



The mural in Faulkton is a prominent feature in the town. Aerial photography by Billy Gibson.

## EYE-POPPING APPEAL

### Faulkton Mural Attracts Attention from Far and Near

**Billy Gibson**

[billy.gibson@sdrea.coop](mailto:billy.gibson@sdrea.coop)

The story of how the small town of Faulkton became an attraction for art aficionados far and near actually begins on another continent many years ago.

Today, Faulkton is home to an imposing 110-foot mural displayed on three sides of an Agtegra grain elevator, the town's most prominent structure. Visible from long distances on Hwy. 212, the mural depicts a boy and girl and several wide-brimmed hats blowing between them in the prairie wind. While the meaning of the mural is open to as many interpretations as there are viewers, the intriguing story of how the artwork came into existence is a "10 beer tale," according to Dave Hedt, the community leader who initiated the project.

A native of Australia, the mate known among the locals as "Aussie Dave" was nursing a "frothy" in a bar in Melbourne when he encountered a chap from Faulkton who happened to be in Melbourne on business. He and Craig Mutsch struck up a conversation during that chance encounter in 1998 and kept in regular contact until 2013 when Hedt decided to relocate to South Dakota on a permanent basis.

Hedt went to work for Mutsch in the beginning before eventually setting down roots in Faulkton. He later married a gal from Harrold, became a regular at Lakeside Golf Club, built a retail strip center along the highway across from the Agtegra elevator and established several businesses in the quiet town.

The idea of creating the mural is actually credited to Hedt's father, who was visiting his son one day in 2015: "He was here and we were driving into town and he saw the grain elevator. He said, 'Hey, why don't you call Guido about painting a mural on that.' Right away I thought it was a great idea," Aussie Dave recalled.

In this case, Guido is the internationally renowned photographer and visual artist Guido Van Helten, who had painted a highly acclaimed mural on the side of a set of grain silos in Brim, Australia, not far from Hedt's home town of Dimboola.

"That mural had such a positive impact on the community, I knew it would get the same kind of response here and create the



The town known as The Carousel City, is home to several murals seen in public spaces.



## Faulkton Mural Fast Facts

- The mural stands 110 feet high
- The project took seven weeks to complete
- Artist Guido Van Helton has done similar projects all around the world
- Local residents donated their time and labor to prepare the grain elevator for painting

same kind of excitement, for the town,” Hedt said.

He got in touch with the artist, who didn’t hesitate to take on the project. Van Helten visited Faulkton several times conducting preliminary work before taking his brushes in hand. As he’d done with previous similar projects, Van Helten spent time getting involved in community events and getting to know the residents of The Carousel City. He was hosted by a local family and tried to capture the ambiance of the town to inspire the visual and thematic elements of his work.

He received tremendous support from the community as folks chipped in to help the project financially and also contributed some “sweat equity” by scraping, cleaning and pressure-washing the elevator’s concrete surface in preparation for Van Helten’s artistic touch.

Grant funding was received from the South Dakota Arts Council and other non-profit groups, while the balance of the funds were raised privately through sponsorships and contributions from local businesses. Hedt is quick to point out no taxpayer money was used. For its part, Agtegra was quickly sold on the idea as plans were to eventually take the elevator out of service and move the operation to another site east of town.

As for what would ultimately appear on the side of the elevator, the residents were lending their support without knowing how the project would actually turn out. They figured they could always paint over it if they felt the mural’s theme wasn’t congruent with the town’s self-image.



Artist Guido Van Helton spent several weeks in Faulkton getting to know the local residents and getting a sense of the town’s spirit before he started painting.

“Guido kind of kept that a secret,” Hedt said. “He wanted it to be a surprise, but knew from the other things he’d done that it would be spectacular and something that we would all be proud of. He always paints what he feels is reflective of the town and the people.”

After the surface was prepared, it took several weeks for Van Helten to complete the painting while working suspended beside the large concrete canvas. The painting was unveiled on Sept. 1, 2018. Hedt said the result of the project has brought more positive results than anyone in the town could have anticipated.

“In terms of the financial impact, it’s just unbelievable the traffic we get through the town,” he said. “We had a woman from Washington state fly all the way here just to see it.”

Dawn Melius is owner of a local insurance agency and has been involved in the project since the beginning. She said the mural has brought a unique and welcomed vibrancy to the community.

“It’s such a great work of art, and people can interpret it however they want. That’s part of the fun of it and the attraction of it. It’s such an amazing project and it has brought a lot of interest to the town. Of course, once people are drawn here by the mural and they stop and spend some time around town, they like what they see and they have a real positive experience.”

Find an aerial video of the mural by visiting the Cooperative Connections Plus YouTube channel at <https://youtu.be/n2gEDAltHMk>. Find out more about Van Helten at [www.guidovanhelten.com](http://www.guidovanhelten.com).