



Audifax

Muralist

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Budget for Madison Public Market Landscape Mural

The amount of the mural is based on design complexity, wall size, and pricing from additional contractors.

The area to be painted is the exterior wall of the new Madison Public Market location: 202 N 1st St., Madison, WI

Total Area to be Painted: 52' 7" L x 12' 5" H

Design Work:

- Design Work With 2 Rounds of Revisions: \$2,000 Includes up to 2 sets of changes. Additional Sketches: \$500/sketch (this will be taken from contingency.) \$2,000 - \$1,000 paid for design work = \$1,000

Mural Painting:

- Mural of Medium Complexity: **\$16,200** (Discounted from current rates. Current rate would be: \$27,975)

Costs:

- Site Protection: **\$400**
- Supplies - high quality exterior paint, brushes, etc. - **\$900**
- Scaffolding and contractor to assist in assembly and deassembly: **\$1,500**
- Clear Coat - **\$3,000** (Includes Materials and Application)
- Contingency: **\$2,000**

Budget: \$25,000

Amount includes artists supplies, labor, design work, and clear coat.

Permit Fees Not Included. Potential permits to be acquired by the building owner or client.

Please contact me with any questions.

Thank you!

Narrative

The design highlights the natural landscape in the exact location of the new Public Market as it was 300 years ago. It serves as a window to the scenery of vegetation, wetland and patch of forest, as suggested by State Archeologist Amy Rosebrough. Growing up in what is now a nature preserve in central Wisconsin, I wanted to honor this vibrant, beautiful and mysterious environment by creating a design that felt like you were there. In addition to personal research, the plants were chosen and placed according to information provided by archaeologists and ecologists who identified species native to Wisconsin at the time period reflected in the sketch. According to archaeologists, the history of the area is unique, with Late Woodland people creating effigy mounds symbolizing the three natural realms around Dane County between A.D. 700 and 1100. To honor this cultural history, there is an outline of the effigy mound of a bird located nearby the Public Market site in Burrows Park, inviting viewers to learn more. To respect the vision of the marketplace and its focus on community, a QR code was placed that can connect patrons to the information of site's history, its importance, and the cultural and environmental significance of the ground they are standing on.

In addition to incorporating suggestions from the committee, I would like to simplify the submitted sketch, making it more minimal, abstract, fluid and cut down on how much of the landscape is in view to make it more bold.

Plant List

Burr Oak
Staghorn Sumac
Blue Joint Grass
Wild Rice
Blue Flag Iris
Riddell's goldenrod
Marsh Milkweed
Black-eyed Susan
Woodland Sunflower

Native Plant Sources:

Brian Schneider - Director of Land Management & Conservation, Aldo Leopold Nature Center

Megan Crumb - Ecology Leadworker, Madison Parks Division

Ryan O'Connor - WI DNR Ecologist - Online Flora of Wisconsin

Amy Rosebrough - State Archeologist

Constance Arzigian, Senior Research Archaeologist, Mississippi Valley Archaeology Center, University of Wisconsin-La Crosse

Landscape & Tree References:

- Curtis' Vegetation of Wisconsin mapped by Finley

- CenterPre-European Settlement Vegetation of Wisconsin -Database Documentation v. 3 07 December 2001 Forest Landscape Ecology Lab University of Wisconsin – Madison

- 1830s General Land Office map

Medicinal Sources:

ETHNOBOTANY OF THE FOREST POTAWATOMI INDIANS - By Huron H. Smith

(Recommended by **Constance Arzigian**, Senior Research Archaeologist, Mississippi Valley Archaeology Center, University of Wisconsin-La Crosse - Specializing in Paleoethnobotany, Environmental Archaeology "They are not directly related to the groups that occupied Dane County, but the usages are probably pretty consistent across the region"

Ho-Chunk Plants - Indigenous Plants of Winnebago Reservation,
Nebraska - Natalie Davis for Little Priest Tribal College, Winnebago, NE

Plant Medicinal / Uses:

Wild Rice:

One of the greatest aboriginal foodstuffs in the northern part of the United States is the Wild Rice. All northern tribes knew about it, and gathered it for their winter supply of food.

Staghorn Sumac:

The root, bark and leaves all are medicines. The root bark is used as a hemostatic. The leaves are steeped to make a tea, used in gargling for sore throat, tonsillitis and erysipelas. The berries are used to make a medicinal tea. The green leaves at the top are cooked to cure stomach-ache, diarrhea and cramps. It is also a digestive aid to clean out the system. The inner bark & root bark are used as poultices for sores.

Blue Flag Iris:

The Forest Potawatomi use the root of the Blue Flag to make poultices to allay inflammation. Blue flag was one of the most popular medicinal plants amongst various native North American Indian tribes. Some tribes used the root as a protection against rattlesnakes. It was believed that so long as the root was handled occasionally to ensure the scent permeated the person and their clothes, rattlesnakes would not bite them. Some tribes used it as a tea and mash for sore mouths.

Riddel's Goldenrod:

A medical tea is brewed from the inflorescence and used for various kinds of fevers. Goldenrod is a gentle remedy for a number of disorders. In particular, it is a valuable astringent remedy treating wounds and bleeding, and particularly useful in the treatment of urinary tract disorders, being used both for serious ailments such as nephritis and for more common problems such as cystitis. The plant contains saponins that are antifungal and act specifically against the Candida fungus which is the cause of vaginal and oral thrush. The plant is gathered in the summer and dried for later use.

Marsh Milkweed:

Young shoots, up to 6 inches, can be boiled in several changes of water, & eaten like asparagus or broccoli. Flowers are edible in all stages, but buds are best at about golf ball size. Pick before the color starts to show in the buds, soak in cold water, then boil briefly, (once or twice, changing the water after each boil). Cooked buds are good cold in salads & very tasty as a hot vegetable dressed with salt, pepper & butter or soy sauce and sesame oil. Open blossoms can be used to make fritters.

Black-eyed Susan:

The Potawatomi used the root of the Black-eyed Susan to make a tea for curing colds. Used for the sweat bath by the Wisconsin Ho-Chunk. Other tribes used root tea to treat worms and colds. As an external wash, they used it to treat sores, snakebite, and swelling. Root juice was used to treat earaches.

Woodland Sunflower:

The fumes of the leaves on coals are used to cure headache by the Wisconsin Ho-Chunk. A decoction of the roots has been used to get rid of worms in both adults and children. An infusion of the roots has been used in the treatment of lung problems.

Invoice number:
032

Date of issue:
5/9/25

Billed to:
Madison Arts Commission
City of Madison Department of Planning
& Economic Development
215 Martin Luther King Jr. Blvd., Ste. 017
Madison, WI 53703

From:
Audifax LLC
4230 East Towne BLVD #314
Madison, WI 53704

Description	Price	Total
Final Design fee for Madison Public Market	\$500	\$500
Total Due:		\$500

Please submit payment within 30 days to:
Audifax LLC
4230 East Towne BLVD #314
Madison, WI 53704

or Direct Deposit

For any questions, please contact:
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Thank you for your business!