



# **Response to Request for Proposal**

City of Waukesha  
Friedman Alley Murals  
Thomas Press Building

**Aaron Metzger**  
June 5, 2026

## 1. Design Concept

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I'm proposing a mural on a portion of Mural Area One on the middle of the wall. The design incorporates the existing lamp affixed to the building, depicting light being cast downward. Two color palette options are presented below.





## 2. Concept Narrative

My design draws inspiration from Waukesha history. The centerpiece is a fox, the namesake of the city. In researching Waukesha's past, I was fascinated to learn of its early beginnings as a "spa town" known for its spring water and was instantly drawn to the slogan "Saratoga of the West." I wanted to feature this prominently in the mural, which will serve as a reminder of Waukesha's unique history, particularly for visitors who may be encountering it for the first time.

### 3. Materials

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- Primer
- Golden brand exterior mural paint
- Spray paint
- MuralShield protective coating

### 4. Timeline

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The mural can be completed in one week. Work can begin immediately upon approval.

### 5. Dimensions

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Approximately 26' wide by 13' high. Exact dimensions to be determined on-site.

### 6. Costs

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\$5,000 all-inclusive budget.

### 7. Artist Biography

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I'm an artist from Minneapolis currently based in Milwaukee. Through the bold use of color and dynamic compositions, my work aims to bring joy to the spaces it occupies.

## 8. Examples of Work

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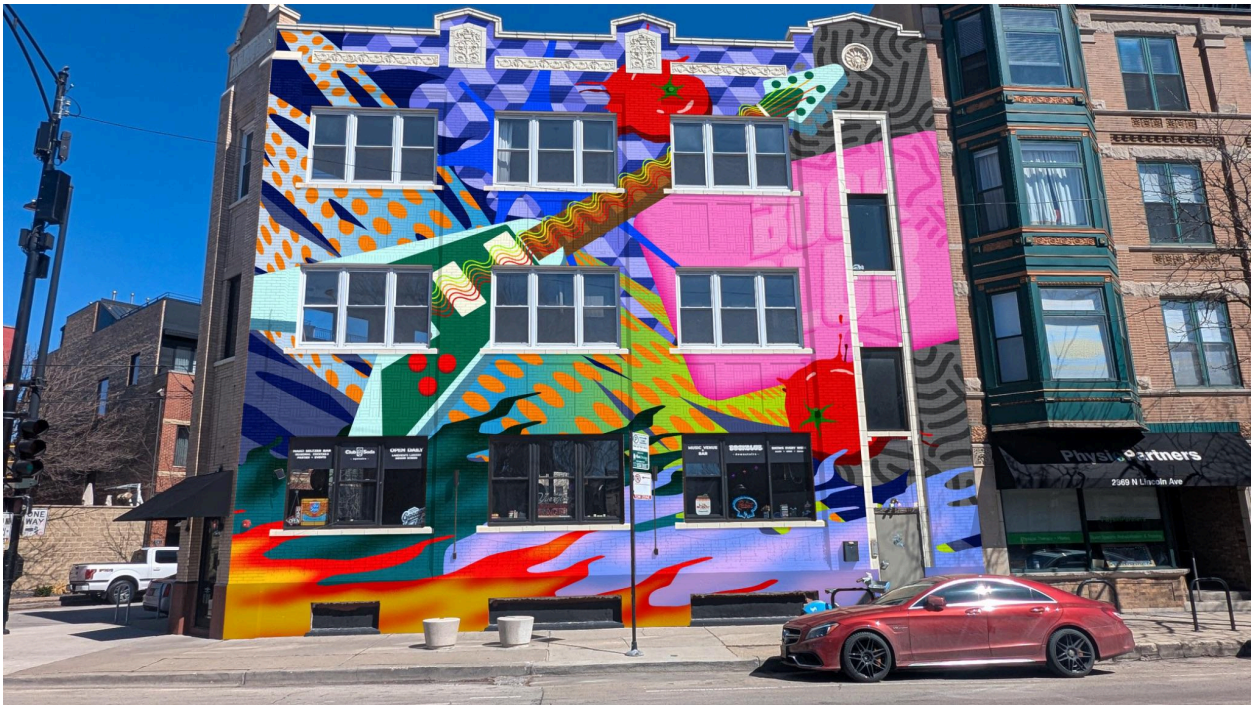
*House of Rad, Milwaukee, 2026*



*Washington Walls, Brooklyn, 2026*



Mockup for upcoming project, Vendetta Coffee, Milwaukee



*Mockup for upcoming project, Chicago*



*Mockup for upcoming project, Stillwater, MN*

## 9. Openness to Feedback

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Yes, I am open to feedback and revisions.