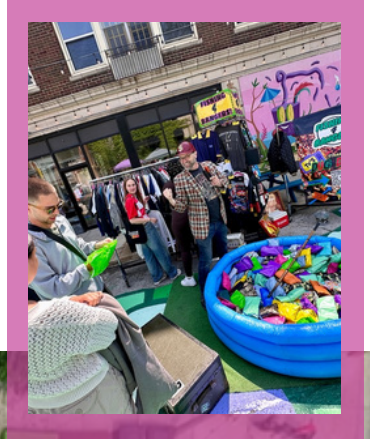
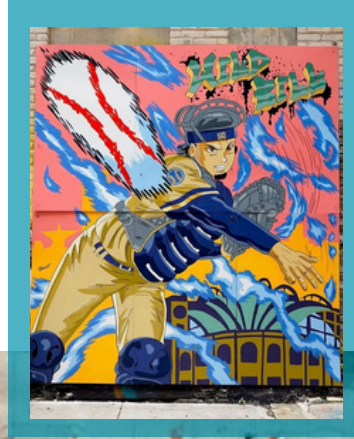


East Side BID Newsletter

Savoring Summer on the East Side



Letter from the Executive Director



Hi East Siders,

It's been a summer to remember on the East Side, and it's not over yet!

First, I want to extend a heartfelt thank you to everyone who came out to Summer Soulstice. Your energy and support made it an incredible day of music, art, and celebration. I also want to shout out everyone who joined us for our new summer events like East Side Gallery Night and Black Cat Alley After Dark. These events are all about bringing people together in creative, community-centered ways, and your enthusiasm helps make them a success. We can't wait to see that support continue through the rest of the season.

It's also been a huge summer for public art. Black Cat Alley welcomed a beautiful new wave of murals from local and national artists, each one adding to the vibrancy and identity of the space. And on a personal note, I was grateful to co-create a new mural in Ivanhoe Plaza alongside the incredibly talented Alain Poma. Ivanhoe has really become a hub of activity this summer. From live music and pop-ups to community hangouts and more, it's been amazing to see our neighborhood making the most of it.

Thank you, as always, for showing up for our businesses, our artists, and each other. Here's to the rest of a bright and bustling summer on the East Side!

See you out there,
Ryan Laessig
Executive Director, East Side BID

Building a coalition to create Milwaukee's most vibrant neighborhood.

East Side Business Improvement District

P.O. Box 510197 Milwaukee, WI 53203 | director@theeastside.org



Business and Economic Development

New Businesses

Please join us in welcoming these new businesses to the East Side!



TEMPLE GODDESS CAFE

Exciting news! [Temple Goddess Cafe](#), known for its internationally inspired, plant-based dishes, has opened a new brick-and-mortar location at 1978 N. Farwell Ave.

The cafe offers a vibrant dining experience focused on comfort foods made with simple, organic, and non-GMO ingredients. The menu continues to draw inspiration from Middle Eastern, Mediterranean, Indian/Asian, and American fusion cuisines, with a commitment to primarily gluten-free options and sourcing ingredients from local farms whenever possible.



Owners Gregory Cilmi and Evanthisa Savva, who previously operated within Crossroads Collective, are excited to bring their vision to a dedicated space. The cafe serves breakfast, lunch, and dinner six days a week, with hours from 8 AM to 8 PM on Sunday through Tuesday and 8 AM to 9 PM on Thursday through Saturday (closed on Wednesdays).



WAYFINDER MKE

There's a new name—and a new vibe—at 2108 N Farwell Ave. Formerly Good City Brewing, the space has been reimagined as [Wayfinder MKE](#), a modern beer hall and event venue under new ownership. While the taps are still flowing, Wayfinder brings a fresh identity focused on community, creativity, and connection. Stop in to explore the new menu, enjoy a pint, and see where the path leads.



POPPY BAKERY

Something sweet has arrived! [Poppy Bakery](#) has officially opened at 2021 E. Ivanhoe Place, right next to Black Cat Alley, bringing beautifully crafted breads, pastries, and treats to the East Side. This woman-owned bakery works with Wisconsin farms to source fresh, local ingredients and builds its menu around the best of each season. With a focus on quality, community, and flavor, Poppy Bakery is sure to become a neighborhood staple.



ALLIE BOY'S BAGELS

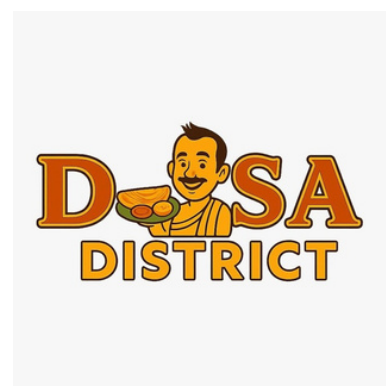
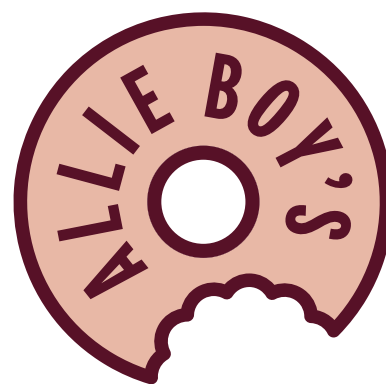
[Allie Boy's Bagels](#) has officially landed on the East Side! Now open at 2100 N. Farwell Ave, this modern Midwestern bagel shop and luncheonette brings bold, globally inspired flavors to Milwaukee, served with plenty of personality. Founded by Staci (a New York native) and Ben (raised in the Middle East), Allie Boy's is a mash-up of cultural roots, culinary adventures, and thoughtful cooking. Expect hot bagels, smoked fish, curated smorgasbords, and posh noshes that feel both nostalgic and new. Whether you're a lifelong Milwaukeean or just passing through, Allie Boy's is ready to serve it up.



DOSA DISTRICT

[Dosa District](#) is bringing bold, soulful South Indian flavor to the East Side, one fusion bite at a time. Located inside the Gallery Food Hall at 2335 N. Murray Ave, this fast-casual spot serves up comfort food with serious personality. From fluffy pooris and aromatic dum biryanis to their signature Fusion Bowl (layered with juicy grilled chicken, spiced rice, and creamy sauces), every dish is a flavorful journey from Hyderabad to Milwaukee. Whether you're craving classic South Indian staples or a fresh, fiery twist, Dosa District delivers spice, soul, and satisfaction in every bite.

POPPY BAKERY



THE NEXT BAR

[The Next Bar](#) is the newest spot to kick back and catch a vibe on the East Side. Located at 1732 E. North Ave in the former Eastsider space, this cozy, 800-square-foot bar brings together the best of a neighborhood sports bar with added flavor - think cocktails, beer, wine, hookah, karaoke, and open mic nights. With fresh décor updates and a laid-back, come-as-you-are atmosphere, The Next Bar is all about good drinks, good people, and good times. Stop by and see what's next!



WATERFORD WINE & SPIRITS - WINE BAR

East Side favorite [Waterford Wine & Spirits](#) just got even better with the opening of its brand-new wine bar inside the shop at 2120 N. Farwell Ave. The intimate 16-seat bar and lounge area offers rotating specialty wines by the glass, including rare finds like Barolo and Bordeaux, thanks to a preservation system that keeps pours fresh for up to two weeks. Guests can sample wines before they buy, enjoy retail bottles on-site for a small corking fee, and pair it all with charcuterie, beer, whiskey, or THC beverages. Open daily during shop hours, it's the perfect neighborhood spot to unwind, explore new pours, and chat with passionate staff.



THE WASHROOM

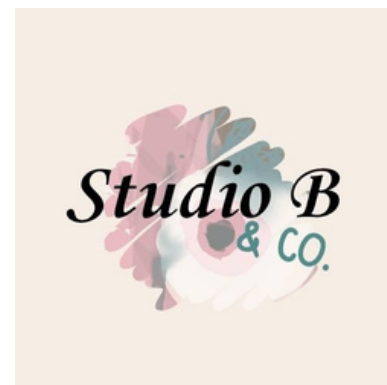
Located at 2706 N. Murray Ave., [The Washroom](#) is more than a laundromat, it's a vibrant, welcoming space designed for connection. Owner Kelli Johnson transformed the former Murray Park Kwik Wash into a colorful "third place" where people can do laundry, relax, study, access community resources, or just hang out. With free wi-fi, cozy seating, murals by local artists, and a vending machine stocked with everything from laundry supplies to baked goods, The Washroom is making laundry day something to look forward to. Open daily from 7 AM to 9 PM.



COMING SOON

STUDIO B & CO.

A brand-new family-focused art space is coming to the East Side! Opening this fall at 2478 N. Murray Ave., Studio B & Co. will offer communal workspaces, open art supplies, and creative programming for all ages, plus specialty spaces like a toddler-friendly Rainbow Room, a no-rules “Make a Mess Room,” and an adult art zone. Founded by neighborhood residents Amanda and Spencer Bennaton, the studio is designed to spark creativity and connection for kids, families, and adults alike. Studio B & Co. will offer memberships, drop-in rates, event rentals, and pay-what-you-can days to keep art accessible to all. The space is expected to open this October. Follow along on the [Studio B & Co. Facebook](#) for updates as the vision comes to life.



NADI PLATES

This fall, [Nadi Plates](#), a family-run Italian food truck and catering business, will open its first brick-and-mortar restaurant in the former Crossroads Collective space. The new establishment will feature Italian small plates, a European-style espresso bar, and a full bar with cocktails and wine, all with a focus on plant-based and gluten-free options.



NEW OWNERSHIP

VON TRIER WELCOMES NEW OWNERSHIP

A Milwaukee classic enters a new chapter. [Von Trier](#), the East Side’s iconic German bar at 2235 N Farwell Ave, is now under the ownership of John Dye, the preservation-minded proprietor behind Bryant’s Cocktail Lounge, At Random, and The Jazz Estate. The beloved space has undergone a thoughtful remodel, striking a perfect balance between a brighter, more open layout and the warm, inviting feel of a traditional beer hall. With signature features like the antler chandelier, stained-glass windows, and barback mural still intact, Von Trier continues to offer the cozy charm locals know and love, just with a fresh energy on tap.



SAFETY AND SANITATION

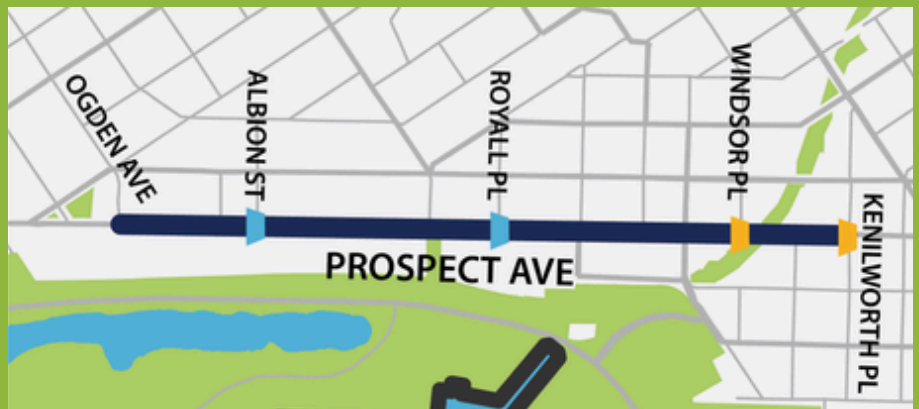
New Safety Improvements Complete on Prospect Avenue 🚧

In June, a key traffic safety project was completed on N. Prospect Avenue, bringing meaningful improvements to walkability and bikeability in the heart of the East Side.

Led by the City of Milwaukee's Department of Public Works, the project added raised crosswalks at Windsor Place and Kenilworth Place, along with pinned-on bumpouts throughout the corridor. These upgrades are designed to calm traffic, reduce crossing distances, and make the street safer for everyone, whether you're walking, biking, or driving.

Construction wrapped up in just a few weeks, with traffic remaining bidirectional throughout the process and no full street closures required.

We're grateful to the City and the Department of Public Works for investing in infrastructure that supports a safer, more connected East Side, and thank you to all the neighbors and businesses for your patience during construction!



Know Before You Go: Parking on the East Side



Whether you're heading out for dinner, shopping, or a community event, there are plenty of convenient parking options on the East Side. Just remember to always check signage and never park in bike lanes—it keeps everyone safe and the neighborhood moving smoothly.

Where to Park:

- 1915 E North Ave Lot: Located next to Beans & Barley
- 2139 N. Prospect Ave – Kenilworth Lot: Outdoor lot, rates start at \$6
- 2009 E. Kenilworth Ave Lot: Surface lot, approx. 4-minute walk from the heart of the East Side
- 2584 N. Downer Ave Garage: Parking garage with rates starting at \$5
- Clock Tower Building Garage (2266 N. Prospect Ave): 70 spots available for night and weekend parking. Reserve via [ParqEx](#) and get \$15 off your first three parks with code: EASTSIDEMKE
- Prospect Medical Commons Ramp (2311 N. Prospect Ave): 65 public spaces
- Street Parking: Metered parking is available along Farwell Ave (including 10-hour meters south of North Ave), as well as on Murray Ave and other nearby streets



Reminder: Do Not Park in Bike Lanes



Blocking bike lanes is not only illegal—it's dangerous.

Even short stops can force cyclists into traffic and put everyone at risk. Thank you for doing your part to make our streets safer for all.



For more information on parking and transportation on the East Side, visit: <https://www.theeastside.org/neighborhood/parking-and-transportation/>

EVENT SPOTLIGHTS

East Side Gallery Night & Black Cat Alley After Dark

East Side Gallery Night and Black Cat Alley After Dark lit up the neighborhood with art, music, and community spirit! From live painting and mural tours to cider tastings, dog portraits, and an unforgettable silent disco under the stars, the night was full of color and connection. Thank you to everyone who came out to support local artists, explore new murals, and celebrate creativity on the East Side. We can't wait to do it again!

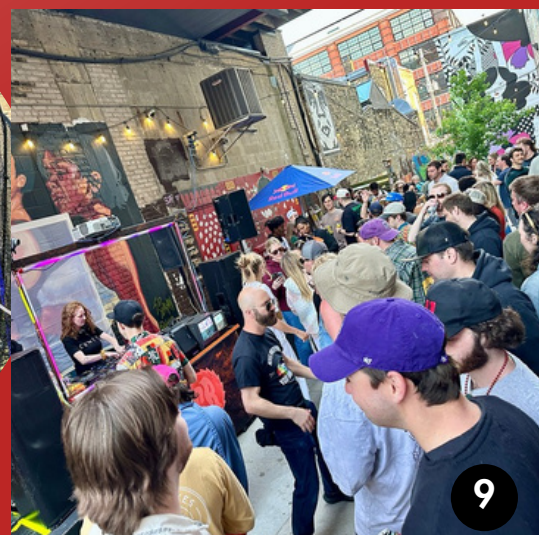


EVENT SPOTLIGHTS



Summer Soulstice Music Festival

Summer Soulstice Music Festival 2025 was one for the books! Thousands came out to soak up the sun and the sounds, enjoying an incredible day of live music, local vendors, interactive art, food, drinks, and community vibes in the heart of Milwaukee's East Side. Huge thanks to everyone who danced, cheered, and celebrated with us. We're already counting down to next summer! And an extra shoutout to the amazing volunteers and crew who helped clean up after the event. We couldn't do it without you!



Photos by Milwaukee Record, [view their full photo recap](#)

East Side BID 2025 Events Calendar



Rolling Bike Party

AUGUST 10, 2025 | All Day

Get ready to roll! The East Side's newest summer event invites you to explore the neighborhood on two wheels during our first-ever Rolling Bike Party, sponsored by [Educators Credit Union](#). Cruise the Oak Leaf Trail and make your way to local businesses offering food and drink specials, live music, pop-ups, and more. Whether you're a casual rider or a cycling enthusiast, this is your chance to enjoy a bike-friendly day of fun, flavor, and community.

If you're participating in [Bicycle Benefits Bike Bingo](#), this is a perfect opportunity to start filling in your board, or check off a few more stops!

Doors Open Mural Fest

SEPTEMBER 27-28, 2025

Get a behind-the-scenes look at the inner workings of some of your favorite East Side businesses, the Oriental Theater, Black Cat Alley, and more.





Black Cat Alley Gala

FALL 2025

Experience the magic of Black Cat Alley at an exquisite gala featuring a four course meal and awe-inspiring entertainment surrounded by some of the city's most spectacular outdoor art.

Black Cat Alley After Dark

OCTOBER 17, 2025

Milwaukee's most iconic outdoor gallery is coming to life after hours! Black Cat Alley After Dark is a brand-new event series transforming this vibrant art space into a lively evening destination. Mark your calendars for the second event on Friday, October 17 from 6-10 PM for a night of immersive experiences.

Each edition of Black Cat Alley After Dark will bring something new and unexpected, but you can always count on a mix of libations, music, and art to set the scene.



Halloween Contest

OCTOBER 17, 2025

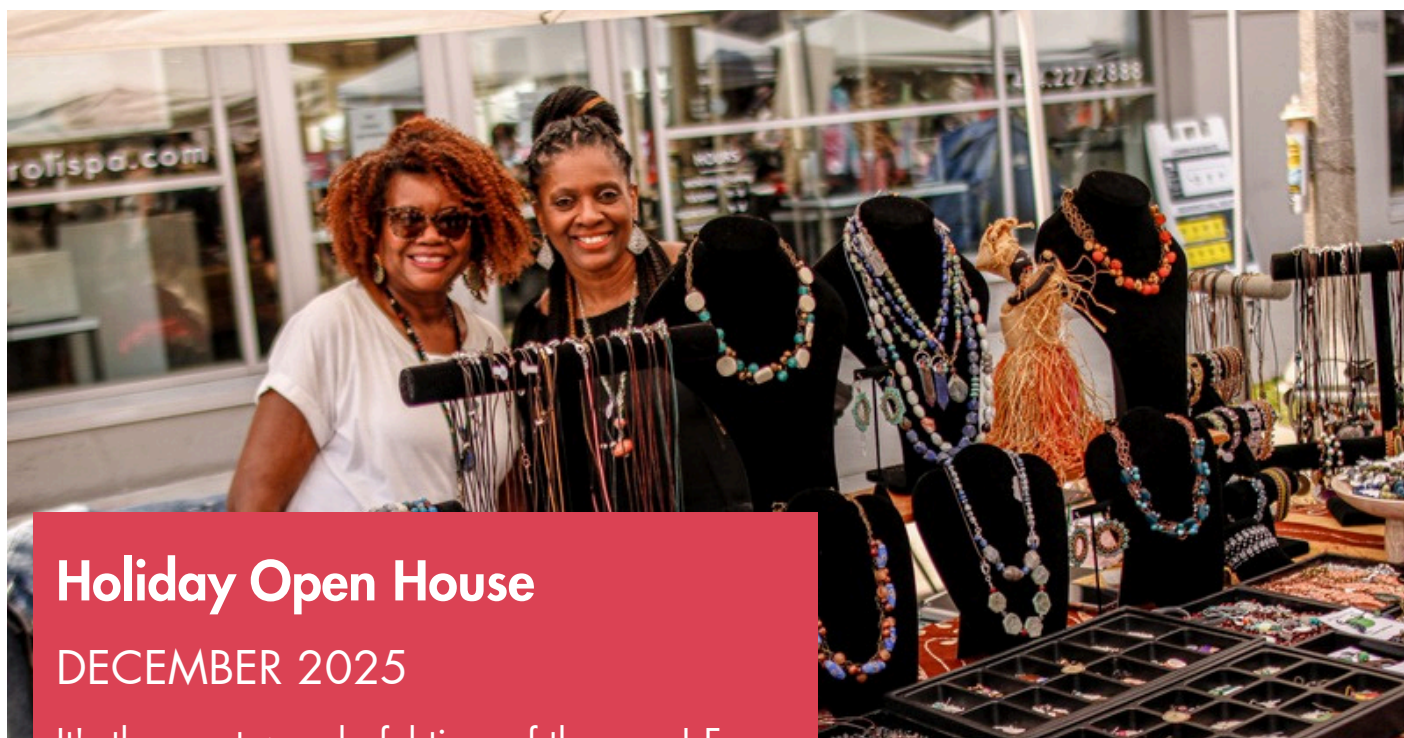
Enjoy a ghoulishly good time at your favorite haunts while showing off your creative costume for a chance to win prizes. Spooktacular fun and specials will be available from Black Cat Alley, Izzy Hops, Hooligans, Pomona Cider Co., Von Trier, and more.



Small Biz Saturday

NOVEMBER 29, 2025

This ever-growing event in celebration of Small Biz Saturday is the perfect opportunity to show your support for local and small businesses. Shop local businesses and makers at markets across the East Side, with locations including Kind Oasis, Triple Taproom & Kitchen, Pomona Cider Co, and Milwaukee Public Library. You'll also be able to snag gift card specials to your favorite bars and restaurants. Get a jump on holiday shopping while supporting our local economy!



Holiday Open House

DECEMBER 2025

It's the most wonderful time of the year! From special gifts for loved ones to nights out with friends and family, the East Side is the place to make memories. Explore the East Side and discover all the holiday cheer it has to offer at our Holiday Open House.



Stay up-to-date with the latest BID happenings!

Visit
theeastside.org/events/happenings
for the latest events and updates.

UPCOMING EVENTS

Here's a quick look at some upcoming events on the East Side...

Argo Concert Series

August 8 & 22, September 5 & 26, October 3 & 17
6 PM - 9 PM | Ivanhoe Plaza

Art & Soul at Milwaukee Public Library East Branch

Saturday, August 9 from 12 - 4 PM | 2320 N. Cramer St.

Rolling Bike Party

Sunday, August 10, all day | Throughout the East Side

City Plan Commission Meeting - Proposed BID Expansion

Monday, August 18 at 1:30 PM | Department of City
Development, 809 North Broadway

Twilight Bar Crawl with with La Gente Art

Saturday, August 23 from 2 PM - 9 PM | East Side

UWM x Say Werd - Panther Pride On The East Side Market

Saturday, August 30 | Ivanhoe Plaza

Keep up with all the latest happenings at
theeastside.org/events/happenings

UPCOMING EVENTS

Art & Soul at Milwaukee Public Library East Branch

Saturday, August 9 from 12 to 4 PM | MPL East Branch, 2320 N. Cramer St.

Join Milwaukee Public Library for Art & Soul, a free afternoon of creativity, connection, and community! Explore hands-on artmaking stations, enjoy live music with DJ H Dot, and take part in a collaborative community art installation. From sidewalk chalk and rock painting to mini books and custom tote bags, there's something for everyone. Plus, enjoy refreshments, a selfie station, and a calm oasis space to relax.

Don't miss the interactive modern dance performance by Catey Ott Dance Collective at 3 PM, and stick around for the Milwaukee Film prize drawing at 3:30 PM. Free and open to all ages!



For more information, visit https://mpl.org/special_events_and_programs/art-soul.php.

UPCOMING EVENTS

City Plan Commission Meeting - Proposed BID Expansion

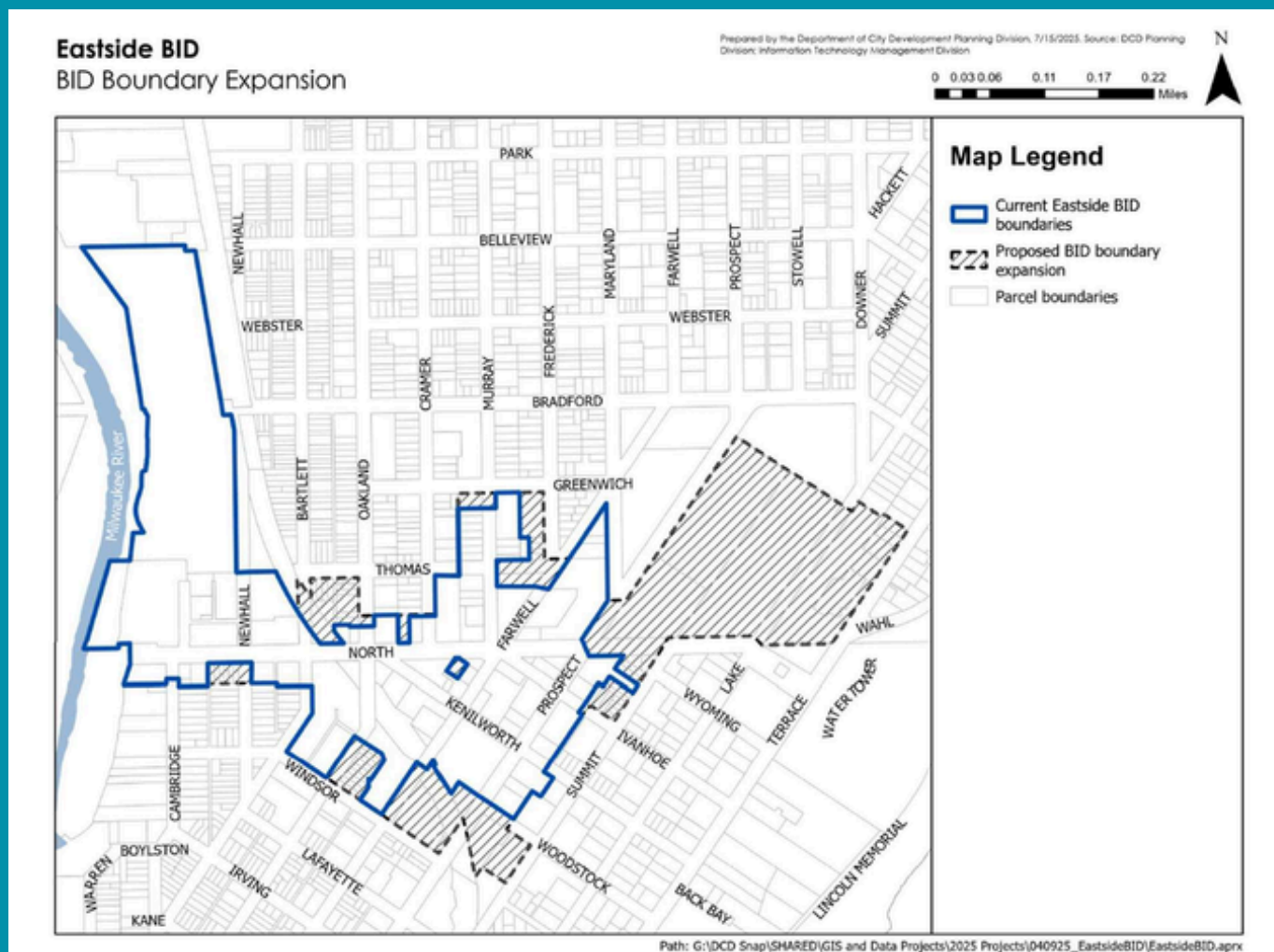
Monday, August 18 at 1:30 PM | Dept. of City Development, 809 N. Broadway

The East Side is proposing an expansion of the Business Improvement District (BID), and the next step in the process is a City Plan Commission review. Community members are invited to attend the upcoming public meeting to learn more and share input.

As a reminder, the BID expansion does **not** affect any residential properties in tax assessments.

Your voice matters. Join us to stay informed and engaged with the future of the East Side!

Special thanks to Alderman Brower and the new businesses in the area for their support.



Sponsorship Opportunities

Promote Your Business & Support the East Side

Looking for meaningful ways to connect with the Milwaukee community and boost your brand visibility? The East Side BID offers exciting **sponsorship opportunities** throughout the year, especially during our packed fall and winter event season.

Whether you're a local business, larger brand, or community-minded organization, sponsoring an East Side BID event helps **support vibrant, inclusive programming** while putting your name in front of **thousands of residents and visitors**.

Upcoming Events with Sponsorship Opportunities Include:

- Doors Open Mural Fest – Get a behind-the-scenes look at the inner workings of some of your favorite East Side businesses, the Oriental Theater, Black Cat Alley, and more.
- Black Cat Alley Gala – Experience the magic of Black Cat Alley at an exquisite gala featuring a four course meal and awe-inspiring entertainment surrounded by some of the city's most spectacular outdoor art.
- Black Cat Alley After Dark + Halloween Party – A hauntingly cool night of music, art, and spooky surprises
- Small Business Saturday – A key local shopping day with major foot traffic and community support
- Holiday Open House – A festive neighborhood celebration featuring seasonal specials, pop-ups, and cheer

Sponsorships help fund public art, community gatherings, and creative placemaking while **giving your brand valuable exposure** through event signage, promotions, digital marketing, and more. We'd love to work with you to find the perfect fit.

Interested in getting involved? Reach out to East Side BID Executive Director, Ryan Laessig, at director@theeastside.org to learn more.

Let's build something amazing together on the East Side!



A Wave of Color: Meet the New Murals & Artists



This summer, the East Side got even brighter.

Black Cat Alley and Ivanhoe Plaza have welcomed nine incredible new murals created by local and national artists, each one adding fresh energy, deeper storytelling, and bold expression to our community's growing outdoor gallery. From powerful portraits and poetic visuals to surreal dreamscapes and street-style statements, this new collection of work continues to build on the East Side's legacy of public art as a connector, conversation starter, and celebration of creativity.

This year's muralists include a mix of returning favorites and new voices, all helping shape the visual identity of our neighborhood in a big way. Whether you've visited these murals in person or are just now discovering them, we invite you to take a closer look and explore the meaning, message, and inspiration behind each piece.

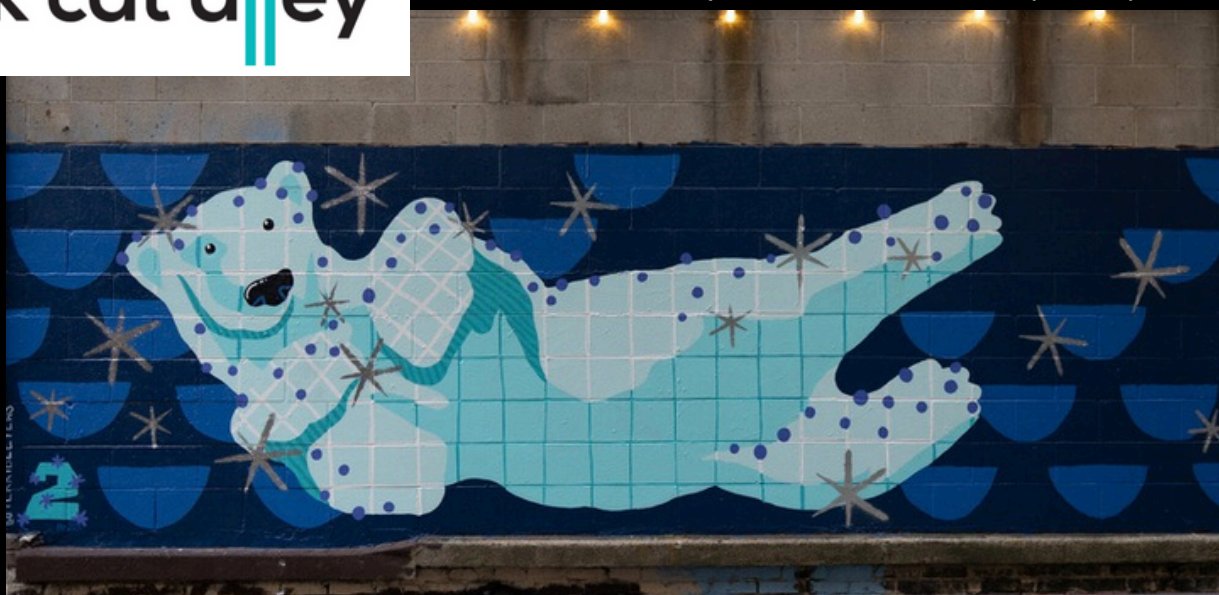
In Black Cat Alley, we're thrilled to welcome:

- 🎨 "Mom" by Hannah Tews (@terribletews)
- 🎨 "Right Here" by Danny Duffy (@duffyartwork)
- 🎨 "Petit Paradis" by Alain Poma | POMA Art (@pomagnum)
- 🎨 "And Now You're Here" by Adam Melster (@acmdesigns)
- 🎨 "Dedication" by ALLDAY PAINTING (@allday_painting)
- 🎨 "Wild Bill" by Brent Schoonover (@bschoonyart) and Hannah Tews (@terribletews)
- 🎨 "The Subtraction of Children" by David Najib Kasir (@davidnajibkasir)

Adding some color to Ivanhoe Plaza is:

- 🎨 "Veridian Kaleidoscope" by Alain Poma (@pomagnum) and Ryan Laessig (@milwaukeealt)
- 🎨 Barrier artwork in Ivanhoe Plaza by Cutesy Macabre (@cutesymacabre)

More art, more color, more reasons to love the East Side.



New Mural in Black Cat Alley: *Mom* by Hannah Tews

Black Cat Alley is proud to welcome a beautiful new addition to our outdoor gallery: *Mom*, a debut mural by Milwaukee-based artist Hannah Tews.

Inspired by the loss of her mother and her continued journey through motherhood, *Mom* features a luminous polar bear surrounded by stars. "The polar bear is my new north, my light, my intuition, and my trust to let nature prevail," says Hannah. "It's a quiet tribute to my own mother's spirit, ever-present and guiding, and also a reflection of my journey through motherhood with my son."

Hannah's work blends clean, simple shapes with bold colors and textured layers to create pieces that are both joyful and grounded. Her illustration style often incorporates nature and animals—especially as symbols of connection, emotion, and memory. In *Mom*, the polar bear becomes a gentle guide carrying both memory and momentum—where we come from and where we're going.

This mural is a striking and intimate moment in the Alley, inviting viewers to reflect, remember, and reconnect.

You can see more of Hannah's work at terribletews.com or follow her on Instagram at [@terribletews](https://www.instagram.com/terribletews).



A Second Dose of Color: *Right Here* by Danny Duffy

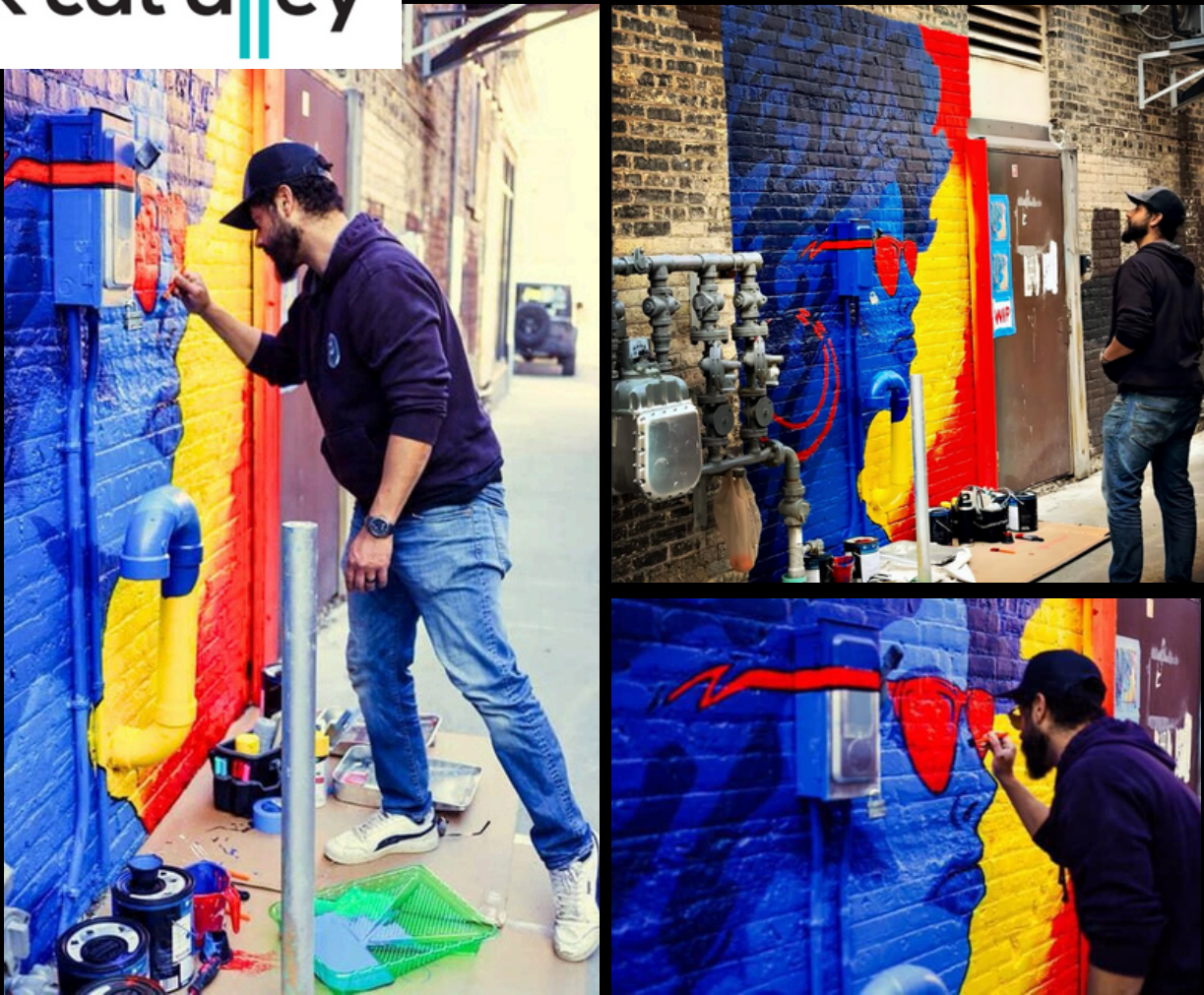
Black Cat Alley is thrilled to welcome a new mural from Milwaukee-based artist Danny Duffy. Titled *Right Here*, this bold yet intimate piece is rooted in Danny's deep love and appreciation for nature.

"The inspiration behind the mural is simply nature," Danny says. "I just really love and appreciate all the little gems that grow from the earth." While some murals in the Alley tower above, *Right Here* opts for quiet confidence—commanding attention without taking up too much space. It's a visual reminder to pause, notice, and be present.

Danny's work reflects his background as a snowboarder and skateboarder, two influences that helped him develop a unique sense of personal style. His art often speaks to the larger experience of life and the internal, spiritual journey that accompanies it. "I look at making art as simply creating a space for the viewer to be a part of and take what they want from it," he says.

Right Here offers just that—a space for reflection, connection, and grounding.

Follow Danny at [@duffyartwork](https://www.instagram.com/duffyartwork) to see more of his work, and stop by the Alley to experience *Right Here* for yourself.



A Taste of Paradise: *Petit Paradis* by Alain Poma

Petit Paradis by Milwaukee-based artist Alain Poma, is a joyful and heartfelt tribute to family, memory, and inner calm. Translating to “little paradise,” the mural invites viewers to find peace and presence, even amid life’s noise.

“This artwork is dedicated to my family heritage, with special appreciation for my mother, who instilled in me the love and skill of painting,” Alain shared.

Known professionally as POMA Art, Alain is a Milwaukee-based interdisciplinary multimedia artist working in illustration, 3D animation, and motion graphics. Inspired by his mother, a painter, he began his artistic journey at a young age. Drawing and painting throughout his life, he developed his skills, aspiring to create art for the games and cartoons he loved. He later studied animation and has spent the last twelve years honing his digital and technical abilities. His work has contributed to various projects, including video games, VR experiences, and animated shorts.

Alain's designs have been featured in gallery spaces. You can catch him in action at comic conventions and local Milwaukee markets! Discover more from Alain at [@pomagnum](#) on Instagram—and make sure to visit *Petit Paradis* in Black Cat Alley.



Out of This World: *And Now You're Here* by Adam Melster

And Now You're Here is the latest work by local illustrator and educator Adam Melster, known professionally as ACM Designs. This mural brings a splash of interstellar storytelling to our ever-evolving outdoor gallery. In this black-and-white piece, a mysterious spacewalker with an ambiguous form ascends a ladder to plant a flag beside a crescent moon — a powerful symbol of perseverance, ambition, and accepting life's uncertainty.

"As I get older and acquire more responsibility," Adam shares, "I understand more and more that we actually have very little control over what happens around us. Uncertainty and struggle plague our day to day, however big or small, regardless of who you are. So I'd like to think that if you could have any level of control in your life as to what happens, that you'd climb however high to make that happen for you. Understand gratitude in the gift of what you can control and navigate perseverance in what you cannot."

Adam has been creating art in Milwaukee for nearly a decade, balancing commercial illustration with storytelling-rich personal projects. Whether through advertisements or murals, his work carries a whimsical energy rooted in deeper meaning.

Stop by Black Cat Alley to experience "*And Now You're Here*" — and maybe, like the astronaut, take a moment to appreciate how far you've come. Follow Adam's work at [@ acmdesigns](https://www.instagram.com/acmdesigns).



A Pop Culture Moment: *Dedication* by ALLDAY PAINTING

One of the newest additions to Black Cat Alley blends intergalactic daydreaming with pop culture nostalgia.

In *Dedication*, ALLDAY PAINTING blends humor, nostalgia, and sci-fi surrealism into a bold, unforgettable mural. The piece features Homer Simpson floating in space, outfitted in an astronaut suit and reaching, ever so helplessly, for a pink sprinkle donut just beyond his grasp. Behind him, the massive word *ALIENS* stretches across the wall in stylized black and purple lettering, with soft clouds hovering just above. With its pop culture wink and cosmic flair, *Dedication* invites viewers to linger, laugh, and question what it is we're all floating toward.

The artist behind this piece, ALLDAY PAINTING, is known for vibrant street art and prefers to keep a low profile. To explore more of their work, follow [@allday_painting](#) on Instagram.



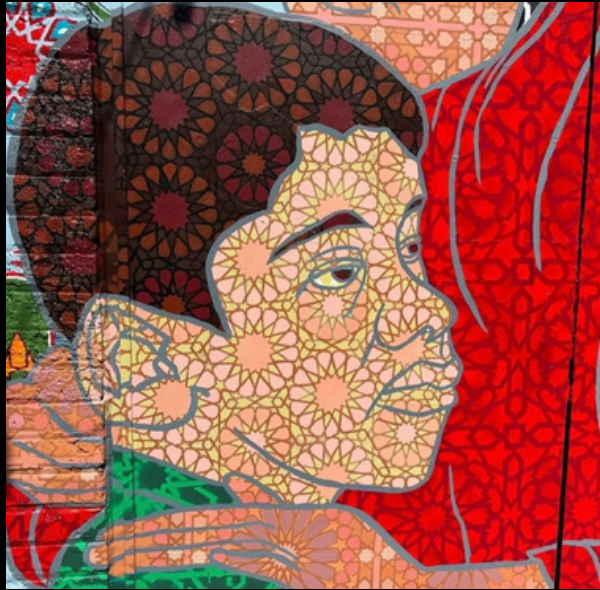
A Home Run: *Wild Bill* by Brent Schoonover & Hannah Tews

This bold new addition to Black Cat Alley knocks it out of the park—literally. Anime-inspired and bursting with energy, *Wild Bill* is a vibrant tribute to Milwaukee Brewers All-Star catcher William Contreras. Designed by renowned illustrator Brent Schoonover and brought to life with the colorful flair of local artist Hannah Tews, the mural blends pop culture with team spirit in a larger-than-life celebration of one of baseball's rising stars.

Commissioned as part of the Milwaukee Brewers' #BeyondTheDiamond community engagement program, the mural channels comic book dynamism and artistic vibrancy, perfectly at home among the eclectic, creative energy of Black Cat Alley.

Brent Schoonover is an illustrator and comic book artist known for his work with Marvel and DC Comics. His style fuses retro aesthetics with modern sensibilities, and his illustrations span comics, editorial work, and packaging design. Explore more of his bold and graphic storytelling at brentschoonover.com. Hannah Tews, aka Terrible Tews, is a Milwaukee-based illustrator, graphic designer, hand letterer, and muralist whose colorful, pattern-filled creations radiate joy. She's no stranger to Black Cat Alley, her mural *Mom* also joined the Alley earlier this year. Discover more of her playful work at terribletews.com.

Come see *Wild Bill* up close, and don't forget to snap a pic with this Brewers-inspired masterpiece.



A Revival: *The Subtraction of Children* by David Najib Kasir

This powerful new mural by Milwaukee-based artist David Najib Kasir brings deep emotion and cultural resonance to Black Cat Alley. In *The Subtraction of Children*, a woman clutches a young boy close, surrounded by swirling patterns and vibrant leaves. The piece captures a tender moment of protection, identity, and loss.

Kasir continues his tradition of incorporating Middle Eastern artistic elements, especially Zellige-inspired patterns, into deeply personal works that reflect on themes of displacement, family, and cultural continuity. This mural echoes the emotional gravity of his earlier Black Cat Alley piece, *Fraction Mother, Subtract Children*, extending his mission to humanize the overlooked consequences of war through art.

David Najib Kasir is a Milwaukee-based painter whose work blends traditional Arab motifs with personal narratives rooted in migration, memory, and identity. The child of Syrian and Iraqi immigrants, Kasir uses ornate patterns and emotional portraiture to explore the fragility and beauty of cultural heritage. A graduate of MIAD, Kasir has exhibited widely and shares his vision through public art, gallery work, and mentorship. Follow him on Instagram at [@davidnajibkasir](https://www.instagram.com/davidnajibkasir).



Color in Motion: *Veridian Kaleidoscope* by Alain Poma & Ryan Laessig

Covering the entire surface of Ivanhoe Plaza, *Veridian Kaleidoscope* is a vibrant, large-scale ground mural created by Milwaukee artists Alain Poma and Ryan Laessig. This collaborative work transforms the plaza into a swirling stained glass-inspired scene of blues, greens, and earthy tones, drawing inspiration from the interplay of nature and the urban environment.

The mural invites visitors to immerse themselves in a lush, abstract garden underfoot. Like a living kaleidoscope, the design shifts in mood and light throughout the day, evoking both organic growth and mosaic artistry. If you look closely, you'll find a playful nod to *The Wizard of Oz*: a trail of subtle yellow dots (a "Yellow Brick Road" of sorts) guiding you toward nearby Black Cat Alley.

Known professionally as POMA Art, Alain Poma is a Milwaukee-based interdisciplinary artist whose work spans illustration, 3D animation, and motion graphics. His digital work includes video games, VR, and animated films, while his public art often plays with form, light, and joy. You can see more from Alain at [@pomagnum](#) on Instagram.

Ryan Laessig is a Milwaukee creative and the Executive Director of the East Side BID. With a deep passion for arts accessibility, placemaking, and local culture, Ryan brings both vision and hands-on creativity to community projects. As an artist, curator, and advocate, his work blends civic pride with a playful aesthetic, and *Veridian Kaleidoscope* marks his first mural collaboration in the public art space.

IVANHOE PLAZA

We've had an incredible summer of events in Ivanhoe Plaza—thank you to everyone who came out to dance, create, and celebrate with us! If you're interested in hosting your own event in the Plaza, reach out to Ryan Laessig at director@theeastside.org.



Ivanhoe Plaza came to life with color and creativity during the Community Rock Painting Party hosted by Sloane Delaney! Guests of all ages painted fruit, flowers, and bugs onto rocks that will become part of a new installation in Black Cat Alley. The event was a joyful celebration of art, community, and connection.

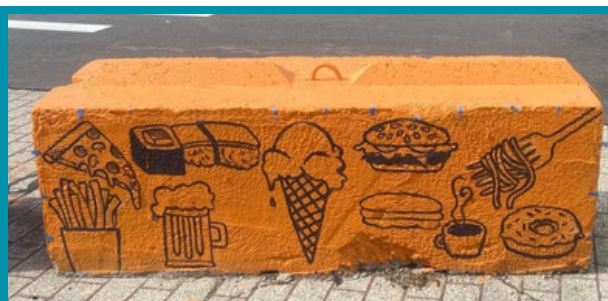
Photos by [@sloanedelaney](#)

GEMS ONLY: Summer Jam 2K25 brought unforgettable vibes to Ivanhoe Plaza with an epic outdoor throwback party! The crowd showed up and showed out in their best 2000s fits, dancing all night to live sets from DJ Gemini Gillyn, Mahdi Atif, and Shamgod \$upreme. From the music to the community love, the energy was pure magic.

Photos by [@gemsonlyseries](#)



Colorful barrier artwork by Milwaukee artist Cutesy Macabre adds a whimsical edge to Ivanhoe Plaza. With bold characters, playful patterns, and signature pops of color, the designs turn everyday infrastructure into joyful, eye-catching art. It's just one more reason Ivanhoe Plaza feels like a portal into Milwaukee's creative heart.



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