 890 sq.ft
- Milwaukee, WI
- Scaffolding



“Menomonee Valley”

August 2023

Menomonee Valley Partners
Project Budget: \$25 000

- ~1,000 sq. ft. exterior concrete
- Milwaukee, WI
- Boom Lift & Scaffolding



“Buzzed Wine Bar”

May 2023

Buzzed Wine Bar
Project Budget: \$ 5625

- 225 sq. ft. interior wall
- Burlington, WI
- Scaffolding



“Old Street Oasis”

October 2022

Prima Elements Holistic Wellness Center
Project Budget: \$ 24 000
Sponsored by CoolSpring Downtown District

- 2000 sq. ft. on stucco
- Fayetteville, NC
- Scissor lift operated



“Catholic East Elementary”

June 2022

Catholic East Elementary
Project Budget: \$ 20 000

- 1000 sq. ft. exterior wall
- Milwaukee, WI
- Aerial Lift operated

2024 'Luminous Waters'- Milwaukee Riverwalk, Wisconsin



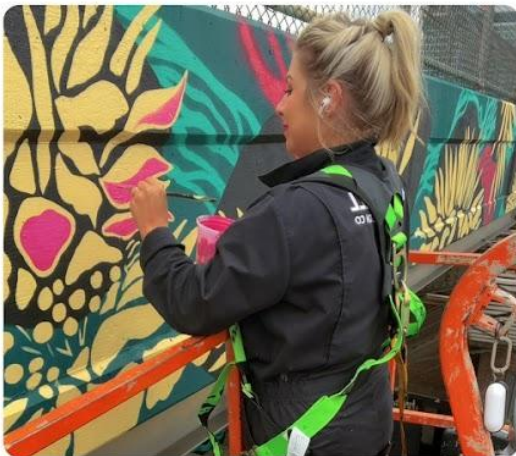
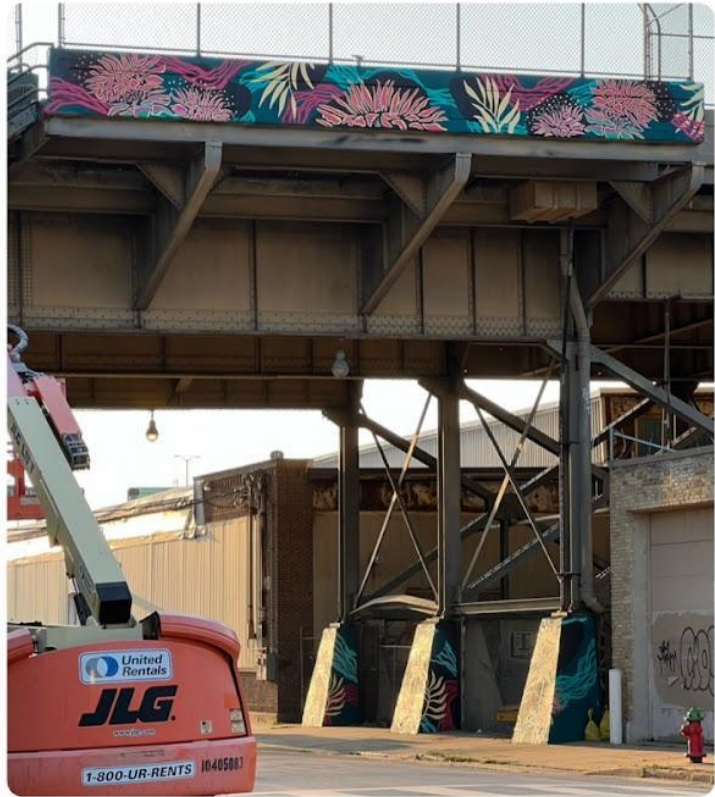
2022 'Old Street Oasis'- Fayetteville, North Carolina



2024 'Shadow Thieves'- Olympia Washington



'Menomonee Valley' - Milwaukee Wisconsin



'Buzzed' - Burlington Wisconsin



Artist Biography:

I am Thyla Arden, an artist and muralist based in Caledonia, Wisconsin, known for my vibrant murals and whimsical paintings in both digital and traditional mediums. My work blends bold colors, intricate patterns, and playful symbolism to celebrate nature, myth, and imagination.

Inspired by my South African roots and worldwide travels, I create murals and illustrations that transform spaces and spark curiosity. Whimsical creatures, magical botanicals, and fantastical elements often emerge.

I believe in art that connects, surprises, and leaves a little magic behind."

References:

Louie Glotfelty

Project Manager
Menomonee Valley Partners, Inc.
Project: 'Menomonee Valley'
Milwaukee, WI
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Erica Green

Director of Public Space
Initiatives
Project: 'Luminous Waters'
Milwaukee, WI
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egreen@milwaukee downtown.com

Articles of mural work:

- <https://www.jsonline.com/story/news/local/milwaukee/2024/11/25/milwaukee-has-new-riverwalk-murals-heres-what-to-know-about-them/76425351007/>
- <https://www.milwaukeedowntown.com/bid-basics/community-projects/riverwalk-mural-collection>
- <https://visitdowntownfayetteville.com/wp-content/uploads/2023/03/Press-Release-Old-Street-Oasis-Mural.pdf>
- <https://catholicherald.org/local/new-mural-inspires-community-to-let-your-light-shine/>

A woman with blonde hair in a ponytail, wearing a black long-sleeved shirt and a bright green safety harness, is painting a vibrant mural on a wall. She is holding a paintbrush in her right hand and a pink cup in her left. The mural features large, stylized, flame-like shapes in yellow and pink against a teal background. She is standing on an orange metal scaffolding or ladder. The background shows a chain-link fence and some construction materials.

I look forward to
working with you!

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