

### **Message to the Public Art Committee:**

Thank you for the opportunity to present my ideas for the Friedman Alley Murals. I've been dreaming of an opportunity to drop my art into this area for years, and I'm grateful for the opportunity to be considered first. Taking last year's rejection and turning it into an exciting probability for 2026 was an embodied move.

### **Narrative:**

#### **This began with an inspired idea.**

I literally sat on this RFP not knowing if I was going to recycle my submission from last year or create something totally new. Maybe both? And then an idea was formed. I'd like to present a few options to you. But first, some history.

In the past I have flirted with these charcoal drawings of stark black squares against the contrast of a white background with minimal color involved. One of my drawings was so loved, I was asked to make it bigger. So I did. And created a whole series of scenes with stick figures and then put it on their basement wall.

My current body of work is bright and colorful with lots of repeating patterns of hearts and colors. I have found my current fixation by accident; it's an application of a repeated shape of varying colors. I started this to explore color and patterns more and more, testing the concepts small scale (2" x 2"), and on various materials (i.e.- different paper types, canvas, metal) which then were cycled through various mediums: watercolor, acrylic, marker and digital, while quickly increasing the scale size of each piece.

As an artist & full-time human, I firmly believe we could use more love in the world, and I am determined to put as much out as possible. I want to propose a love bomb to any place that will have me enter and leave a juicy drop of life in the radical expression of humanity.

### **Proposal Description:**

***\*Please note that colors can change and finished results may differ from the mockups. Please trust the artist's judgement to adjust as necessary.***

#### ***Item 01 – art for the sake of art.***

This is truly art, for the sake of creating art. This idea came to me while I was meditating away in a hot tub. It began with those squares I mentioned above, and some stick figures. Grabbing some attention and getting you to follow them up the wall, wondering what they

are going to do next. If you're caught on the sidewalk, you've no choice but to walk around to the larger side to see what's going on. There are story blips everywhere.

I always go back to the idea of what more do we need in this world? In my mind, we can always use more love. In this particular scene, it's depicted that the overflow of the spilled buckets seems never ending and fills the underground waters of abundance, compassion, hope, kindness and love.

Below find 3 photos: the inspired idea- executed on paper, the digital mock-up for the RFP, and proof that I can work that size (the aforementioned basement wall piece). PLEASE NOTE: I did do the layout "backwards" on purpose for the digital mockup. The Inspired Idea drawing is more accurate to the layout of the building. The items to the right of the wall are working out how I want this seemingly open central area to look.



Figure 1- Inspired Idea



Figure 2- art for art's sake



Figure 3- Proof I can work this size. This wall is 15' x 8'.



**Item 02**

This is what the recycled concept would look like from my last submission.

The concept of love as an art is applicable anywhere and applies to this call; any location, singular, and/or multiple – would all be well suited for a little more love. Believe it or not, a simple message such as love can cause quite a bit of controversy. I want to drop a hefty plop of love in every community that will have me. I see this as a radical expression of love, dropped into the heart of every community. It's a visual call to the residents and passersby, a need to fulfil and be fulfilled- an unspoken command of love, straight into the heart of downtown.

Visually, it might look slightly different everywhere, and honestly it should. The colors and the mood should reflect the people and compliment the environment in which the community lives. I could see this wrapped around for both pieces of the mural as well.



Figure 4- recycled concept from 2025

**Item 03**

You see the items listed above and decide to give me full creative freedom to create an inspired amalgamation of the designs pictured above.

**Labor Biographies:*****Artist (Designer, Mural Installation) Jessica Fuchs***

Jessica Fuchs is a self-taught artist from Wisconsin, whose work spans over two decades. Her art, often reflecting themes of emotional healing and nature, has been featured in solo and group exhibitions, including *Art as Transformation* for the City of Whitewater as well as *Vibrant Hydrant* for Madison Public Art. Jessica's unique style blends watercolor, mixed media, and public collaboration projects such as *Emotional Damage*. In addition to her artistic practice, she is a working author and business professional, with a strong focus on community engagement through events like East Troy's First Fridays which has now shifted to expanding her portfolio via public art. Explore more of her work at [jessicafuchs.info](http://jessicafuchs.info) or follow on Instagram (@fuchsartist).

***Subcontractor to help with ordering and installation of the panels – Signs and Lines***

Founded in 1984 by Stretch Wenzel, Signs & Lines by Stretch provides our customers with creative and innovative images to enhance their branding and marketing goals. We strive to provide the best quality products, service, and solutions to businesses across Southeastern Wisconsin.

**Materials (potentials):**

ACM metal paneling or Maxx metal paneling. It has a core in between the metal panels. 6mm has proven to have best luck with mural installation (per subcontractor)

Paint- Direct to Metal- tinted in multiple Colors: ROYGBIV + Variants & shades, roughly 8-12 colors [Red, Orange, Yellow, Green, Blue, Indigo, Violet]

Drop Cloth

Paint Brushes

Rinse Bucket

Scissor lift, rented & delivered from Sunbelt rentals

Vinyl Lettering\* (\*Not all designs have lettering)

**Estimated Costs (per mural site):**

*These are estimates based on a 20% increase on costs from 2025, due to our general economy.*

**Fabrication & Installation**

Total estimated Area 18' x 12'                      estimated \$5,000.00  
Approx. 216 sq. ft.

<b>Design &amp; Artist Fee</b>	\$15,000
<b>Total</b>	<b>\$20,000</b>

**Timeline:**

Actual time of year will vary with concurrent availability of rental company and subcontractor as well as appropriate timing for City. I can be pretty flexible; my day job is remote and I set my own hours.

**THANK YOU!**