

kirsten sandlin

LETTER OF INTENT

To the Waukesha Friedman Alley Mural Committee,

I am writing to express my heartfelt interest in contributing to the revitalization of Friedman's Alley. As a traveling muralist, I look for opportunities like this that allow me to use design and art to reflect the community in which it is placed.

You'll see in both my proposal and portfolio that I tailor my work to each location and community. I've included two proposals for your walls, but I believe the final design should grow from community input—because murals ultimately belong to the people who live with them every day.

The alley you presented has a unique visual essence on Main Street. Because of this, I believe the murals should go beyond static squares and rectangles, instead creating a natural flow that feels integrated with the space and draws both the eye and people into the alley. My proposal is designed to do just that.

While I often love to paint children, this location feels perfectly suited to the natural beauty of the area. I am proposing a mix of local wildflowers and native birds to soften the harshness of the concrete buildings. My current design includes Butterfly Milkweed, Liatris, Asters, and Rudbeckia, along with an American Crow, but I am happy to adapt the imagery to feature flowers and birds that the community feels are most meaningful.

In addition, while I feel strongly about my proposed designs for mural one and mural two, I would also like to offer ideas for mural three. I believe it would be especially appealing if the murals tied together, creating a cohesive visual story throughout the alley.

If selected, I will approach this project with humility, care, and a collaborative spirit. I would also welcome the chance to work with a local artist, as I recognize the impact of bringing in an artist from another town. This not only ensures that the project is rooted in the spirit of Waukesha, but also helps support and strengthen the local art community so it can continue to grow.

If you have any questions or would like to discuss costs, please feel free to contact me. Thank you for considering my application. It would be an honor to bring color and creativity to your community.

Warmly,



Kirsten Sandlin
dba Rgue Murals & Signs

kirsten sandlin

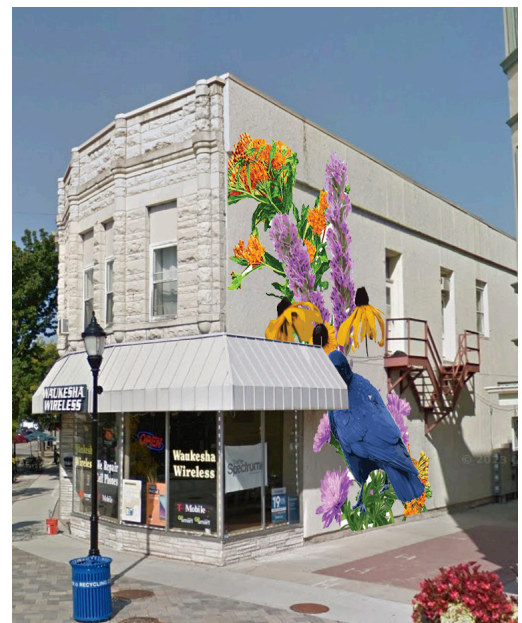
CONCEPT IDEAS FOR FRIEDMAN'S ALLEY

PROPOSAL 1



I am aware you asked for two murals on the forward side of 300 Main St.--one of 14'x14' above the awning (Mural Space 1) and another 10'x20' to the right of the awning (Mural Space 2); however, I think these spaces should be combined

and even flow under the fire escape, incorporating an additional estimated 10'x10' additional wall space. The overall shape of the mural would be a reverse S, allowing the eye to follow the flow into the walking area of the alley. While my proposal currently is only the natural aspects, additional colorful shapes and lines can be incorporated for more drama and can be seen in my second proposal.



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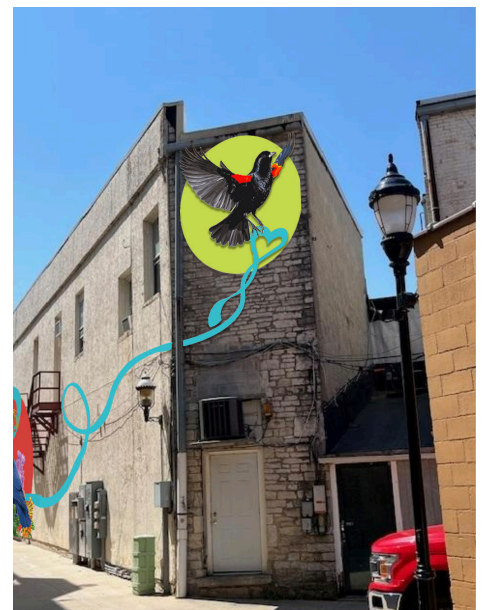
CONCEPT IDEAS FOR FRIEDMAN'S ALLEY

PROPOSAL 2



My second proposal is similar to the first, but it incorporates colorful graphics in addition to the natural elements. This also will pull people into the alley, and--you could further

incorporate the 8'x14' space on the back of the building (Mural Space 3). As I love old buildings, I would love to see as much of it as possible, so I propose a cutout mural be installed. The blue squiggly line could be pulled to the back, and then twisted into a shape reminiscent of the parade memorial, and carried by red-winged blackbird, not just a common bird to the area, but one that symbolizes hope, protection, and transformation.



ESTIMATED BUDGET MURAL SPACE 1 and 2



Estimated time for these two mural areas is 1.5 weeks, depending on weather. I prefer painting directly onto the wall.

The difference between the first option and the second (with the colorful geometric graphics), will be about \$60 additional for supplies.

I will need to travel and lodge, but I am always happy to negotiate this or to have the city to provide housing with a donated hotel room or airbnb.

I carry 2 million dollars in general liability insurance.

Category	Service	Cost
Mural Installation concrete	<ul style="list-style-type: none"> • artist is assuming wall will be ready to paint • image background - natural <p>MURAL SPACE 1: wall total 14' x 14' = 196 ft² MURAL SPACE 2: wall total 10' x 20' = 200 ft² additional estimated area ~10'x10' = 100 ft²</p> <ul style="list-style-type: none"> • Mural in accordance with client notes and photographs mural cost base \$20/ft² • Mediums: exterior wall paint and/or spray paint 	<p>MURAL</p> <p>496 x \$20/ft² = \$9920</p> <p>\$9920</p>
Design	<ul style="list-style-type: none"> • Design fee includes up to 2 changes any changes after that at \$125/change 	\$500
Materials	<ul style="list-style-type: none"> • paint: crow 11, asters 29, milkweed 16, liatris 11, rudbeckia 11 <p>Spray Paint 3 red, 3 yellow, 10 blues, 3 transparent, black and caps (250)</p> <ul style="list-style-type: none"> • boom lift rental estimate <ul style="list-style-type: none"> • misc.: brushes, rollers, tape, spray caps, and use of projection, inverter, paint sprayer 	<p>paint ~ \$800 lift rental ~ \$1200</p> <p>\$2000</p>
FINAL TOTAL:		\$12420

ESTIMATED BUDGET MURAL SPACE 1, 2, and 3



Estimated time for these three murals areas is 2 weeks, depending on weather.

I have not included the cost of the requested Dibond 3mm composite board, as you were unclear if that would be provided.

Travel costs and lodging are again negotiable.

I carry 2 million dollars in general liability insurance.

Category	Service	Cost
Mural Installation concrete	<ul style="list-style-type: none"> • artist is assuming wall will be ready to paint • image background - natural <p>MURAL SPACE 1: wall total 14' x 14' = 196 ft² MURAL SPACE 2: wall total 10' x 20' = 200 ft² additional estimated area ~10'x10' = 100 ft²</p> <p>MURAL SPACE 3: wall total 8' x 14' = 112 ft²</p> <ul style="list-style-type: none"> • Mural in accordance with client notes and photographs mural cost base \$20/ft² • Mediums: exterior wall paint and/or spray paint 	<p>MURAL</p> <p>618 x \$20/ft² = \$12160</p> <p>\$12160</p>
Design	<ul style="list-style-type: none"> • Design fee includes up to 2 changes any changes after that at \$125/change 	\$500
Materials	<ul style="list-style-type: none"> • paint: crow 11, asters 29, milkweed 16, liatris 11, rudbeckia 11, black bird 12, circles and ribbon 3 <p>plywood or composite board not included in cost estimate</p> <p>Spray Paint 3 red, 3 yellow, 10 blues, 3 transparent, black and caps (250)</p> <ul style="list-style-type: none"> • boom lift rental estimate • misc.: brushes, rollers, tape, spray caps, and use of projection, inverter, paint sprayer 	<p>paint ~ \$925</p> <p>lift rental ~ \$1200</p> <p>\$2125</p>
FINAL TOTAL:		\$14285

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PORTFOLIO

• ORIGINAL PIECES •

NO FEAR

spray paint on brick, 18' X 22'

660 S. BB King Blvd., Memphis, TN

October 2021



MAKING MEMPHIS MUSIC

spray paint on brick, 42' X 18'

1081 Court Ave., Memphis, TN

March 2023

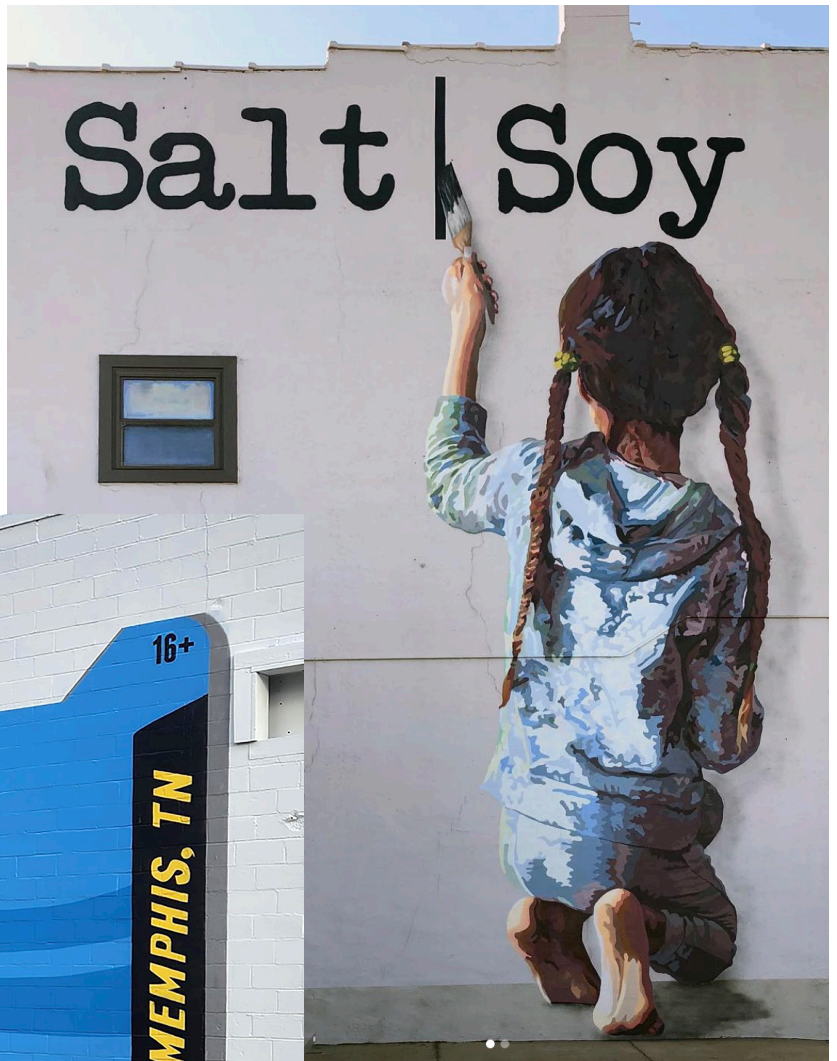


PAINTING JOY

spray paint on brick, 24' x 32'

2583 Broad Ave., Memphis, TN

October 2022



WINGS FOR CARS

spray & acrylic on brick, 40' x 18'

655 Marshall Ave., Memphis, TN

October 2023





SUPPORT NEEDED

spray paint on metal & wood

1688 Lamar Ave., Memphis, TN

October 2024

IT'S A SIGN!

spray paint on concrete

Hollywood St & Broad Ave., Memphis, TN





TOGETHER WE GROW

spray paint on corrugated metal, 16' x 45'

456 MLK, Cleveland, MS

September 2024



CORNER OF EXPRESSION

spray paint on brick

University Plaza, Hagerstown, MD

August 2024



FRUITION

spray paint on brick, 40' x 25'

91 S Myrtle St, Jacksonville, FL

January 2025

This interactive mural is meant to be photographed and drawn on using the viewers' devices, to show even great big ideas can easily "come together"





SEARCH FOR MORE

spray paint/acrylic on cinderblock, 24'x9'

Maddux Elementary, West Memphis, AR

July 2025



AN ARTIST'S WORLD

acrylic on cinderblock, 8'x9'

Maddux Elementary, West Memphis, AR

July 2025



IT GOES BOTH WAYS

spray paint & acrylic on cinderblock, 9'x9'

Maddux Elementary, West Memphis, AR

July 2025

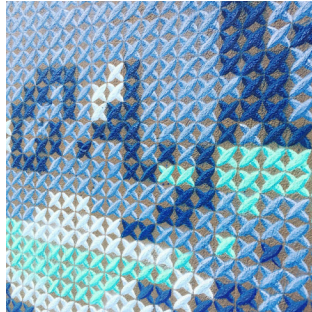


CARBONATED CROSS...STITCH

spray paint and acrylic on concrete, 3' x 6'

1716 Lamar Ave., Memphis, TN

October 2018



PAINTING ON BRICK

acrylic on wood, 9' x 8'

Private Interior Workshop

Memphis, TN

March 2024

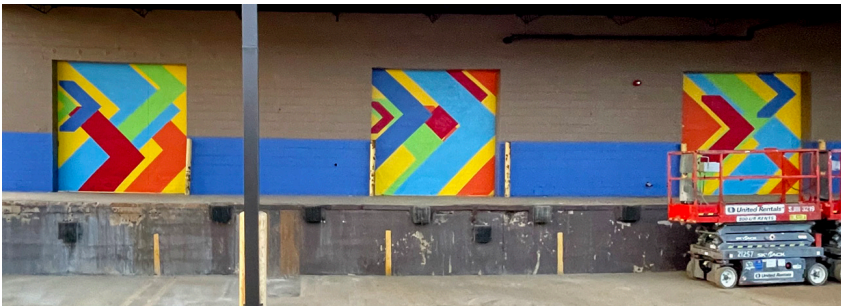


COLORING LOOK

spray on brick, 27' x 30'

60 Keel St., Memphis, TN

October 2020



STORAGE DIRECTIONS
*spray paint on brick, 77' x 26',
spray on metal, 10 x 10' (x3)
acrylic on brick, 87' x 7'*
2648 Broad Ave., Memphis, TN
March 2024



kirsten sandlin

CREATIVE PROFESSIONAL

the artist

With over 30 years of experience, I am a dedicated artist driven by a deep commitment to creativity. My mission is to create art that not only reflects my own vision but also uplifts and connects the diverse communities that inspire me.

PUBLIC ART EXPERIENCE

Over the past eight years, my work has grown from participating in unpaid mural festivals to receiving local commissions, and now to being invited for paid projects across the country, from the East Coast to the West Coast.

NATIONAL MURAL COMMISSIONS:

- Maddux Elementary School, *West Memphis, AR* 2025
- Vibe Street Art Festival Featured Artist, *Virginia Beach, VA* 2025
- Tavern Ancestrale Wine Bar, *Walla Walla, WA* 2025
- City of West Memphis Food Park, *West Memphis, AR* 2025
- Jacksonville MuralFest Featured Artist, *Jacksonville, FL* 2025
- MS State University Bolivar Agriculture Ext., *Cleveland, MS* 2024
- HawgWash Community Mural, *Marion, AR* 2024
- Hagersfest Featured Artist, *Hagerstown, MD* 2024
- Dunwoody City Skatepark, *Dunwoody, GA*
Women's History Month Murals, 2024, 2025
Black History Month Mural, 2025

LOCAL MURAL COMMISSIONS:

- Deserving Flowers, *ACME 901*, 2024
- Hollywood Sign Mural, *Hollywood Events*, 2024
- Broad Arrows, *Broad Avenue Storage*, 2024
- You Spin Me Round, *local AirBnB*, 2024
- Hot Wheels, *Edge Motor Museum*, 2023
- Memphis Music, *Memphis Towers Apartments*, 2023
- 901 Community Mural, *Raspberry Realty*, 2023
- Elephant Spout, *Ellie Psychological Services Center*, 2022
- Painting Joy, *Salt | Soy Restaurant*, 2022
- Memphis Blues, *Gordon's Grocery*, 2022
- Cars & Music, *Lexus Corporation for MemphoFest*, 2022
- Memphis is Blooming, *Bramble & Bloom Florist*, 2022
- Pizza for the People, *Rotolo's Craft & Crust*, 2021
- History of the Shell, *Overton Shell Museum*, 2021/ 2022
- Memphis Skyline, *Rizzo's Diner*, 2020
- Gold Wings & Peppermints, *Selfie Utopia*, 2020 and 2021

MURAL FESTIVAL PARTICIPANT:

- Hope Mural Festival, *Austin, TX* 2025
- Paint Memphis, *Memphis, TN*
Individual Murals, 2017-2022
Collaborative Murals, 2021-2022

FINALIST IN CORPORATE MURAL COMMISSIONS:

- IKEA Memphis, 2024
- Memphis Medical District Street Design, 2023
- Beale Street Hyatt Centric, 2021

contact



KIRSTEN-SANDLIN



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GALLERY SHOWS

MEMPHIS MADE GALLERY HALL,
Memphis, TN 2023

MEATY GRAFFITI ART GALLERY,
Memphis, TN 2022

SIGNS

TRI-STATE AREA

(MISSISSIPPI, ARKANSAS, & TENNESSEE)

- Good Groceries, TN 2025
- Rooftop Revival, MS 2024
- Mudbugs, MS 2024
- Majestic Auto Sales, AR 2024
- Broad Avenue Storage, TN 2024
- C. Brown Masonry, TN 2024
- Makeda's, TN 2024
- The Sanctuary, TN 2023
- The Ginger's Bread, TN 2022
- Salt | Soy Restaurant, TN 2022
- Overton Park Shell Museum, TN 2021
- Rizzo's Diner, TN 2020

MURAL RESTORATIONS

- Overton Square Mural by Lynch, 2025
- Highland Strip Mural by Hayes, 2024
- Overton Square Mural by Alby, 2023

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dba **ROGUE MURALS & SIGNS**

kirsten sandlin

TRAVELING MURALIST

• BIO •

I am a traveling mural artist with almost 30 years of experience creating murals and over 5 years of large-scale public art across the country. My murals are known for their vibrant, unblended colors and realistic depictions of people and everyday life, often celebrating themes of joy, community, and resilience. I enjoy involving the community in my process, from public workshops to inviting passersby to contribute, fostering a sense of ownership and connection to the artwork. Recently, my mural Don't Fear the Other Side was published in an international magazine, highlighting how personal stories can inspire on a global level. I'm passionate about making art accessible, meaningful, and reflective of the communities it inhabits.



• ARTISTIC PRACTICE •

I am a muralist dedicated to community engagement and the transformative power of public art. My work focuses on connecting with diverse audiences and contributing to cultural vibrancy. As a woman and mother, I have found that my approachable demeanor allows me to welcome spectators and share my creative process. I often invite onlookers to participate in the spray painting, fostering a sense of ownership and pride within the community.

Living with aphantasia—a condition where I cannot visualize images in my mind—I meticulously predesign my murals to ensure every detail is planned before painting begins. This approach facilitates clear communication with project committees, allowing them to fully envision and actively shape the design, making the artwork a true reflection of the community's collective input.

In my murals, I frequently depict children to evoke a sense of innocence and hope, aiming to inspire viewers across all age groups. Additionally, I incorporate ambiguous elements to encourage personal interpretation, inviting each observer to find their own meaning within the artwork.

