



HELEN KLEBESADEL & ALLY WILBER

PUBLIC MARKET MURAL

PREPARED FOR :

Madison Arts Commission

2025

PROJECT NARRATIVE

This design is a collaborative effort by the applying artists. From the beginning they committed to a palette that featured fire-like oranges and golds because both artists love these elements in each other's work. Alexandria has been creating murals featuring elements of nature and the creatures within for some time. Helen has been researching native Wisconsin plants, birds and pollinators as subjects in her most current body of work.

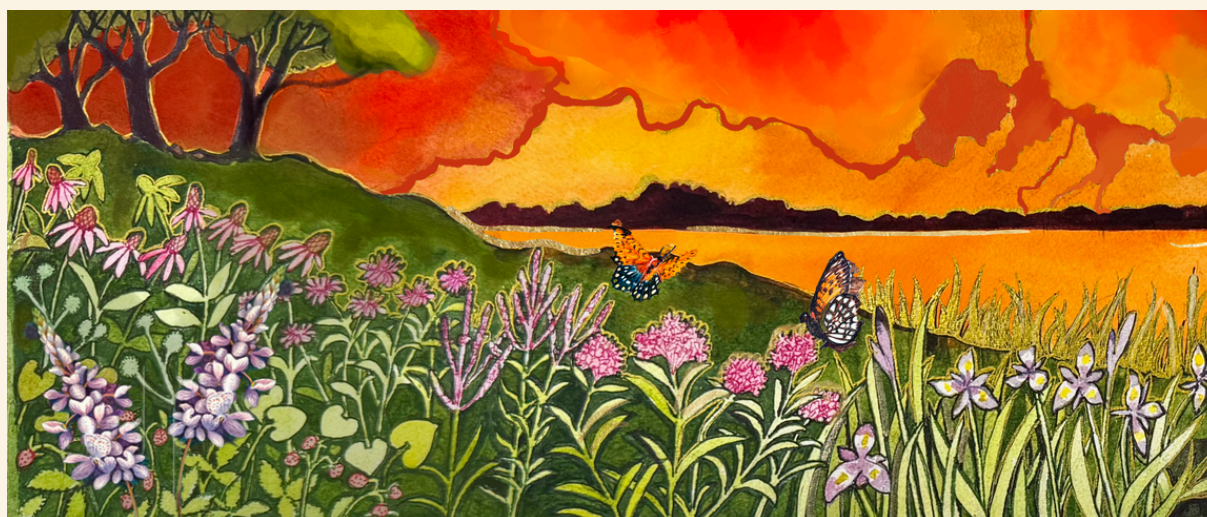
Guided by research into the Yahara River Watershed and its historical ecosystems, we imagined a lush, marshy environment filled with native medicinal and food plants such as wild ginger, cattails, milkweed, and wild rice.

Our design honors the ancestral lands of the Ho-Chunk Nation by subtly embedding the Yahara Watershed into the sunset sky—a nod to Teejop (Dejope), the original name for this region, meaning “Four Lakes.”

We began the design collaboratively, passing an initial sketch between us for digital enhancement—layering in luminosity, native plants, pollinators, and a heron. If selected to realize this mural, we plan to expand the scene with more wildlife, including butterflies, frogs, birds, and catfish, to create a dynamic composition full of life and movement.



PROPOSED DESIGN



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BUDGET

Category	Item	Amount (USD)
1. Artist Fees	Lead Painter Fee (Ally)	\$12,000
	Assistant Painter Fee (Helen)	\$6,000
	Travel Expenses	\$100
	Subtotal	\$18,100
2. Materials & Supplies	Paint (weather-resistant)	\$1,500
	Sealant / Anti Graffiti Coating	\$500
	Brushes, Rollers, Drop Cloths, etc.	\$300
	Other Supplies (projector, ladders, power wash)	\$400
	Subtotal	\$2,700
3. Admin & Permits	Insurance (liability/workers comp) for two artists	\$800
	Subtotal	\$800
4. Contingency	Buffer for unexpected costs	\$400
	Artist tax withholding estimate	\$3,000
	Subtotal	\$3,400
TOTAL PROJECT COST		\$25,000

NATIVE PLANTS



- Blue Vervain
- Marsh Milkweed
- Wild Ginger
- Wild Lupine
- Sweet Flag, Calamus
- Native Broad-leaved
Cattail
- Southern Wild Rice
- Blue Flag Water Iris
- Pale Pink Coneflowers
- Wild Strawberries
- Oak Savannah

INVOICE



Invoice #1196

INVOICE DATE: May 05, 2025

DUE DATE: Jun 02, 2025

FROM:

Helen R Klebesadel
2017 Jenifer Street
Madison Wisconsin 53704
United States
6083455802
hklebesadel@icloud.com

TO:

Madison Arts Commission
215 Martin Luther King Jr. Blvd.,
Ste. 017
Madison WI 53703
Dane
madisonarts@cityofmadison.com

INVOICE ITEMS

Original Price

Invoice Price

Tax

Madison Public Market Native Landscape Mural Design

\$500

\$500

NOTES

Honorarium for finalists Ally Wilber and Helen Klebesadel for creation of a design for the Madison Public Market Native Landscape Mural, 2025. Second 50% payment for the Project Proposal honorarium.

TOTALS

Original Price

\$500

Invoice Price

\$500

Tax

\$0

Total

\$500