

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 and chosen.

Narrative:

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:

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 have included a few digital mockups* of how it could look for the City of Waukesha, once applied to any or multiple of the designated mural sites. You will notice that each site appears slightly different; I have included an additional option for what sites 1 and 2 together can also look like.

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

Design Concept Mockups:



Figure 1 - Mural Site 1



Figure 2- Mural Site 2



Figure 3- Mural Site 3



Figure 4- Mural Sites 1 + 2 together. The space next to the storefront window offers an opportunity for dynamic public street photography, selfies and tourist spot photos – highlighting both the alley and city of Waukesha.

Previous Examples:

Below are 2 instances of Public Art that I've installed around Wisconsin. I hope to install this Love project worldwide.

I had an opportunity to drop the first public installment of this love project in the City of Whitewater, for the Art Transformation of the traffic light control boxes downtown. Those were created with physical paint directly on the metal paneling. This piece was recently installed (Summer 2025) on the Traffic Box at the intersection of [N Tratt St. and Main St.](#) will exist indefinitely, per an agreement with the City of Whitewater.



Figure 5 - Love as an art



Figure 6 - Love as an art



Figure 7 - Love as an art



Figure 8 - Love as an art

This next piece is a photographic montage / 360 view of my installation for the Vibrant Hydrant project in collaboration with the Madison Public Art Project. My hydrant, “Honor Those We Lost” was installed in 2022 and will remain on display and in use until 2032. This hydrant is in Monona, WI on the roadside in front of the [Anytime Fitness](#).



Figure 9 - 360 view



Figure 10 - The artist and the hydrant under the cover of her jacket, providing darkness. It glows!

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 *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 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

45' articulating manlift with Jib, rented & delivered from Sunbelt rentals

Vinyl Lettering* (*Not all designs have lettering)

Timeline:

I believe the mural can be installed over the course of 1-4 weeks, weather depending. I am aiming for spring – approximately mid to late May, if the city is looking to have this installed for the summer of 2026. I did speak with the subcontractor, and they assured me they could install the panels once they have been painted by me. They did re-iterate they could install the panels then I can paint on-site if that's something the city desires.

Actual time of year will vary with concurrent availability of rental company and subcontractor as well as appropriate timing for City.

Approximate Dimensions:

Mural site 1 is approximately 14' x 14' - roughly 196 sq. ft.

Mural site 2 is approximately 10' x 20' – roughly 200 sq. ft.

Mural site 3 is approximately 8' x 14' - roughly 112 sq. ft.

Combined site 1+2 is approximately 24' x 34' in an L shape (upside down) – roughly 400 sq ft. of mural space

Estimated Costs (per mural site):

Fabrication & Installation 8' x 14'	\$1,600.00
Design & Artist fee 8' x 14'	<u>\$10,800.00</u>
<i>Estimated Total</i>	<i>\$12,400.00</i>

Fabrication & Installation 10' x 20'	\$2,600.00
Design & Artist fee 10' x 20'	<u>\$11,000.00</u>
<i>Estimated Total</i>	<i>\$13,600.00</i>

Fabrication & Installation 14' x 14'	\$2,500.00
Fabrication & Installation Combined Sites	<u>\$4,200.00</u>
<i>Estimated Total</i>	<i>\$6,700.00</i>

Design & Artist fee 14' x 14'	\$4,200.00
Design & Artist fee Combined Sites	<u>\$21,800.00</u>
<i>Estimated Total</i>	<i>\$26,000.00</i>

Please note that costs may vary depending on materials and possibly tariffs. Both artist and subcontractor unfortunately cannot guarantee any pricing on sourced materials in today's economy.