

Frequently Asked Questions

What is the goal of the mural project?

The goal is to create a vibrant, welcoming piece of public art that celebrates Rhineland's history, character, and identity.

Inspired by vintage destination postcards, the mural will incorporate imagery and elements that reflect what makes Rhineland special.

Beyond adding color and creativity to our downtown, we hope the mural becomes a recognizable landmark, encourages photo opportunities, attracts visitors, and inspires people to spend more time exploring our downtown businesses.

How does public art support tourism and our local economy?

Public art helps create a sense of place and gives residents and visitors new reasons to explore our community. Murals can become recognizable landmarks, encourage photography and social sharing, and inspire people to discover nearby shops, restaurants, and attractions.

For Rhineland, projects like *Greetings from Rhineland* are part of a broader effort to enhance the visitor experience, strengthen our downtown, and support the local tourism economy.

Who is leading the mural project?

The Rhineland Area Chamber of Commerce commissioned and is leading the project, working with a selection committee to guide the vision, review artist submissions, and coordinate the mural's development.

The project is part of the Chamber's ongoing efforts to strengthen Rhineland as a destination and contribute to a vibrant, welcoming community.

How was the artist selected?

The Chamber launched an open Call for Artists on June 10, 2026, inviting qualified artists to submit their interest in the project. Applications were accepted through July 5, 2026.

We received 26 applications from artists.

Following a review of the submissions, three finalists were invited to develop and present their design proposals to the selection committee.

After considering the finalists' proposals and the overall vision for the project, the committee selected Canadian muralist Alixandra Jade.

What was the selection criteria?

The mural selection committee evaluated artist submissions using four key criteria:

- **Artistic Excellence & Creativity:** Artistic quality, originality, and the ability to create visually compelling public artwork.
- **Relevant Experience & Project Capacity:** Experience with murals or large-scale public art projects, along with the ability to successfully complete the project within the established budget and timeline.
- **Community Impact & Visitor Engagement:** The ability to create a memorable, engaging mural that reflects Rhineland's character while encouraging photography, social sharing, and visitor interaction.
- **Alignment with Project Goals:** An understanding of the project's vision and its role in enhancing downtown Rhineland, creating a sense of place, and fostering community pride.

These criteria guided the committee's review of applications and finalist proposals, with the goal of selecting an artist and design that would best bring the vision for Greetings from Rhineland to life.

Why wasn't the project limited to local artists?

We recognize and appreciate the incredible artistic talent that exists in Rhineland and throughout the Northwoods.

The committee made the decision to open the opportunity to artists both locally and beyond to attract a broad range of creative ideas, artistic styles, and professional experiences.

As part of our discussions, we also recognized and celebrated the several public art installations featuring local artists that have been completed in Rhineland this year. We believe these projects, along with opportunities to welcome artists from outside the area, contribute to a growing and diverse public art landscape.

Local artists were encouraged to apply and were considered through the same selection process as all other applicants.

We believe supporting local artists and welcoming artists from outside our community are not mutually exclusive. Both bring value, creativity, and new perspectives to Rhineland's growing public art landscape.

How was the Call for Artists advertised?

The Call for Artists was announced on June 10, 2026, with applications accepted through July 5, 2026.

The opportunity was shared through a Chamber news release, published on the Chamber website, and distributed through Wisconsin-based public art channels.

Numerous local media channels picked up the story and shared it.

We recognize the importance of making opportunities like this accessible and visible to local artists and will continue looking for ways to strengthen outreach for future projects.

How is the mural being funded?

The Greetings from Rhineland mural project is funded through tourism dollars allocated by the Rhineland Tourism Marketing Committee (RTMC).

These funds are generated through room tax revenue collected from visitors staying at local lodging properties, rather than through local property taxes or Chamber membership dues. Tourism dollars are intended to be reinvested in initiatives that promote Rhineland as a destination, attract visitors, enhance the visitor experience, and support the local tourism economy.

The mural is an investment in Rhineland's destination development. By creating a unique, recognizable landmark in the heart of downtown, we hope to encourage visitors to explore our community, discover local businesses, and spend more time in Rhineland.

There's also a tourism connection in welcoming an artist from outside the area. Alixandra is experiencing Rhineland as a visitor herself, bringing a fresh perspective and an opportunity to introduce our community to new audiences through her work. Ultimately, this investment is being made in Rhineland, creating a lasting attraction that we hope will benefit local businesses, residents, and visitors for years to come.

Why was the Reardon Building selected?

The mural will be located at 2 N. Brown Street in downtown Rhineland, on the historic Reardon Building, currently home to Flanders Realty.

Dating back to 1926, the building has been part of Rhineland's downtown landscape for a century.

Its prominent downtown location provides an opportunity to create a highly visible piece of public art that connects our community's history with its future.

Why is the mural being painted on panels instead of directly on the brick?

The Greetings from Rhineland mural is being painted on durable aluminum composite panels rather than directly onto the building's brick exterior.

This approach offers several benefits, particularly given the historic nature of the Reardon Building, which dates back to 1926. Using panels allows us to preserve the building's original brickwork while still adding a vibrant piece of public art to the downtown landscape.

The panels also offer advantages for long-term maintenance. Individual sections can be repaired or replaced if damaged, and the mural can potentially be removed in the future without requiring the artwork itself to be painted over.

Ultimately, this approach allows us to celebrate Rhineland's history while adding something new and creative to our downtown.

How can I learn about future opportunities?

We're excited about the potential for additional public art projects in Rhineland!

The Chamber is currently building a list of muralists and artists interested in future opportunities. We encourage artists, both local and from outside the area, to connect with us and share their contact information and portfolios so we can keep them informed as new projects develop.

We're also actively looking for additional locations for future murals! Property and business owners who have a building or space that could be a great fit for public art are encouraged to reach out to the Chamber to discuss potential opportunities.

Artists are also encouraged to connect with the Rhineland Public Art Commission, which works to support and advance public art throughout our community.

We look forward to continuing to collaborate with artists, property owners, businesses, and community partners to bring more creativity and public art to Rhineland!