

Madison Public Market
Native Plant Landscape Mural Design

Amy Zaremba | Zaremba Art LLC

May 9, 2025

A. Design





B. Mural Budget Proposal

Total: \$25,000

Square footage Breakdown: Approximately \$40 per square foot.

Materials and Equipment

Item	Description	Estimated Cost
Paint	Exterior Grade Paints - Hallman Lindsay House Paint and Nova Color Acrylic Mural Paint (base and accents with 20-25 distinct colors)	\$1,200
Primer	Hallman Lyndsay Masonry Primer	\$160
Sealant	Varathane Spar-Urethane Clear Coat	\$180
Anti Graffiti	Okon Graffiti Barrier coat	\$275
Tools	Brushes, Rollers, Sprayer	\$250
Lift Rental	2-3 weeks, Articulating man lift (or scissor if accessible)	\$2,600
Misc	Drop cloths, tools, tape, print outs & signage, PPE	\$300
Total		\$4,965

Design and Planning

Item	Description	Estimated Cost
Design	Artist revision, finalization and any necessary community engagement	\$600
Misc	Insurance cost, contracting fees, city approvals process	\$500
Total		\$1,100

Labor Costs

Item	Description	Estimated Cost
Lead Artist	Mural execution, oversight and project management	\$5,535
Assistant Artists	3 Wisconsin based artists @ \$35-50 per hour, includes mural prep, production and application of clear coats and anti graffiti product	\$8,800
Travel Expenses	Artists travel, per diem and housing for those from outside Madison	\$900
Total		\$15,235

Documentation and Promotion

Item	Description	Estimated Cost
Photographer	Documenting the mural process and completion	\$700
Web	Set up of QR Codes with resource links and 3 years of hosting information	\$500
Total		\$1,200

Contingency (10%)

Item	Description	Estimated Cost
Unforeseen expenses	Weather, additional materials or labor (remainder contributed to lead artist fees)	\$2,500
Total		\$2,500

Budget amounts are estimates based on best practices and current market costs.

C. Narrative

My design envisions Madison before concrete and buildings—an homage to the land’s natural history and the Native people who lived in balance with it. Focused on native plant life, the design bridges past and present, inviting viewers to see the beauty and ecological value of species often overlooked. If we connect, we care.

The foreground highlights native plants rendered with enough realism to convey the specific beauty of each species, reflecting my love of brilliant color and botanical detail. In contrast, the background is more graphic and bold, moving symbolically through the seasons: a prairie fire renews an oak savanna in spring, followed by abstracted summer greens, wild rice along the marsh, and the changing hues of fall. Distant ridges anchor the composition, referencing land that once held more than 1,500 sacred Native American effigy mounds.

My research was rooted in collaboration and exploration. I consulted a UW professor of landscape history, volunteered with a greenway restoration group, and spoke with Madison’s Stormwater Vegetation Coordinator. I visited the Arboretum, Olbrich Gardens, Aldo Leopold Center, and parks across Dane County. I reached out to the Ho-Chunk Tribal Historic Preservation Officer to approach this work with cultural respect. I also gathered stories, imagery, and insight from books, scholarly articles, and community voices—far more than could fit in one mural.

To extend the mural’s impact, I would like to incorporate a QR code that links to curated information and resources on native plants, restoration efforts, and the land’s layered history.

D. Native Plant List - Some species are clearly identifiable, others are more generalized representations.

Trees

Middle distance

Bur Oak - *Quercus macrocarpa* Michx (solitary and quercetum on left and right)

Far Distance (mixed woodland)

Sugar Maple - *Acer saccharum*

Shagbark Hickory - *Carya ovata*

Eastern White pine - *Pinus strobus*

Marsh

Middle distance, right

Northern Wild Rice - *Manoomin* - *Zizania palustris*

Broadleaf arrowhead - *Sagittaria latifolia*

Broad-leaved cattail - *Typha latifolia*

Lower Line-up of Herbaceous Plants

Left to Right, Spring to Fall

BloodRoot - *Sanguinaria canadensis*

Pasque Flower - *Pulsatilla vulgaris*

Trout Lily - *Erythronium americanum*

Virginia Bluebells - *Mertensia virginica*

Wild Geranium - *Geranium maculatum*

Sweetgrass - *Hierochloa odorata*

Black Eyed Susan - *Rudbeckia hirta*

Lead plant - *Amorpha canescens*

Prairie DropSeed - *Sporobolus heterolepis*

Butterfly Weed - *Asclepias tuberosa*

Rattlesnake Master - *Eryngium yuccifolium*

Compass Plant - *Silphium laciniatum*

Wild Bergamot - *Monarda fistulosa*

Big Bluestem - *Andropogon gerardii*

Prairie Coreopsis - *Coreopsis palmata*

Joe Pye Weed - *Eutrochium purpureum*

Common Yarrow - *Achillea millefolium*

Pale Purple Coneflower - *Echinacea pallida*

Little Bluestem - *Schizachyrium scoparium*

New England Aster - *Symphyotrichum novae-angliae*

E.

INVOICE 0525

May 8, 2025

FROM:

A. Zaremba

Zaremba Art LLC

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Madison, WI 53716

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BILLED TO:

Madison Arts Commission

City of Madison Department of Planning & Community & Economic Development

215 Martin Luther King Jr. Blvd. Ste. 017

Madison, WI 53703

Description	Cost
Invoice for Payment 2 of 2 - Honorarium for Public Market Native Landscape Mural design	\$500.00
Total Due	\$500.00

Total amount due: \$500.00

Due Date: 06/08/2025

Thank You!

Amy Zaremba