

Proposal For Waukesha's Friedman's Alley

Jaya Brees

Phone: 4146145101

Email : jayabreesart17@gmail.com

Introduction: Hello, my name is Jaya. I am a local artist based in Milwaukee. I've done a project for the city of Waukesha in 2023, The utility box art project. Since then, my art has transformed tremendously. I would love to do this project and showcase my art for the city of Waukesha on a big scale. A little back story about me, I started my art journey about 3 years ago. Before that, art never crossed my mind. I fell in love with art sketching in charcoal and painting, for these last 3 years I've come so far. I've been in professional art shows and had a few awesome bigger scale projects and murals. I was on the front page of The Waukesha Freeman and had a Sunday morning CBS 58 news special about a mural I painted. I am in no way tooting my own horn at all. I just want to share my accomplishments. I like to stay very humble and just genuinely love to paint ! I also have my own studio in downtown Milwaukee. Where I paint on a bigger scale all the time ! (biggest is 14ft x 20 ft high walls). I use a couple different mediums when creating. One is spraypaint, when I started creating art I was first introduced to art with spray paint from friends who paint graffiti here in the city ! Graffiti wasn't really my vibe but street art and murals were. Especially portraiture. Eventually I wanted to try the classic brush and canvas painting and fell in love with that art form as well. I have progressed like crazy and developed a unique and creative style. I love my art and I think it would be just right and fitting for Friedman's Alley.

CONCEPT : Waukesha is very nostalgic to me. I grew up on Kilps Dr. Right by Lowell Elementary and the big toboggan hill. Skateboarding at Horeb Skatepark and taking long hauls with my friends downtown to get some grub or sweet treats.... (and skate the ledge by the riverwalk downtown.. Shhhhhh haha). So for this project I had to have that vibe of

classic American nostalgia. Sandlot baseball kids running around the streets in the summer time. Bike riding to the nearest pickup baseball game. Going down to the gas station or ice cream shop to snag a treat. I gathered up my thoughts and brainstormed and this is what I came up with. I paint from photos, my favorite artist Norman Rockwell did the same. For me the photo isn't enough to give it that vibe so I need to add twists into my art and paint from life experiences as well as the photo reference. So first I needed a photo of a boy holding a baseball bat. Well my only friend with a son made it happen except he had a small aluminum pole and no baseball bat. (photo reference attached). I paid the kid (Vinny) 5 bucks for his time. I added a lot to this photo reference to fit my creativity and I think it turned out great ! The American flag sphere in the background adds a patriotic and all American sense to the painting. Also, spheres create a sense of unity and add depth to the painting. The kid just ended a pick up game of baseball and crushed it. Walking with confidence and tossing his baseball down the street. Wearing his dirty canvas shoes and baseball attire, he walks down to the local ice cream joint to get a burger and fries after a tough but rewarding victory ! Lastly, on his baseball bat would read FRIEDMAN'S ALLEY burnt into it. His glove would read Waukesha in cursive. The cursive being a light worn brown to compliment the ruggedness of the boy's attire. This would showcase him walking into the alley way to be seen from main street! A huge 10 x 20 ft. super detailed nostalgic baseball kid walking into the alley way would give children, young adults and middle aged people a smile and chuckle. That's not all. The idea I have for the 14x14 section would complement the painting of the baseball kid. As well as show off Main st. The idea I had would be 2 kids spinning around laughing on an old lightpole. The color would resemble copper after it's been in the weather and elements. A rustic green with a street sign hanging off the light pole reading "Main St.". The kids would be smiling and laughing holding ice cream dripping down their hands carelessly as kids should live. I think we all wish we were kids again and I think that's where a lot of my painting comes from. A nostalgic carefree sense of just being young and having fun, being silly, this world is always way too serious. I would also like to add different ethnicities in the painting for the 14x14 . The

coolest thing about these ideas is you would be able to see both from Main St. as you are driving, walking, or riding a bike !

Design and Material:

Everything about this call for art worked out perfectly. I have 2 very different styles: my spray painting vs. my brush painting, and lately I have been really diving into my brush and canvas. So I really wanted to showcase that for this project. Seeing as how the building owners want the art on boards it works out perfectly. For this project I will be using a newer material for muralists and artists called polytab mural cloth ! Poly tab is a non woven fabric usually made of cotton and polyester. It is almost canvas but canvas is a woven fabric. This fabric (polytab) adheres to surfaces with acrylic gel. Then after adhering the polytab to the boards I will then weather proof and clear coat the mural with a mural shield varnish. I wanted to discuss with the city or building owners what boards they would suggest and how we would hang them? I personally think a M.D.O (medium density overlay) plywood would be best. This material is weatherproof by using a resin - impregnated fiber surface. Also marine grade plywood would work great as well. Aluminum composite would also work ! The polytab mural cloth material adheres to any material. Brick, Metal, Wood, etc. The smoother the surface the easier it is to apply. That is literally perfect for the building owners and their idea to preserve the building with boards. The painting mock up of the baseball kid example I attached is on the polytab mural cloth. Once I finish painting this I will be adhering it to a traditional canvas for a piece of work from me ! I needed to make sure I could lay the paint the same way as a traditional canvas and it works amazing and honestly lays a bit better !

(attached is a process video and examples of the poly tab mural cloth adhering to different surfaces in my studio. Wood, metal, and brick .) So the boards could be metal, aluminum, wood, anything weatherproof and smooth really. I would like to discuss this portion with the city and the building owners more in depth to decide their plans also.

Action plan:

Upon installation I would need a bucket lift. I've used them in the past and can operate them. Insurance and certification wouldn't be an issue to get. First I would need to know how we want to adhere the boards themselves to the wall. Will the owners or the city take care of the board installation or is that on the artist ? Once that's all figured out as far as the painting, I would use the lift and apply the painting just as I would paint the mural but instead I am applying the painting to the boards with the acrylic gel. After applying I will spray or brush on a mural shield and anti vandalism varnish to the painting to preserve the painting through the weather, UV rays, and anything else.

Timeline:

I talked to Robin Grams about the timeline process. I was told they wanted a mural or murals preferably up this year. Unfortunately for this painting, the size and process takes a while. The layering and quality especially on a scale this big will take me months. It will be worth it, and it will be so amazing. My painting process this way takes a while. I usually finish a painting

(5ft x 4ft canvas) in about a month and that's painting everyday.

Realistically the murals wouldn't be up until early may of 2026 possibly late april. I think the deadline was next year. I can always work around a schedule. I would just have to know when and what time I have. Ideally I would probably need 6 months from October 2025.

Materials needed and pricing:

10 x 20 mural costs (if just doing the 10x 20)

Labor - \$4000.00 \$20 sq. ft.

Gesso- 200\$

Misc. supplies (brushes, rollers, etc) - \$750.00

Matte gel adhesive - \$300.00

Water based mural varnish: prevents yellowing, weather proofing
- \$150.00

Paint - \$1600.00

—took the cost of paint I use on a 5ft x 4ft
(20 sq. ft.) painting. Divided the total sq. foot of this mural (200
sq. ft. by 20 sq. ft. + tax

Lift rental 3 days - \$1500.00

Total - \$8500.00

14 x 14 & 10 x 20 combined mural costs (396 sq. ft.)

Labor - \$7,920.00

Gesso - \$300.00

Misc. supplies, brushes, etc - \$750.00

Matte gel adhesive - \$400.00

Water based mural varnish : prevents yellowing and
weatherproofs - \$250.00

Paint - \$3000.00

Lift rental 4 days - \$1,500.00

Total Mural cost : \$14,120. 00

****** I did not add the cost of the boards . I wanted to discuss, and make sure the city/building owners know and are ok with what everyone decides material wise .**

***** attached is also a link to my portfolio with all of my bigger scale artworks and murals !**

<https://jayabrees.myportfolio.com/>

***** Additional notes :**

I did not finish the mock up painting because my paintings take a long time with the in depth detail. I paint everyday but the process does take time. I did what I could since I knew about the mural proposal a few weeks ago. I did not have time to mock up a sketch for the 14x14 space. I do have a great idea. My sketches are full charcoal sketches. They take time as well. With trying to paint and testing the polytab for you guys to see I did not have the time. I figured you could see my other works, and with my description of the idea get a sense of where I'm coming from. Either way it will be amazing if just the 10 x 20 baseball kid ! I will attach a video of a mural artist who uses polytab named Detour. He gives a breakdown of how and what this material is as well as putting up a polytab exterior mural in the video.

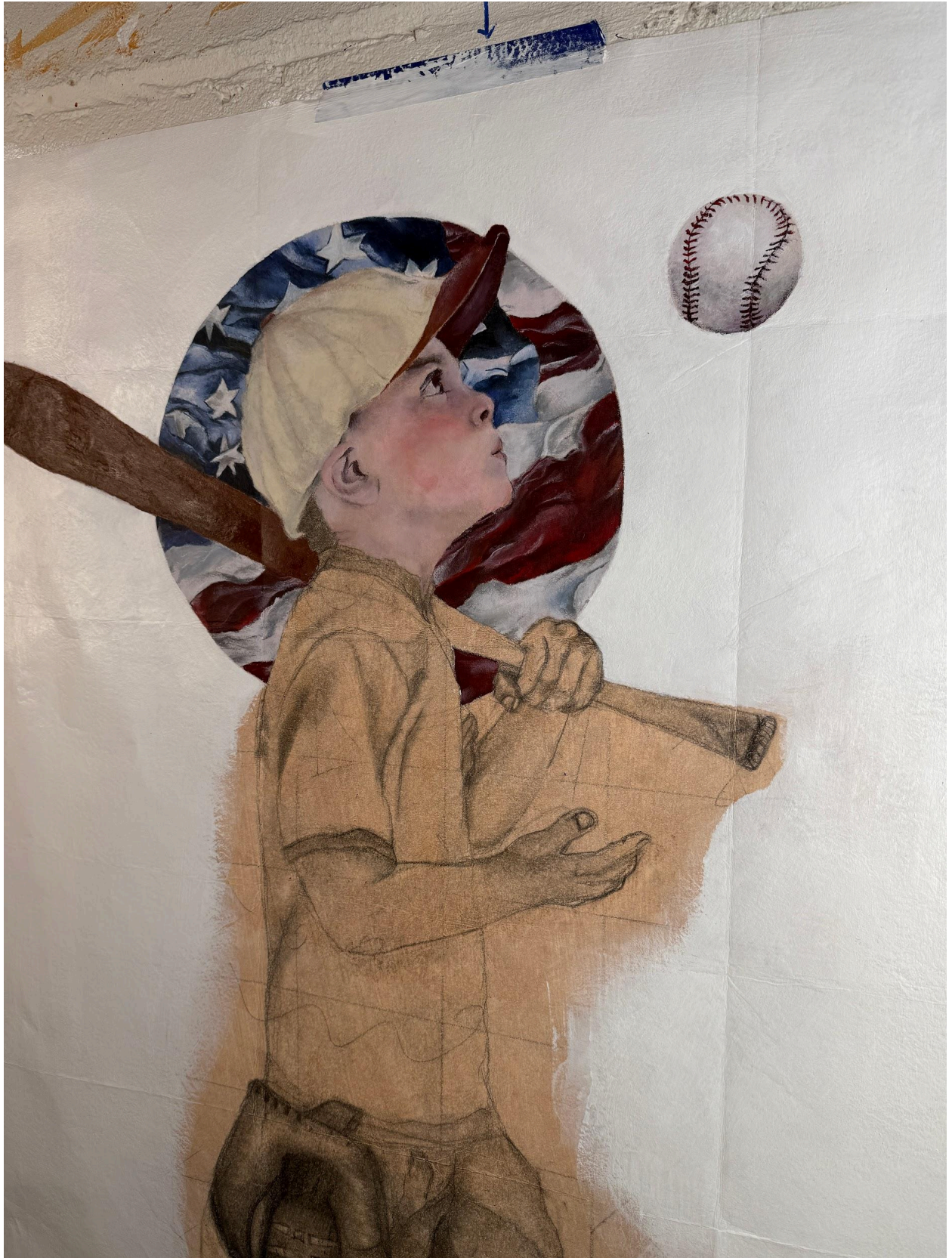
I also created my own video with tests on different surfaces to show you all how well this stuff works ! Below are the videos and mural mock up photos ! Thanks so much for your time !

Jaya Brees

***Mural mock up photos below



ARTIE!!!!
(MY 28TH BDAY)







*** video of poly tab from muralist Detour

<https://www.youtube.com/watch?v=MkQ--xCrFBA>

** video of poly tab tests

https://drive.google.com/file/d/16EY3nUPOav5uK5We9-4J5K9qZhwoRGuY/view?usp=share_link