

FRIEDMAN ALLEY MURALS

PROPOSAL

Prepared by:
Bichofeo Studio LLC
(Lucas Aoki)

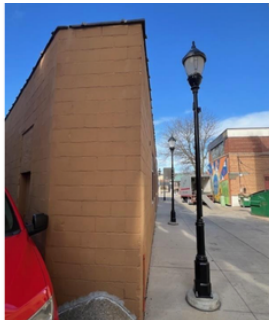
Date:
June 5, 2026

Prepared for:
City of Waukesha
Public Art Committee

DESIGN CONCEPT

“A River Runs Through It” is the proposed mural for the Friedman Alley.

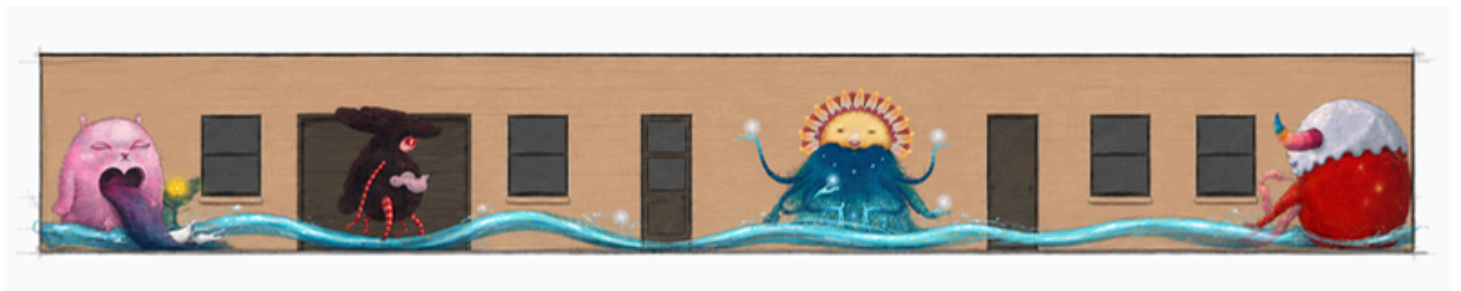
I propose a mural for both mural areas at the Thomas Press Building, envisioning a continuous piece that begins in Mural Area 2, and wraps around to Mural Area 1, the main wall along Friedman Alley.



The river in the mural begins at the West Main Street end of the wall, and runs along the length of the wall towards Riverfront Street. Mural continuity along the alley will create a fluid path of discovery as pedestrians and visitors stop along Friedman Alley. The cohesive design, with the mural's river as the unifier, allows a natural visual flow.

The mural will feature 4-5 focal zones featuring a fantastic character. Each character interacts with the river in their own way, with the river as the uniting feature. Each character serves as a separate focal moment. This lends to discovery and reflection, as well as individual photo moments for social media.

The size of each character will vary according to the dimensions of the space (this can be refined during final design if field measurements can be provided). I estimate each creature will be 8' tall and will fill in the majority of the space where it's placed.



DESIGN CONCEPT



Zone 2

Zone 3

Zone 4

Zone 5

A flowing river will be painted along the base of the wall. Each zone features a unique creature.



*The mural will start on Mural Area 2 and wrap to Mural Area 1.
Mural Area 2 will feature river and landscape elements.*

Zone 1

Please note that the rendering features characters I have painted on past murals. I would come up with new characters, or iterations of these, to make the design more cohesive and fitting to Friedman Alley and Waukesha. The design would also feature some background detail for each character.

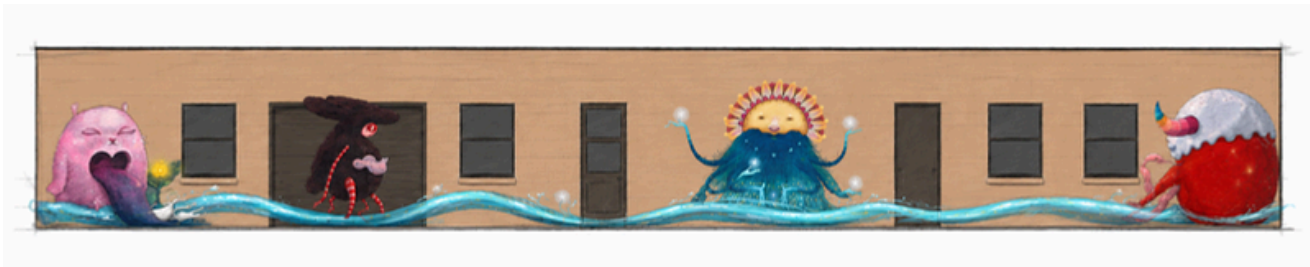
The color palette would be determined during final design, and would be cohesive throughout the design. The rendering at this stage depicts the idea for the mural, but not color palette.

To reduce material, design and installation costs, the background will be the building as is, which aligns with the owner's desire to keep the original building color in unpainted areas. However, if budget allows for the background to be painted, I do think this will further brighten the alley. This could be discussed during final design if desired.

DESIGN NARRATIVE

The alley wall of the Thomas Press Building is transformed into a magical riverscape inhabited by fantastic creatures.

The river flows from the heart of peaceful creature, who will be loosely inspired by a fox in its form, as a nod to Fox River. Different characters, from near and far, are drawn to the river.



One character, the literal heart of the river, evokes calm and peace. Another character marches along the riverfront. A third character finds meditation and reflection. A fourth characters sits in the river, finding respite in its cool water.

The uniqueness of each character represents the creative and artistic spirit of downtown Waukesha. And the way each character interacts with the river represents the diversity of activity in the alley itself: whether a worker is dashing to deliver a package at a service door of the alley, or a local is sitting and quietly reflecting on the significance of the Waukesha Strong mural, or a tourist is strolling from an art gallery on West Main Street to the Fox River Riverfront.

My goal with the artwork, and with all my artwork, is to inspire and connect the Waukesha community members and visitors to their inner child through imaginary worlds and fantastical creatures.

MATERIALS

- high-quality acrylic paint; protective UV coat
- brushes, paint trays, drop cloths, roller frame, roller naps, buckets

The murals would be painted directly onto the wall with acrylic paint. A protective UV top coat would be applied. (Artist to discuss need for priming with the Public Art Committee.)

Equipment would require a ladder based on current design (if design changes per City request, scaffolding may be required).

TIMELINE

Phase	Timing	Deliverables
Concept Feedback	June-July	Preliminary concept direction.
Design Development	July-August	Draft mural concepts.
Final Approval	August / September	Approved final mural design.
Site Coordination / Logistics Planning	September	Installation-ready plan.
Installation	October	Installation 8-15 days

DIMENSIONS

The proposed artwork is for Mural Area 1 (125' x 13') is approximately 1625SF and Mural Area 2 (4'x12') is approximately 44SF.

While full mural application is possible (with the exception of windows and any doors that are not approved to paint), I wanted to be mindful of possible budget constraints, which is why I propose coverage of 30-35% (this is a loose approximation based on initial sketch).

I have divided the building into four zones, plus another zone where the mural wraps around to Mural Area 2. (I can further estimate artwork dimensions during final design if field dimensions are provided).

BUDGET

Expense	Cost	Notes
Final Design	\$1,000	
Artist Fee	\$18,000	Based on 35% surface coverage of the wall at \$31/SF. Includes installation and UV clear coat.
Travel Reimbursement Estimate	\$3,800	Approximate cost for \$68 per diem, \$400-\$600 airfare, ground transportation \$120 airport transfers, ~\$30 daily Uber as needed. (Truck or van rental if necessary would replace daily Ubers; cost TBD), estimated \$2000 accommodations.
Paint / Materials Reimbursement Estimate	\$1,900	The City may consider seeking a donation from a local paint supplier. Two mural festivals I participated in May and June had donations from local Sherwin Williams.
Ladder Estimate	\$300	The City may consider seeking a donation from a local equipment supplier or rental company, or consider viability of an equipment loan from a City department. (Any changes requested by the City to the final design may impact whether scaffolding is needed).
Total Estimate	\$25,000	

Please know I am open to discussion on budget adjustments if my estimate does not fall within the range of the City's allotment for the mural project.

BIO

@lucasaokiart

www.lucasaoki.com



Lucas Aoki is an award-winning visual artist, with a focus on murals, art installations, paintings, sculptures and kinetic pieces. He is known for creating mysterious, dreamlike worlds with strong elements of surrealism and fantasy. Nature inspires his usually textured and colorful scenes, in which his one-of-a-kind creatures capture the curiosity of the viewer.

Lucas is based in Austin, Texas, traveling nationwide for projects. He is a self-taught artist whose work keeps evolving through research and experimentation.

Mural clients include Microsoft, X-Games, ACL, SXSW, Alamo Drafthouse, San Antonio Botanical Gardens, City of Austin, Communities in Schools of Central Texas, Roanoke Public Library, Runway Group, Kim Lewis Designs, Chioco Design, and Michael Hsu Office of Architecture. His work spans public art, education, non-profit, commercial, multi-family, hospitality, residential and private.

He was awarded a 2025 Regional Silver Winner by the National Mural Awards. In 2026, he was selected to participate in mural festivals in Jacksonville, FL, South Salt Lake, UT and Corpus Christi, TX. Lucas has participated in Pow!Wow!Worldside mural festivals in Hawaii, Worcester and Cape Town.



Mural installation, featuring laser cut wood pieces and handpainted mural, at Facebook (now Meta) offices in Austin, Texas.

EXAMPLES

I included these four murals to highlight my style as well as technical expertise.



This mural was painted on corrugated metal at a warehouse.



"The Bird King" evokes calm and playfulness.

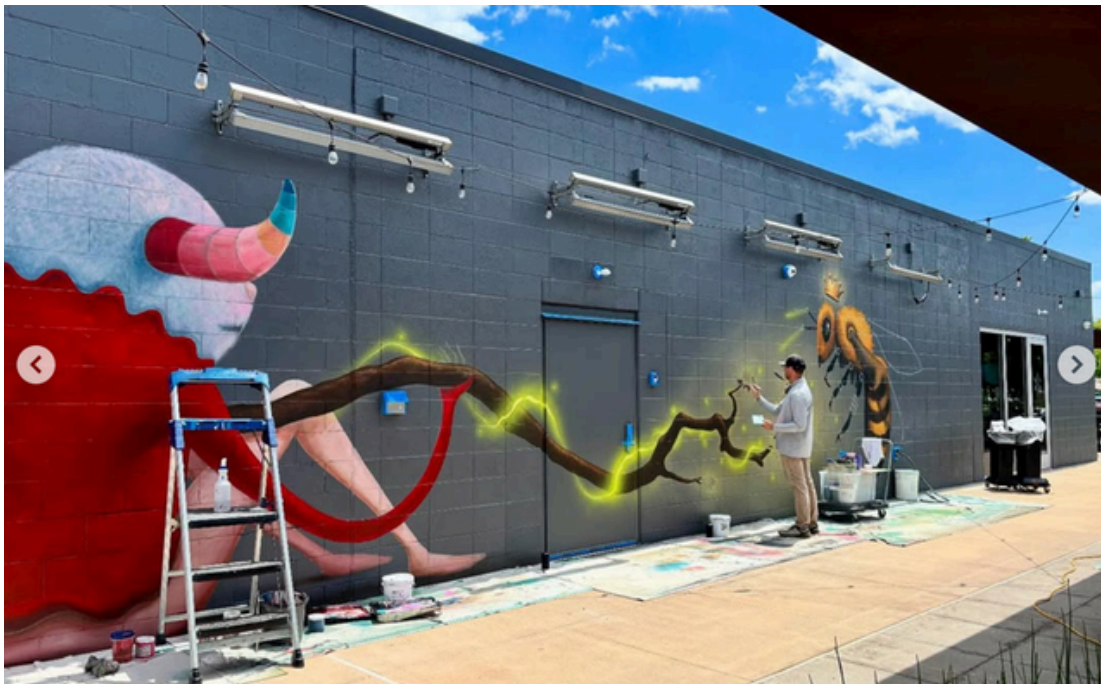


These 17'x20' murals were painted on dibond panels at San Antonio Botanical Garden.

EXAMPLES



This demonstrates mural design around apertures that cannot be painted. I wanted to show this in consideration of apertures in Friedman Alley.



As I proposed for the Thomas Press Building, this mural demonstrates characters painted against the building's background color. You will also note the apertures that we were able to paint over, as well as features that we needed to paint around, as well as protect.

This was a mural collaboration with my friend and fellow artist Jason Jones in Bentonville, AR.

EXAMPLES

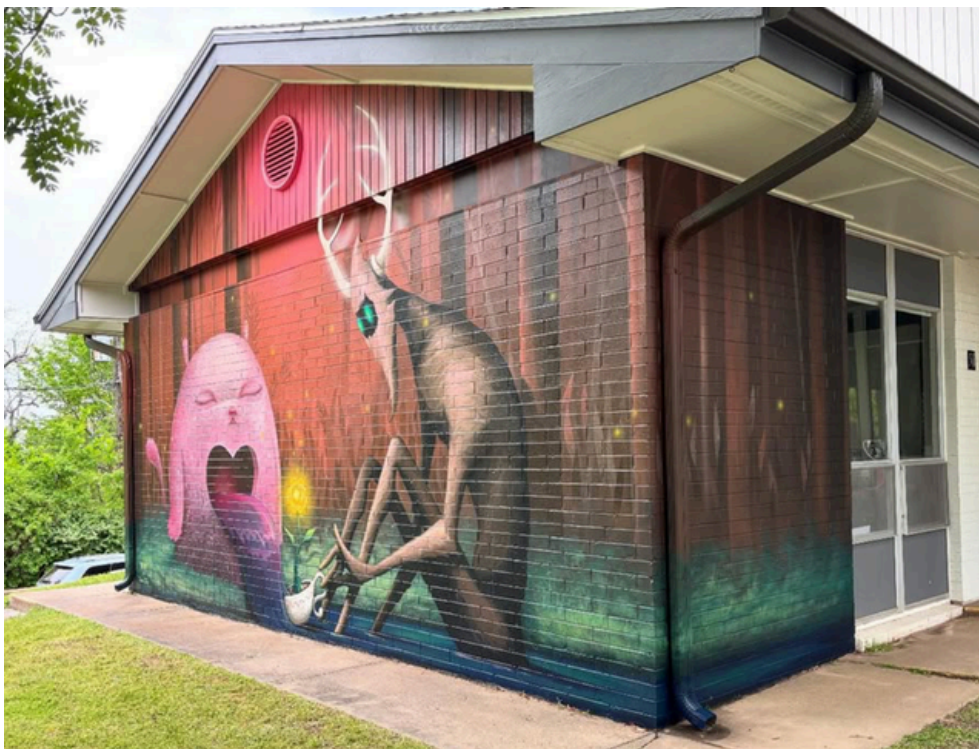
These examples showcase similarities to Friedman Alley, such as the long walls with 10'-14' height, as well as a mural wraparound as proposed in my design.



These characters, when photographed separately, can create a stop motion animation using a feature in Instagram. It's a fun moment for social media. This was part of a mural festival in Jacksonville, Florida.



*A mural at an apartment complex in Bentonville, AR.
A ladder was used for installation.*



*I selected this image to demonstrate the way a mural can seamlessly wrap around the corner of a building, as proposed in my design.
(Also a collab with friend and artist Jason Jones)*

THANK YOU!

Dear City of Waukesha Public Art Committee,

Thank you for your time and consideration of my proposal for the mural at the Thomas Press Building at Friedman Alley.

If you have any questions, in particular about the design or budget, please feel free to contact me at hello@lucasaoki.com or on my cell phone at 512 351 6957. I'm also happy to schedule a video call.

I am open to adjusting my work based on feedback from the Public Art Committee and property owner.

It would be an honor to paint a mural for the community of Waukesha and to be a part of the revitalization of Friedman Alley.

Sincerely,

Lucas Aoki

