



Friedman Alley Mural Proposal

Waukesha, Wisconsin
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POMA Art

Alain Poma

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1. Design Concepts

- Mural 1 (14'x14')



- Mural 1:

The first is of a Water Deity¹ gazing upon the foot traffic and vehicles at the Five-Point intersection. The 14'x14' location above the awning is a great way to attract attention. This piece greets folks and pulls them into a calm state as they enter the alleyway.

¹ Water deities are gods and goddesses associated with bodies of water, such as seas, rivers, and lakes, or with water-related phenomena like rain and storms. Many cultures across the globe have their own unique water deities, reflecting the importance of water in their lives and environments.

- Mural 2 (10'x20')



- Mural 2:

To the right of the awning is the large 10'x20' location. I am playing into the fact that there is a lamppost illuminating the mural, and I have the Water Deity highlighted from it, in the design. I anticipate that adding this dimensional element would add character to this mural location and alleyway.

- Mural 3 (08'x14')



- Mural 3:

The third mural is the 8'x14' location in the middle of the alleyway, nearest to the river. This piece also pays respect to the river and its inhabitants—a fox river direct visual connection. The vertical format brings energy to this piece, and the fox is facing the river, guiding people towards the waterway.

2. Artist Narrative & Statement

To me, Friedman Alley represents the epicenter of Waukesha and has been a gathering place for the community for a long time. Water not only gives life to flora and fauna, but also to the birth of a city. Friedman Alley is perfectly nested between the Five-Points intersection and the Fox River, and I wanted to pay homage to the river that brings life to everyone, including the city of Waukesha. I have a consistent vibe of river water through these concept designs.

3. Materials

I plan to create these designs using a combination of exterior grade wall paint and spray paint. The materials will be consistent across all surfaces. All materials will be durable, weather-resistant, and chosen for their longevity and vibrant color.

After cleaning and priming, the first two locations can be painted directly on the wall surface. The third location will feature designs on pre-cut panels, which will then be mounted to the wall. This will also allow for more detailed work in a studio setting before installation.

4. Timeline

These murals can be installed this fall or next spring, whichever you prefer, as long as the weather allows.

- For on-site exterior wall painting: I will need five working days per mural (weather permitting).
- For composite panels: I will need 2–3 weeks to paint the panels in my studio, and then 1 day for installation. We will coordinate the installation date together, and it will be dependent on good weather.

If selected for multiple locations please compensate extra time for painting and installation of the additional work.

5. Approximate Dimensions

I will install these according to the provided sizes. They'll be set to the maximum possible dimension, unless an obstruction is identified.

- Mural 1 – 14 feet x 14 feet
- Mural 2 – 10 feet x 20 feet
- Mural 3 – 08 feet x 14 feet

6. Costs

- Mural 1 – \$5000
- Mural 2 – \$5500
- Mural 3 – \$3000

These costs include all fees; artist design, fabrication, materials, installation, etc.

7. Artist Bio

Alain Poma is a Milwaukee-based graphic artist whose work spans illustration, 3D animation, motion graphics, and vibrant murals.

Inspired by his mother, a painter, he began his artistic journey at a young age. Drawing and painting throughout his life, he developed his skills, aspiring to create art for the games and cartoons he loved. He later studied animation and has spent the last twelve years honing his digital and technical abilities. His work has contributed to various projects, including video games, VR experiences, commercials and animated shorts.

Alain's designs can be found at comic conventions and local Milwaukee markets.

You can also see his murals in Black Cat Alley and Ivanhoe Plaza on Milwaukee's Eastside neighborhood, and his art is sold at the Milwaukee Makers Marketplace and featured in various galleries, bars, cafes and restaurants.

- Publications

urbanmilwaukee.com

jsonline.com

theeastside.org



8. Previous Works / Completed Murals

1. Petit Paradis

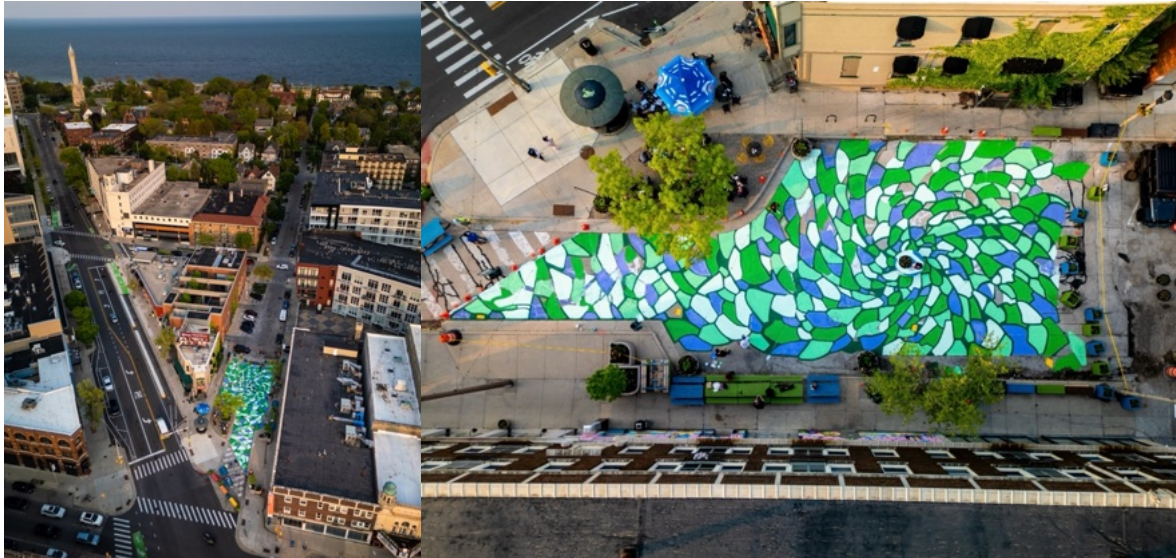


- Petit Paradis, (10'x15') created 2025

Located at the entrance of Black Cat Alley on Milwaukee's East Side. This mural is a joyful and heartfelt tribute to family, memory, and inner calm. Translating to "little paradise," the mural invites viewers to find peace and presence, even amid life's noise.

blackcatmke.com/mural/petit-paradis

2. Ivanhoe Plaza



- Viridian Kaleidoscope, (145'x45') created 2025

Located in Milwaukee, WI at Ivanhoe Plaza, this mural can be found around the corner from Black Cat Alley. This mural transforms the entire plaza into a swirling stained glass-inspired scene of blues, greens, and earthy tones, drawing inspiration from the interplay of nature and the urban environment. The vortex of color invites visitors to immerse themselves in a lush, abstract garden underfoot. Like a living kaleidoscope, the design shifts in mood and light throughout the day, evoking both organic growth and mosaic artistry. If you look closely, you'll find a playful nod to The Wizard of Oz: a trail of subtle yellow dots (a "Yellow Brick Road" of sorts) guiding you toward nearby Black Cat Alley.

www.blackcatmke.com/mural/veridian-kaleidoscope