
Friedman Alley Mural

Artist Proposal

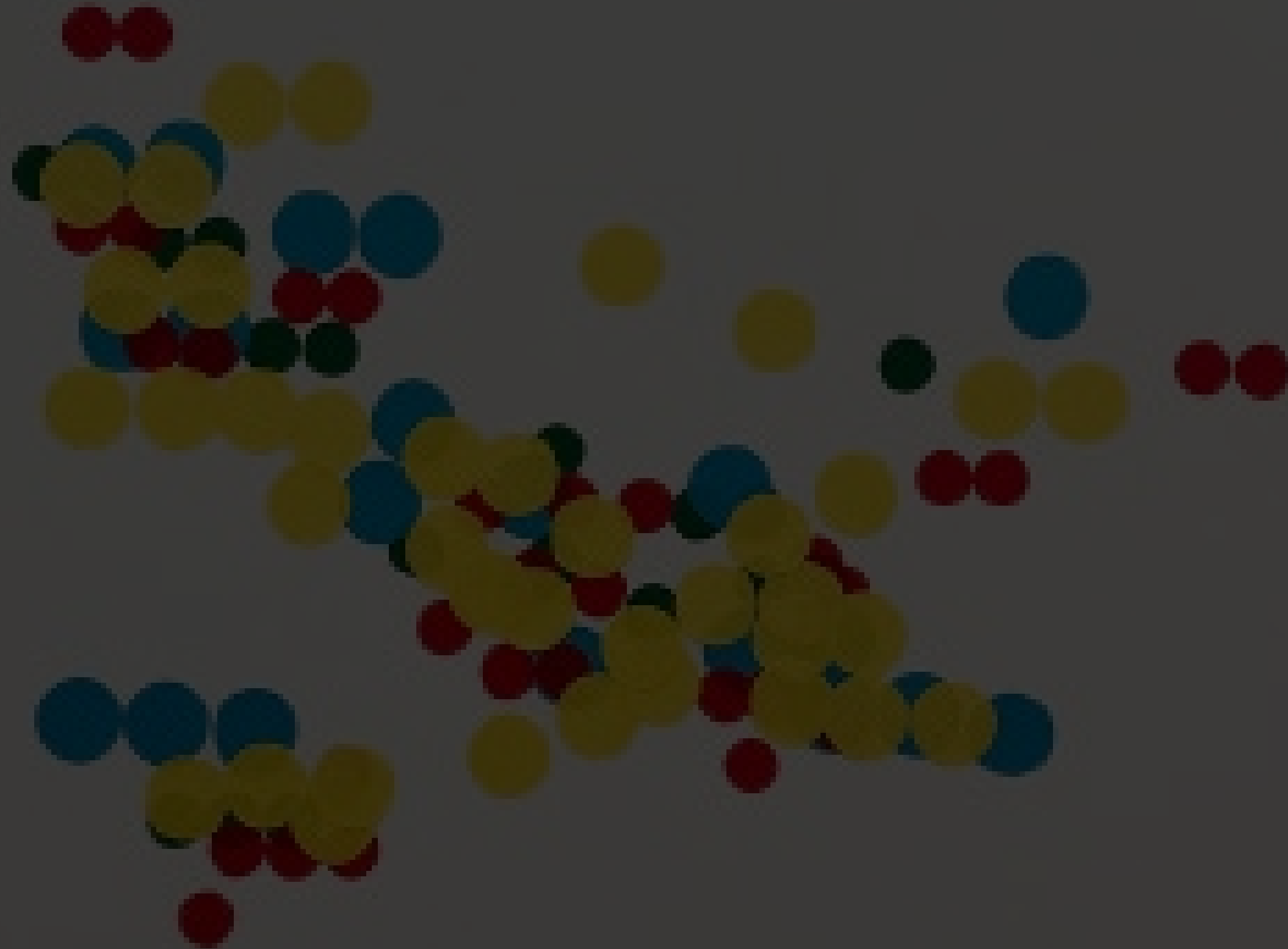
SAD Office

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ARTIST PROPOSAL



Artist Proposal

Introduction

SAD Office is pleased to submit our art proposal, qualifications, and express our strong interest in completing the Friedman Alley Mural. We are inspired by the opportunity to activate this burgeoning public space that will spark imagination and community engagement. This project presents a unique chance to introduce a new visual layer to downtown Waukesha and affords us the opportunity to learn more about the people and business that will bring this space to life.

Scope of Work

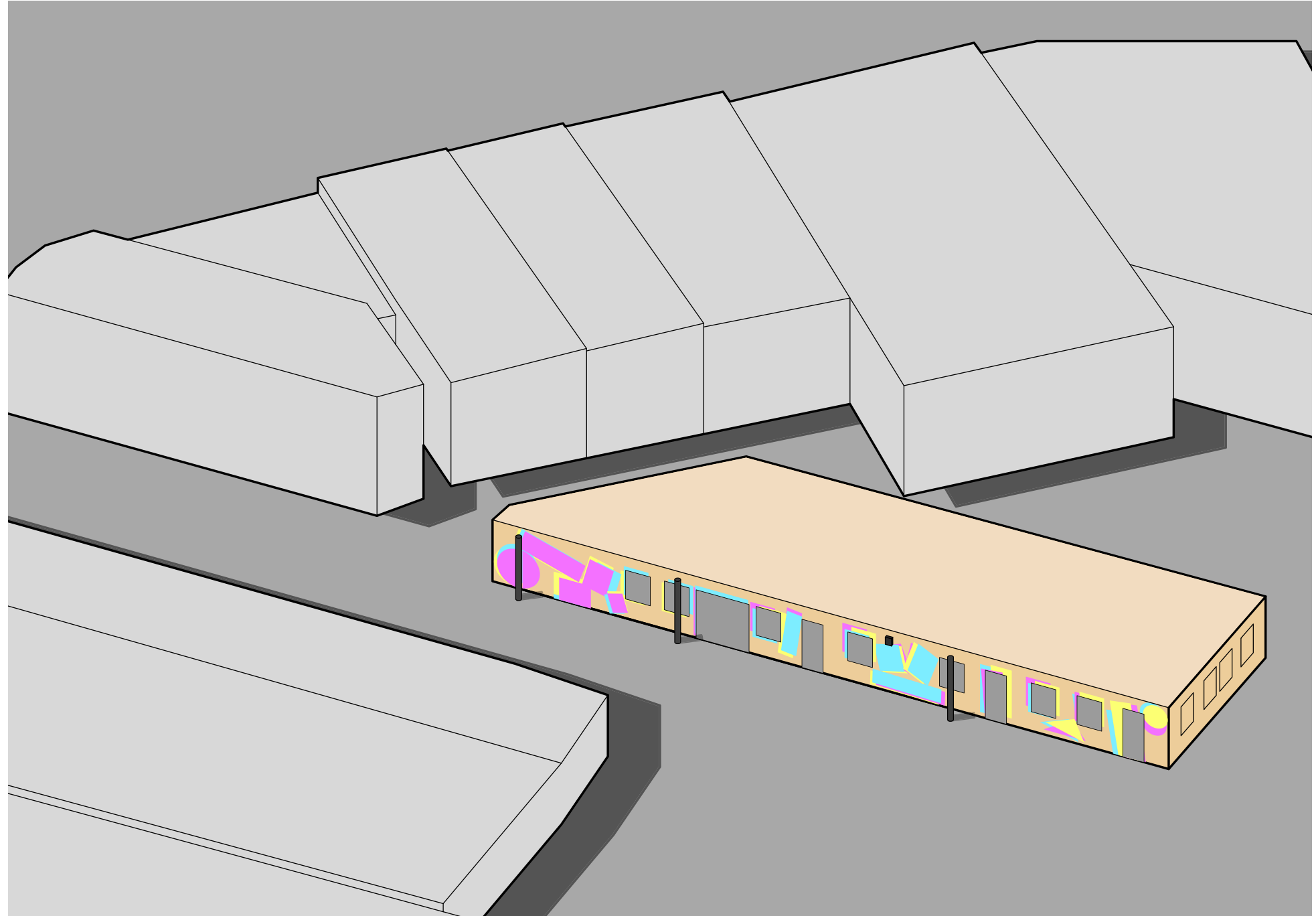
The scope of work is understood as the completion of a full scale wall mural across the location of Mural 1 (125' x 13') which will be completed within one week of an agreed upon start date. This date will be decided following the signed contract between artist and commissioning agency.

The mural is to be completed using premium exterior latex paint that is weather resistant. It is understood that the area of the mural will be prepared and ready for paint prior to the start of work. Artist team is willing to prep the wall for additional fee.

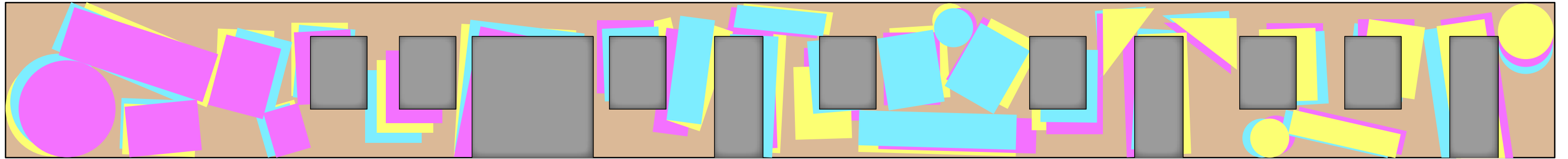
Project Budget

The project total budget is \$15,600 which included material, travel, lodging, and artist fees.

The artist team is open to working with the public art community to further develop the artwork to fit a broader vision of the area and space.



Artist Proposal

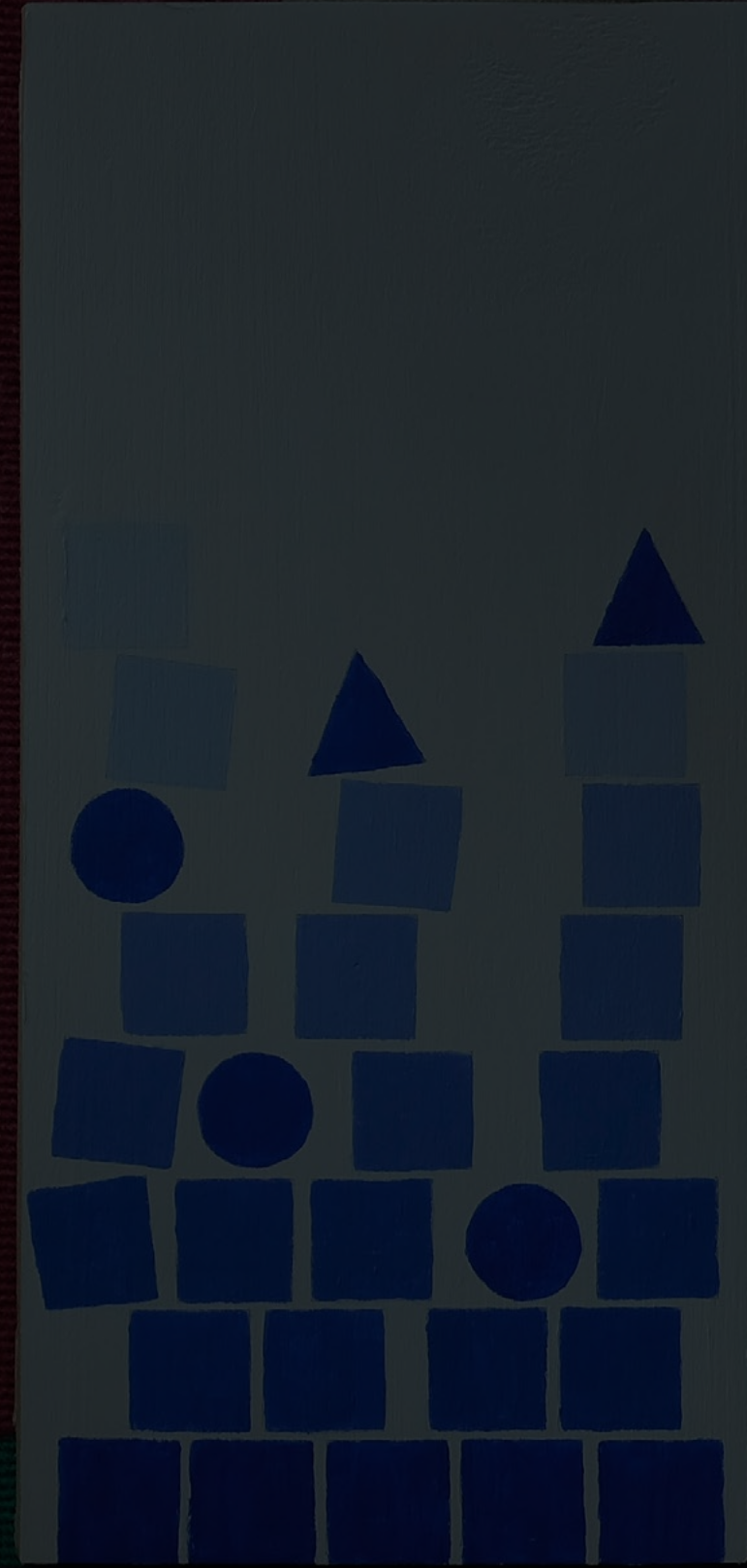
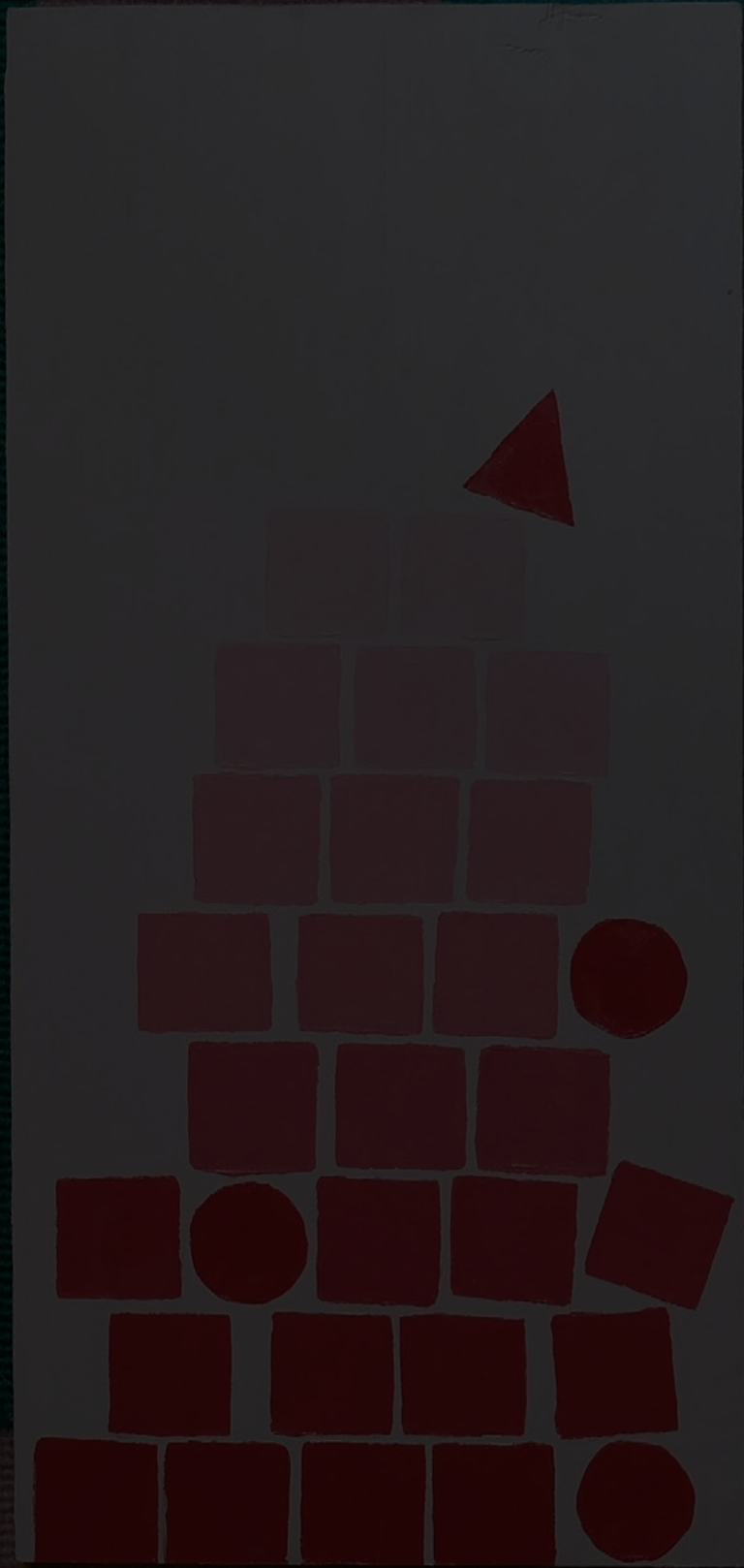


Project Description

The mural's location on a printing press building is aptly fitting for the concept of this piece which draws on several 2D printing tactics to bring dimensionality and movement to the work. Paramount to the design is a sense of movement, which is achieved through misregistration, a term born out of printing practices which is typically thought of as an error. The perceived misalignment of printing layers results in an almost 3D like quality to the intended image.

The art work transitions the building's facade into a tableau of playful shapes, using the existing forms of the windows, doors, and street lamps as the building blocks that create piles, stacks, and mounds of semi stable or mid collapse collages. These composition create a multitude of backdrops for event and daily life to unfold in front of.

KEY TEAM MEMBERS + QUALIFICATIONS





Sam Bonnell-Kangas (Design Lead)
Principal, SAD Office

EDUCATION

The Ohio State University,
Masters in Architecture
Ohio University, Bachelor of
Fine Art

SELECT PROFESSIONAL
EXPERIENCE

SAD Office, Principal /
Founder
Studio Curtis Roth, Studio
Assistant
The Ohio State University
Knowlton School of
Architecture, Assistant
Lecturer
WORKac, Project Manager
Pratt Institute School of
Architecture Visiting
Assistant Professor
Kouzmanoff Bainton Livesey
(kbl) Architects,
Architectural Designer
Phillip Markwood Architects,
Designer

Sam Bonnell-Kangas, believes profoundly in art and design’s ability to reconnect individuals with their physical environments. His work strives to reveal and celebrate the concealed or overlooked systems shaping our daily lives, encouraging viewers to interact with their “normal” surroundings in new and exciting ways.

Inspired by the dynamic contextual and formal qualities unique to each site, his designs immerse viewers in realities where conventional notions of form, physics, and materiality are challenged, leveraging everyday interactions as the catalyst for discovery and discourse. Through mediums ranging from large-scale paintings to video art to sculpture, Sam invites audiences to reconsider their expected perceptions and engage with what most might consider banal objects, in profound ways.

Sam has exhibited work in galleries in Ohio and Tennessee and a recent installation at the Los Angeles Athletic Club in Downtown Los Angeles. He holds a Bachelor of Fine Arts from Ohio University and a Master of Architecture from The Ohio State University. He has served as a guest critic at institutions such as The Ohio State University and Parson New School of Design and was a Visiting Assistant Professor of Architecture at Pratt Institute



Ariana Pescara
Principal, SAD Office

EDUCATION

The Ohio State Knowlton
School of Architecture,
Masters of Landscape
Architecture
Virginia Commonwealth
University, Bachelor of
Science - Urban Design

SELECT PROFESSIONAL
EXPERIENCE

SAD Office, Principal/
Founder
Future Green Studio, Senior
Staff Designer
The Ohio State University
Knowlton School of
Architecture, Visiting
Lecture
Ragan Smith & Assoc. Urban
Designer
Studio MLA
University of Tennessee
Knoxville,
Visiting Professor

Ariana believes that through design of vibrant social spaces, artist and designers can curate a sense of place within communities and improve quality of life. She has degrees in Urban Planning and Landscape Architecture, and is passionate about community-driven design interventions. She has taught history & theory courses in addition to graduate level studio courses. She continues to pursue her interests in research and design theory as she believes that ongoing exploration is necessary for the art and design progress.

Prior to founding SAD Office, Ariana worked as a Landscape Architect and urban designer, where she oversaw the design, fabrication, and implementation of public space projects, ranging from pocket plazas to citywide master plans. Public engagement and site-specific research are at the forefront of her design process; while working she leans on neighborhood design charrettes and public meetings to gain insight into the needs and desires of the local community.

Ariana aims to honor the unique cultural history of each site and believes that artist and designer can aid in the remediation of social stratification through equitable design.

Selected Published + Exhibited Work

Urban Design Fellow - Award
Urban Design Forum, New York, NY 2025

Circulation - Access, Sequence, Ritual - Lecture
Pratt Institute School of Architecture, Brooklyn, NY 2025

Red Hook Crossing - Publication
Future Green Studio, 2024

SUB- Urban - Publication
Landezine Magazine, 2024

Approach - Procession - Destination - Lecture
Pratt Institute School of Architecture, Brooklyn, NY 2024

Oblique Connections - Lecture
Pratt Institute School of Architecture, Brooklyn, NY 2023

Urban Ecologies - Lecture
University of Tennessee Knoxville, Knoxville, TN 2023

MAXXI Expansions Competition - Exhibition
MAXXI Museum, Rome, IT, 2022

Re-Envisioning Flint - Exhibition
AIA Flint, 2022

Scenic Byways Intrinsic Qualities Guidebook - Publication
Tennessee Department of Transportation, 2021

RE:LAX - Exhibition
Los Angeles Athletic Club, Los Angeles, CA, 2021

Co-Authored Art - Exhibition
A83 Gallery, New York, NY 2021

Rutherford Art Alliance - Exhibition
Church Street Gallery, Murfreesboro, TN, 2021

Trash to Treasure - Public Art Installation
University Arts District, Columbus, OH 2021

The Autograph: The Market Value of Immaterial Goods - Publication
One: Twelve Journal, Knowlton SOA Press, 2020

Understory - Public Art Installation
Exhibit Columbus, Columbus, IN 2019

Towards a New Ornament- Publication
One: Twelve Journal, Knowlton SOA Press, 2019

Individual Effort: Collective Impact - Exhibition
Sigfried Gallery, Athens, OH 2016

Individual Effort: Collective Impact - Exhibition
Sigfried Gallery, Athens, OH 2016

Ohio University Art Collective - Exhibition
Trisolini Gallery, Athens, OH 2015

EXPERIENCE





DIFFICULT BOXES + MELLOW MATTRESSES

Client: University Arts District
Location: Columbus, Ohio
Size: 250 SF
Role: Design Lead/ Fabricator
Status: Realized 2021

Brief:

The University District Organization hosted the Trash 2 Treasure 2.0 competition as the second installment of a project designed to give artists an opportunity to produce new work in an unexpected setting. The Pearl Alley “beautification” project had the goal of community engagement, establishment of a new mural walking tour, and graffiti reduction. Through an open competition, a team of artists were chosen to paint murals along the alley.

For this proposal, the design focus was on the dumpster itself, celebrating its function and place in our world.

Reflecting on the often chaotic scene of college move-out day, when the mass exodus of students leave behind piles of old mattresses, broken tables, and anything else that wouldn’t fit in the U-haul back home, the design is an homage to that scene in a simplified and colorful representation. Each face of the dumpster is an exercise in how to stack these ad-hoc, sloppy piles of slabs and boxes. As the stacks grow, each shape reacts to the forms below, bending and squeezing into the confines of the dumpster, becoming a smelly princess and the pea situation.





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Difficult Boxes + Mellow Mattresses



J Block Garage Scrim Art Proposal



SAD Office

Slipping Away



J Block Garage Scrim Art Proposal

OVERLAY (Series)

Client: Undisclosed
Location: Brooklyn, NY
Size: 4'x8' / 2' x 5'
Status: Completed 2021

Brief:

Acrylic on Plywood

The Overlay series explores the intrinsic role of layering inherent in all painting processes. By treating each shape as an independent layer—rather than focusing on the physical thickness of paint—the work establishes a sense of three-dimensional relief, giving the paintings a literal depth. Color and form take precedence, inviting the viewer to read each piece as a collage of layered elements that remain in a state of flux.

COLUMBUS METROPOLITAN LIBRARY MURAL PROPOSAL

Client: Columbus Metropolitan Library
Location: Columbus, Ohio
Size: 24,000 SF
Role: Design Lead
Status: Completed 2019

Brief:

Situated on the edge of a large open field in a residential Columbus, OH neighborhood, the Clintonville branch library provides the community with a satellite location of the Columbus Metropolitan Library system. The design proposes the low-lying building to be shrouded in 2D + 3D layers of stage set-like billboards that act as a decorative mask while providing moments of discovery across the library's campus. Community events, birthday parties, and quiet reading are now performed in front of and around these elaborate backdrops.

The Mural and Billboard design is an assemblage of classical facades typical of historic library institutions and the iconography found within them. As the sets move across the building and campus, they perform a 2.5D transformation as they graphically and physically remove their connection from the facade to allow a new perspective of the mural.

This project's central goal is to be a platform for the patron to re-experience the library by highlighting the often overlooked or banal activities, casting the patrons as the improvisational actors in this continuous show.





SAD Office

CML Mural Proposal



J Block Garage Scrim Art Proposal





RE:LAX - MYTHS OF L.A.

Client: Los Angeles Athletic Club
Location: Los Angeles, California
Size: 12,000 SF
Role: Design Lead/ Fabricator
Status: Realized 2021

Brief:

The RE: LAX installation occupied the 12,000sqft raw ground floor of the Los Angeles Athletic Club located in central DTLA and focused on analyzing and re-imagining Downtown Los Angeles (DTLA). The dynamic and multi-faceted work of public art sought to advance the understanding of the LA aesthetic in an early 21st Century context by contrasting its' image with its' experience.

This project centered around a 1/8" scale drawing of DTLA across the floor, presenting the visitors with a Godzilla-like perspective of the city. Within this setting, animations and videos of iconic DTLA buildings, signs, and occupants were projected onto the wall beyond. In addition to colored lights and dichroic window treatment, an artificial tangerine sunset was cast throughout the space. The team completed the installation over the course of four days and welcomed hundreds in to experience the new perspective of DTLA over the course of three months.











VELARIUM

Client: Ragdale Foundation
Location: Lake Forrest, Illinois
Size: 1,500 SF
Role: Design Lead
Status: Completed 2023

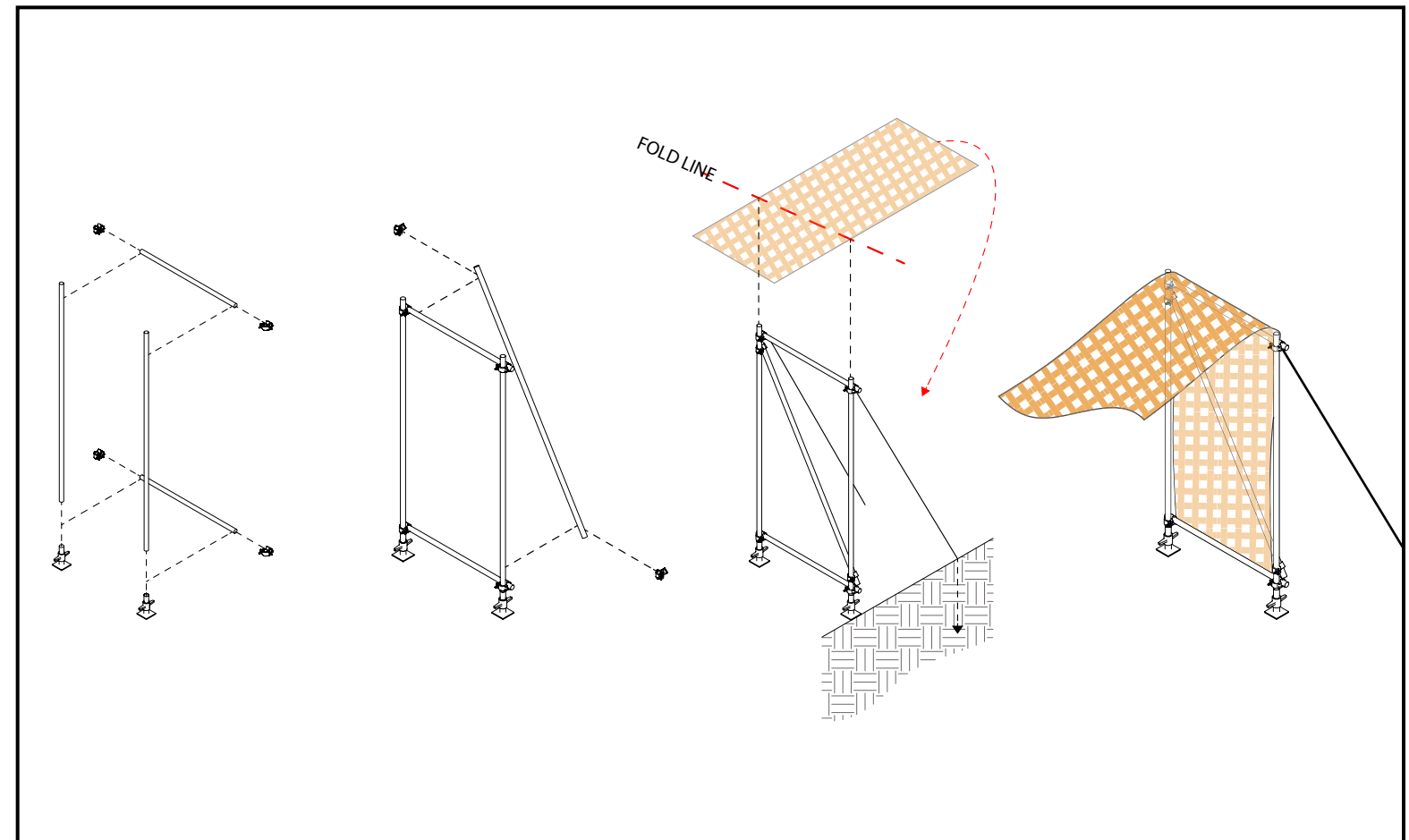
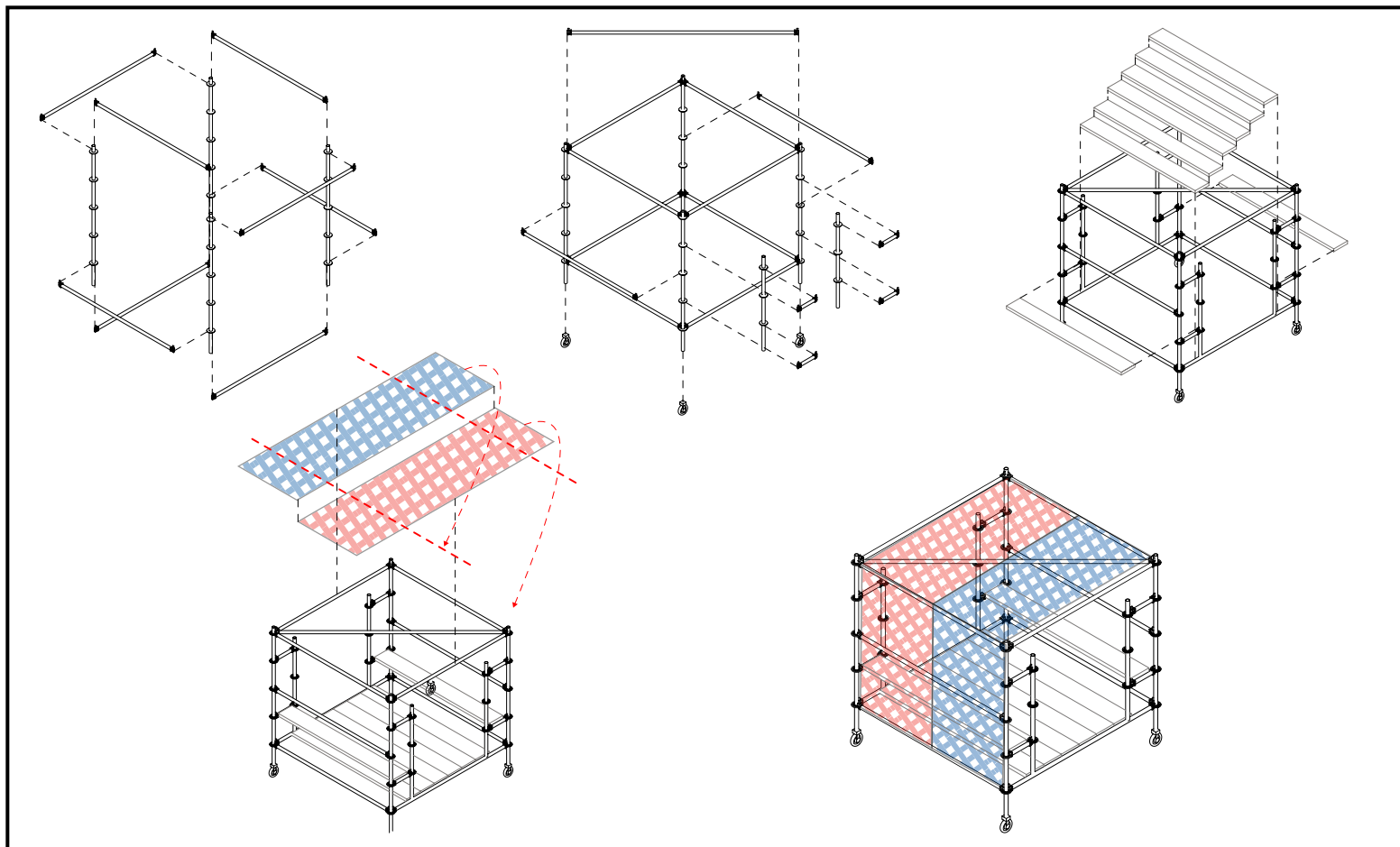
Brief:

Velarium is a public art proposal for a temporary outdoor stage. The design draws inspiration from the dense tree canopy of the site, which acts as a semi-permeable cover above, as well as historic shade structures used within circular venues, such as the Colosseum, from which its name is derived.

The design, which seems to float between trees and ground, filters light through its semi-dense weave to create ethereal ribbons of colors in the sky. By weaving different colored netting across one another, variations in appearance will multiply.

The porosity of the safety netting allows for dappled light to filter through, whether sunlight during the day or stage lighting at night. The reflectivity of the scaffolding tubes catches the colored light as it bounces off and through the materials. Throughout the day, as the fabric interacts with natural forces, such as sunlight and wind, the opacity of the netting will change, allowing for a visitor's experience to alter hour by hour and day to day.





Thank you!

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