



## **2. Narrative & Description**

Friedman Alley serves as a connector between destinations, people, and experiences. Downtown Stories reflects this purpose by illustrating the small moments of connection that define a thriving downtown district.

The mural creates a visual journey through Waukesha's culture and community, transforming the alley into a welcoming destination rather than simply a passageway. Through approachable illustration, vibrant color, and layered storytelling, the artwork encourages exploration while celebrating creativity, local business, music, recreation, and community gathering.

The overall style is contemporary, illustrative, and accessible. The artwork balances playful storytelling with thoughtful composition to create a mural that appeals to residents and visitors of all ages.

## **3. Materials**

- Exterior-grade mural paints and coatings
- UV-resistant protective clear coat
- Professional primers and sealants appropriate for substrate

Final materials may be adjusted based on site requirements and City recommendations.

## **4. Timeline**

- Design Development & Approval: 2-3 weeks
- Final Artwork Preparation: 1-2 weeks
- Production & Fabrication: 2 weeks
- Installation: 3-5 days

Estimated Total Duration: 6-8 weeks from notice to proceed and final approval.

## **5. Dimensions**

Estimated range:

- Approximately 150-300 square feet
- Final dimensions to be confirmed in coordination with the city and property owner

## 6. Budget

Total Project Cost: \$12,000

Includes:

- Concept development and design
- Community and stakeholder revisions
- Final artwork production files
- Materials and fabrication
- Installation
- Protective coatings
- Artist fee
- Project management

## 7. Collaboration & Revisions

Yes. I welcome collaboration with the Public Art Committee and property owners throughout the design process. While maintaining the overall artistic vision and integrity of the concept, I am open to feedback and refinements that help ensure the mural reflects the goals of Friedman Alley and the broader Waukesha community.

## Artist Bio:

Olivia Faye Malone is an illustrator, designer, and creative director with more than a decade of experience creating visual storytelling across public spaces, editorial publications, consumer brands, and digital products. Her work combines illustration, design, and community-centered storytelling to create experiences that are approachable, memorable, and engaging.

Throughout her career, Olivia has collaborated with organizations including Magnolia Journal, The Home Depot, Hallmark, American Greetings, West Paw, and Going. Her work is known for its warm illustrative style, thoughtful use of color, and ability to transform complex ideas into inviting visual narratives.

Based in Illinois, Olivia's work often explores themes of connection, place, curiosity, and everyday moments. She is particularly interested in creating public artwork that encourages exploration, sparks conversation, and helps strengthen a sense of community.

**OLIVIA  
FAYE  
MALONE**

# Mural Composition + Style Inspiration

All images are completed works of the artist Olivia Malone

