

West Allis to Officially Unveil its Newest Public Art

Thursday, June 16, 2016

4:00 pm

1761 S. 83 St. (southeast corner of S. 83rd St. and W. National Ave.)

West Allis, WI – June 15, 2016

Mayor Dan Devine of the City of West Allis will officially unveil the City's newest public art endeavor in the form of a recently completed mural on the corner of S. 83 St. and W. National Ave. on Thursday, June 16 at 4:00 pm. The colorful, 70 ft.-long painted mural, which focuses on growth and optimism through blooming flowers, pollination and family sensibilities, was commissioned from Milwaukee-area artist Lindsay Marx.



“This mural is a great example of the ongoing rejuvenation happening in West Allis. We are an outstanding, family-friendly community, and this project reinforces that positive message. As elected officials, support for Public Art is one way the City can inspire its citizens to embrace their neighborhoods and enact positive change” said Devine.

Ms. Marx and her team of artists, which included Mark David Gray and Fred Kaems, worked with the Mayor and staff from the Department of Development, who oversaw the project, throughout the winter and spring to finalize design and implementation logistics. She described the selected design through the following excerpt:

With the design for the wall art, I wanted to honor the hometown sensibility and growth of West Allis. The design features nostalgia for homemade pies on window sills, children reading and references honey bees, who are major pollinators for the crops we see at our tables. These ideas, tied together with bold colors and unique shapes, enliven this segment of W. National Ave.; and certainly offer a worthy reason to visit this growing city.

“We could not be happier with the work of Lindsay and her team,” commented Devine. And, the artists were equally appreciative of the opportunity to work with the Mayor and City on the project to showcase their work.

During installation, the artists and local officials were pleased to hear the positivity surrounding the project spread to onlookers and passersby. Common themes heard included: 'It's nice to see West Allis getting something beautiful and new,' and 'West Allis needs more public art like this, when's the next one going up?'

The City hopes to capture and recreate the positivity of this public art with future projects from both the public and private sector, and invites property owners and residents to partner in beautifying their city and neighborhoods.

The brief ceremony, featuring refreshments themed from the mural design, will mark the culmination of nearly one year of planning, soliciting and commissioning of the work. The project was paid for through the City of West Allis' Community & Economic Development Investment Fund, which is funded through proceeds from successful redevelopments.

Following the recent completion of the adjacent West Allis Skate Park, this mural adds continued vitality to West Allis' emerging National Avenue Corridor, which has undergone extensive visioning and planning in recent years. The project is a precursor to additional planned public investment along W. National Avenue, including ongoing business attraction efforts, and increased pedestrian amenities and street infrastructure, which are expected in 2018.

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