

# A PUBLIC ART PLAYBOOK

A Replicable Model for How a Community  
Creates Public Art Together

Public Art Program of  
Land O' Lakes, Wisconsin

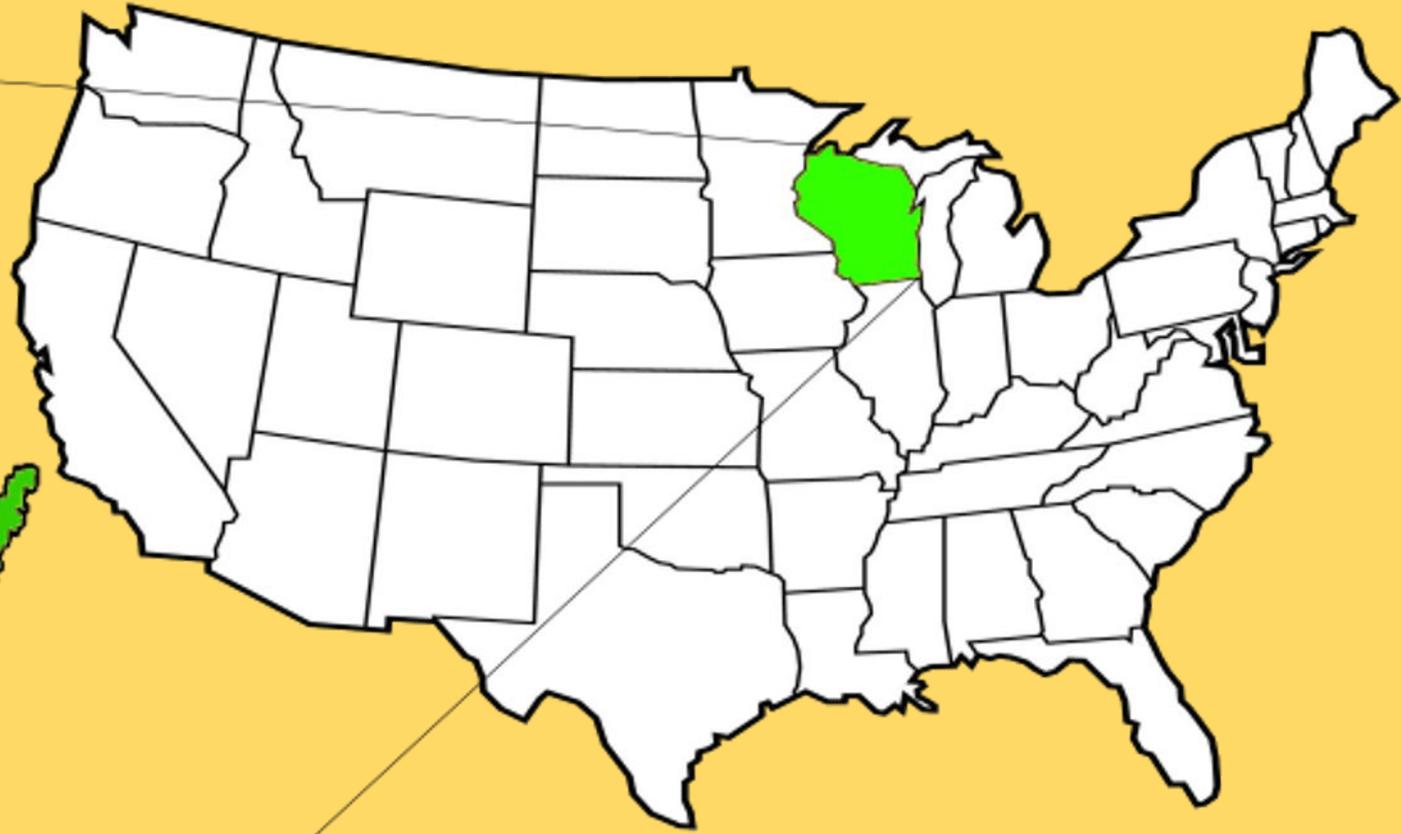
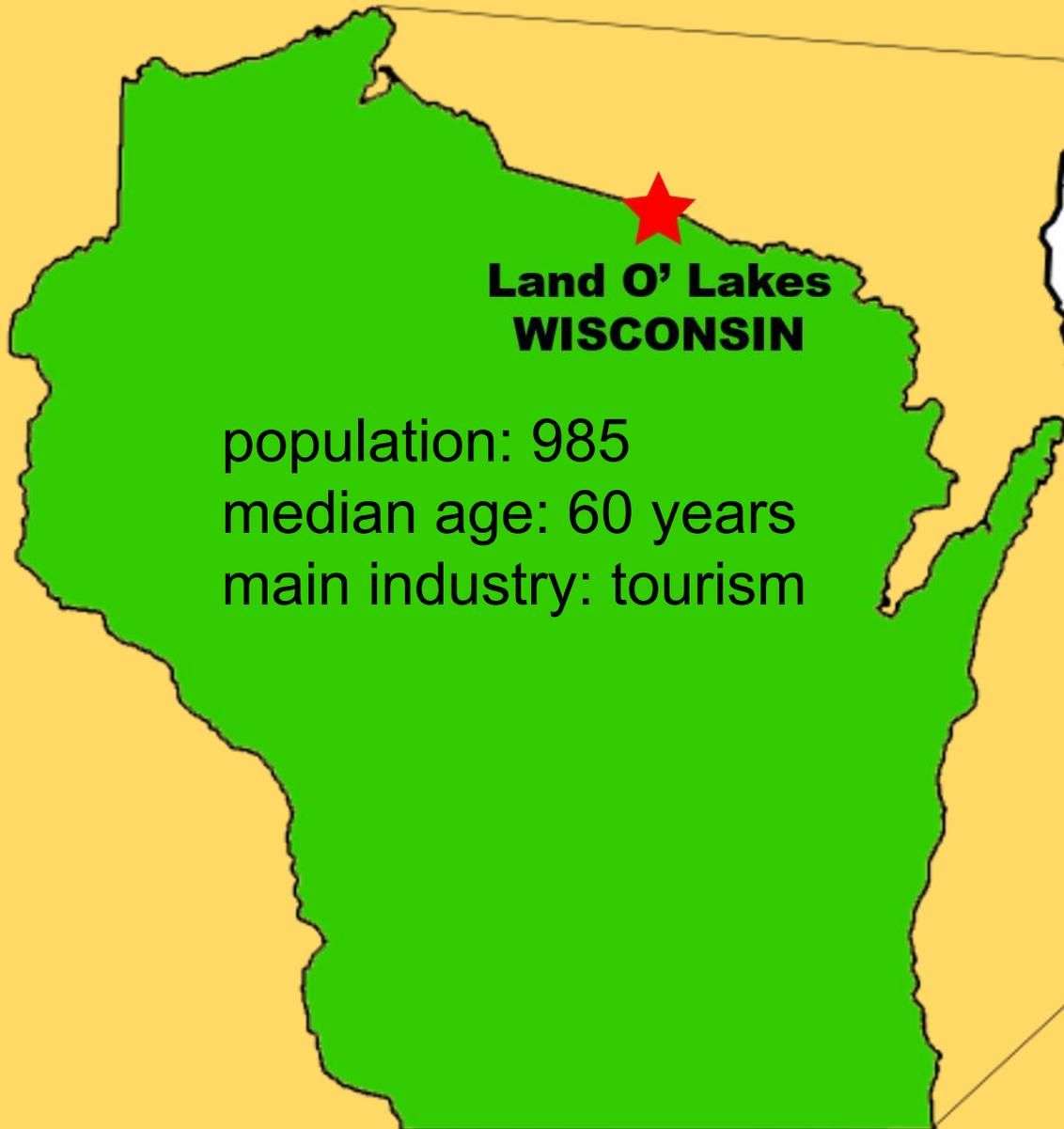
Playbook created by Julie Anixter and Donna Murray-Tiedge

Presented at the National Arts Educators Association

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# About Land O' Lakes, Wisconsin



A hotspot for fishing, boating, ATV/UTV trail riding, and snowmobiling, while also offering scenic hiking and biking trails. One of the top 3 counties with freshwater lakes. (Come visit!)

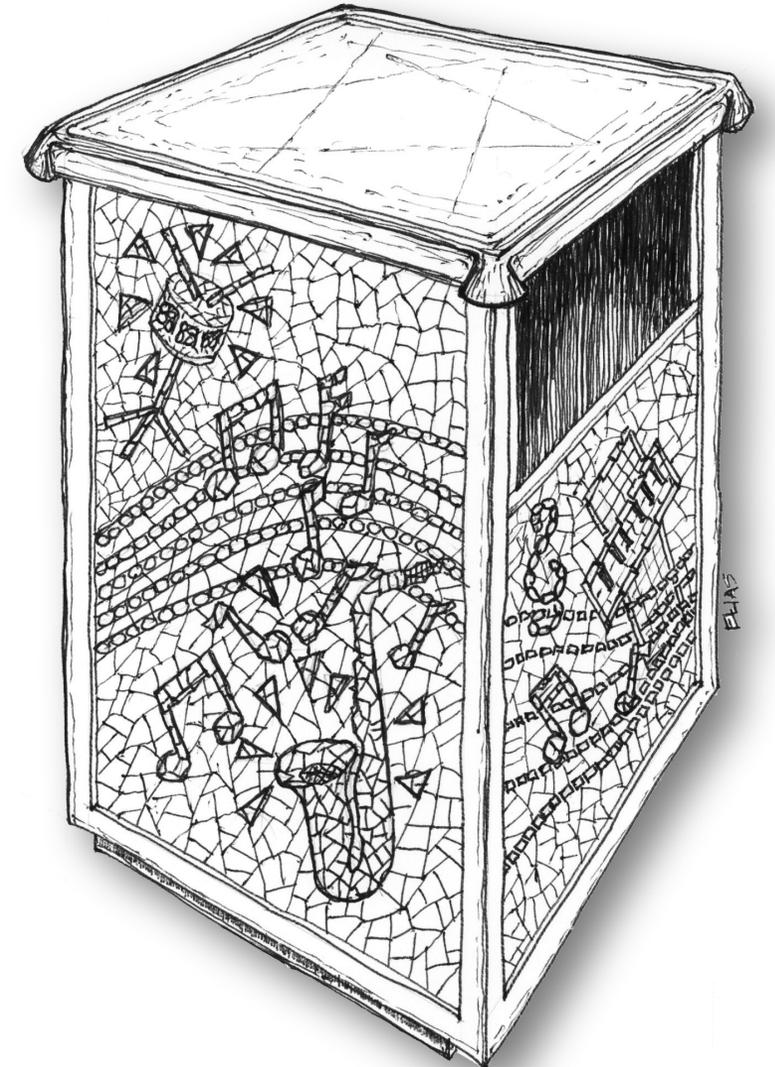
# Introduction

*The Land O' Lakes Public Art Committee (LOL PAC) developed this prototype open-source Design Playbook to share a replicable model for small towns to build and sustain public art programs that engage artists and designers, schools, businesses, municipal partners, and community volunteers.*

*This Playbook highlights how a community collaborated on a Trash & Recycling Receptacle Project, addressing practical needs while creatively transforming public spaces.*

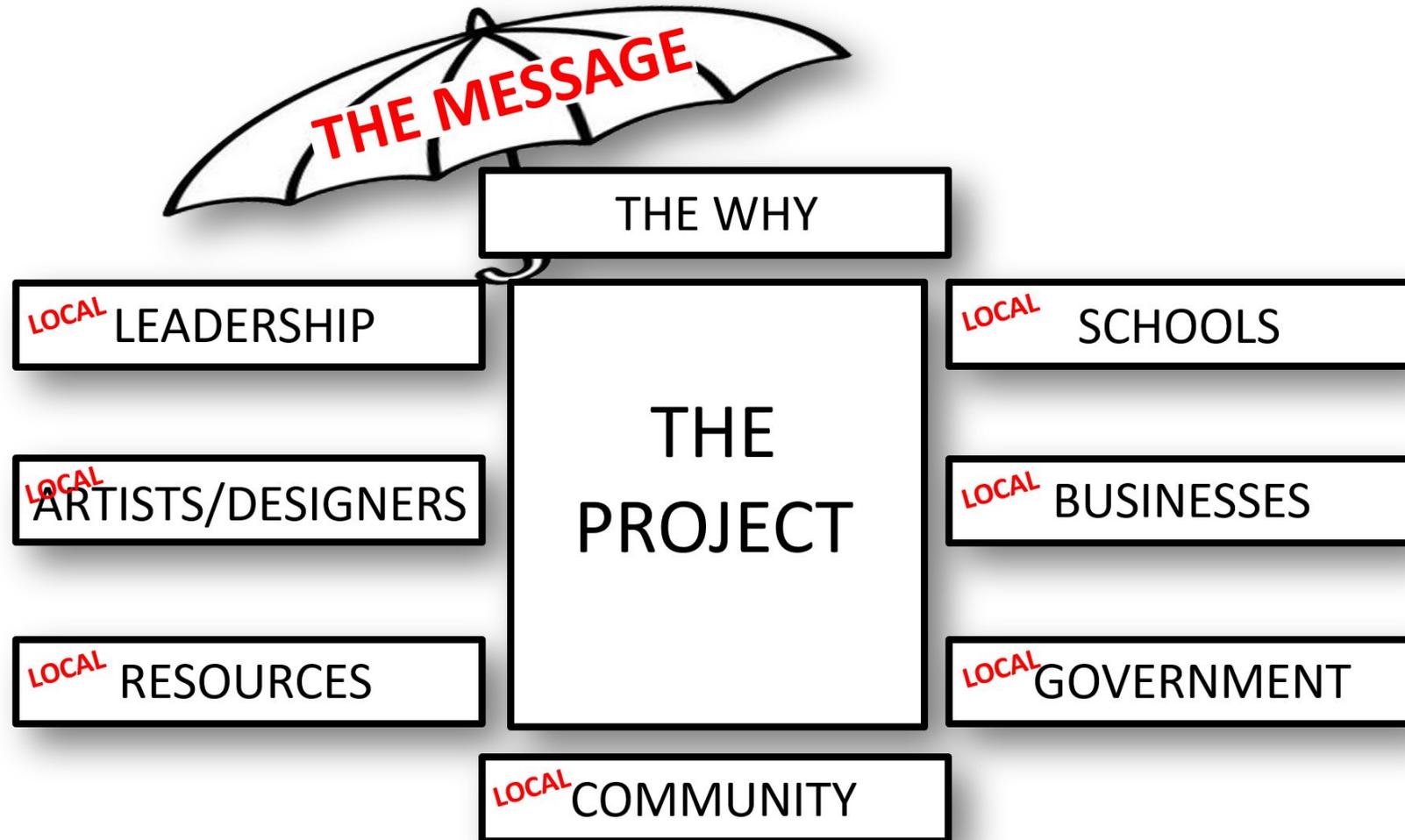
*Our Playbook offers communities an actionable guide for successful public art collaborations by providing a basic framework as a starting point.*

*We're very interested in your feedback and questions. Please send them to [info@landolakespublicart.org](mailto:info@landolakespublicart.org). And feel free to use and modify this Playbook ftemplate for your own needs. If you do, we'd love to know!*



# Our Public Art Template Describes Key Elements

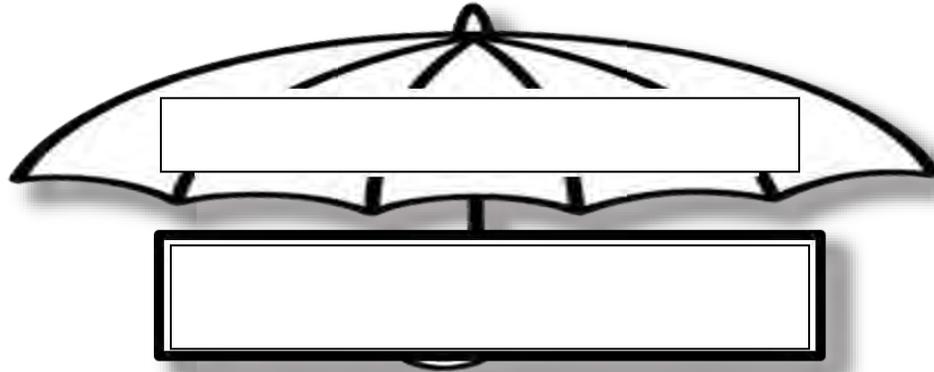
This Playbook walks you through the process step by step.



# You Can Adapt Your Project on this Fillable PDF!



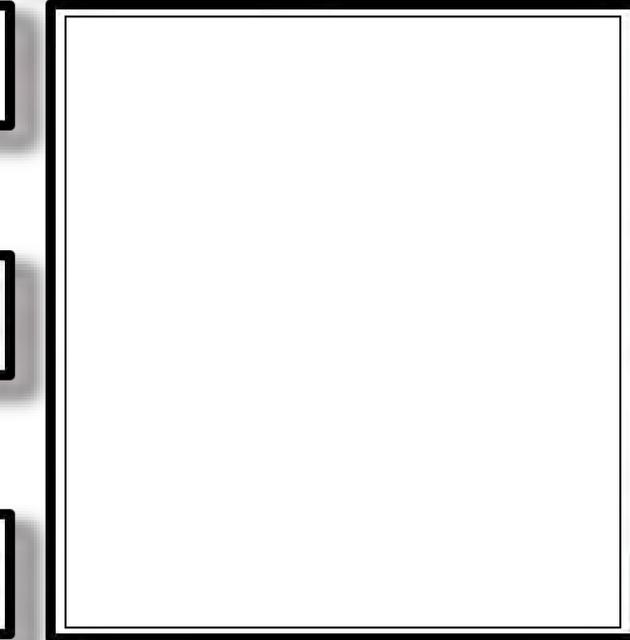
[landolakeswi.gov/public-art/](http://landolakeswi.gov/public-art/)



**LOCAL** LEADERSHIP

**LOCAL** ARTISTS/DESIGNERS

**LOCAL** RESOURCES



**LOCAL** SCHOOLS

**LOCAL** BUSINESSES

**LOCAL** GOVERNMENT

**LOCAL** COMMUNITY

# START WITH LEADERSHIP

## Assemble a Cross-Sector Team

Every successful public art project begins with a leader who has an idea and invites others in to collaborate. Lynn Richie, LOL PAC Chair, saw mosaic trash cans in Ashland, Wisconsin and said...”why can’t we create these here?”



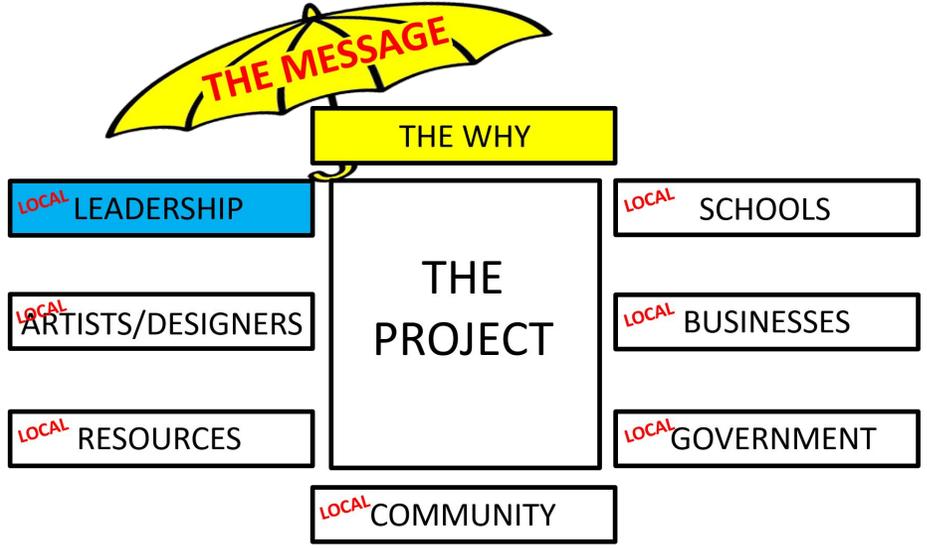
What Land O’ Lakes Did	What You Can Do
Initiated the Public Art Program of Land O’ Lakes & formed a Committee (LOL PAC)	Create a small steering group (5–7 trusted leaders)
Lynn Richie, Chair, convened collaborators	Appoint one accountable project champion
Worked with artists & designers, educators, & students, businesses, town officials, & community volunteers	Build cross-sector representation
Translated our vision for the project into a single message early on	Align on a plan (requirements, resources etc.)

# DEFINE YOUR MESSAGE & YOUR NEED

**Start with a MESSAGE that values Public Art, and define your NEED.**

Public art begins with a clearly defined local need. Why engage in this project? This answer can illuminate an issue to be solved.

*“There are no public Trash and Recycle Receptacles in our downtown so there is a real need.”*



What Land O' Lakes Did	What You Can Do
Identified a real issue: no public trash & recycling receptacles downtown	Identify a visible, practical problem that art can help solve
Linked art to tourism growth and community pride	Connect your project to economic and civic benefits
Clearly articulated the WHY before designing anything	Write a one-sentence problem statement that explains why the project is needed
Used the need to rally cross-sector support for collaboration	Make the problem practical, not simply aesthetic

## SEEK RESOURCES

### Define Scope to Determine the Funding Needed.

Vision must be translated into scope, budget, timeline, and plan.



This project is supported in part by a grant from the Wisconsin Arts Board with funds from the State of Wisconsin and the National Endowment for the Arts.

What Land O' Lakes Did	What You Can Do
Defined project: 1 prototype + 4 mosaic receptacles	Start with a prototype before scaling
Built a detailed budget	Appoint one accountable project champion
Applied to Wisconsin Arts Board Creative Communities grant	Identify arts or placemaking grants in your region
Created a funding plan beyond the grant	Solicit diverse funding sources
Involved local newspapers & social media pages	Invite your local media including TV and radio stations to help you get the word out

# HIRE ARTISTS & DESIGNERS

**Seek Professionals and Pay Them.**

Professional rigor protects public trust.



What Land O' Lakes Did	What You Can Do
Recruited a professional graphic designer with mosaic experience: Sharon Molinaro	Always involve at least one experienced designer
Sharon translated student drawings into Mosaic designs and supervised the mosaic production	Budget for professional expertise
Partnered with skilled local contributors	Map existing talent in your community
Balanced and translated student ideas with professional and community volunteer execution	Protect quality through guidance

## ENGAGE SCHOOLS

### Assemble a Cross-Sector Team

Every successful civic project begins with a leader who invites others in to collaborate. Collaborating with schools and the next generation is a sustaining move.



### What Land O' Lakes Did

### What You Can Do

Engaged high school Tech Ed students to design & fabricate	Integrate project into existing curriculum
Involved middle school art classes for mosaic drawings based on 4 places they'll be installed	Create multi-grade level participation
Held a competition for the Receptacle design	Secure top-level school support
Collaboratively fabricated winning student-created design	Turn student concepts into built reality

# ENGAGE BUSINESSES

**Showcase what Businesses Do Well.**  
 Take advantage of professional skill sets of local artisans. Clear benefits to businesses and strong relationships make all the difference.



What Land O' Lakes Did	What You Can Do
Sought out businesses we knew well	Use your network of relationships
Gerber Collision & Glass prepped & painted units	Ask businesses for in-kind contributions
Northern Tile & Stone and Northern Art & Design donated tile	Seek material donations
Local industrial designer, Donna Murray-Tiedge, offered studio space	Identify underused community spaces

# ALIGN WITH GOVERNMENT

## Understand and Meet Local Government Requirements First.

Public art requires approvals. Make sure you know what they are.



What Land O' Lakes Did	What You Can Do
Presented to Town Board for approval	Seek formal approval early
Secured receptacle placement permissions	Clarify zoning & safety requirements
Ensured Town crews would allow and could service these Mosaic receptacles	Address all requirements; Build an ongoing maintenance budget into town's annual budget.
Town acted as fiscal receiver for grant	Use municipality as fiscal sponsor if needed
Linked to town website	Explore your digital media options
Solicited donations in property tax mailing	Find ways to leverage existing communications

# INVITE THE COMMUNITY

## Assemble a Cross-Sector Team

Invite volunteers to contribute in meaningful ways. Make it fun.

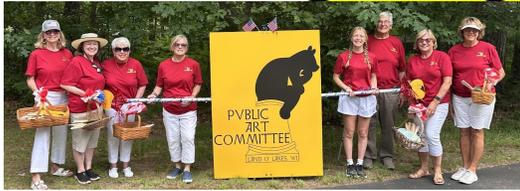


What Land O' Lakes Did	What You Can Do
Reached out to volunteers via arts center, library, social media, and our networks	Use multiple outreach channels for engagement
Invited residents to help build mosaic panels	Provide hands-on meaningful involvement
Used local workshop space	Repurpose existing community assets
Threw a party in the studio space when the last mosaic panel was finished	Celebrate creating something together

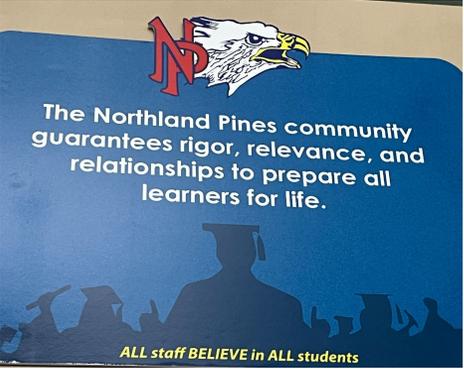
# Our Public Art Template Was Built Through Experience



# ART AS CIVIC EXPERIENCE



**NEED TRASH/RECYCLE RECEPTACLES**



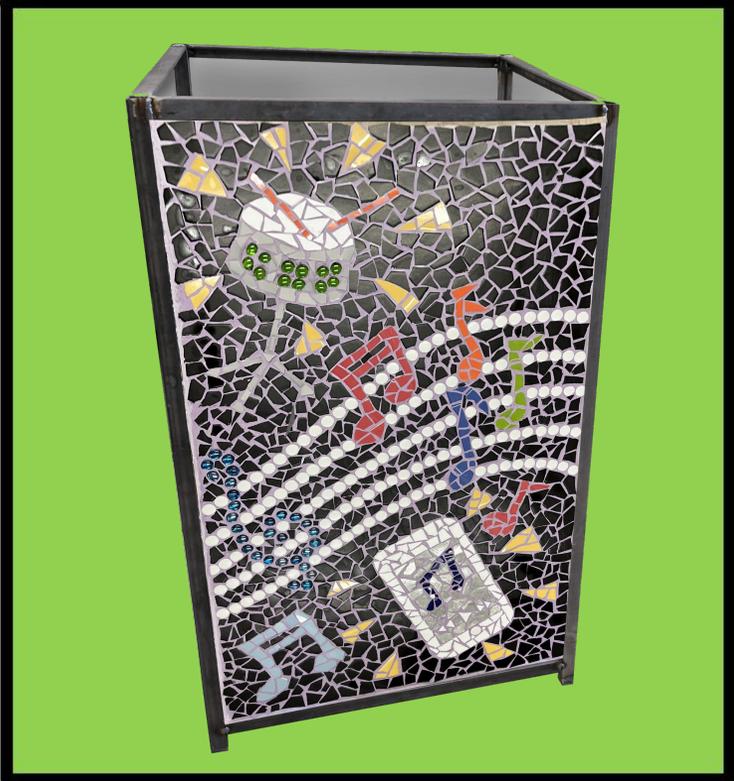
**LOCAL LEADERSHIP**



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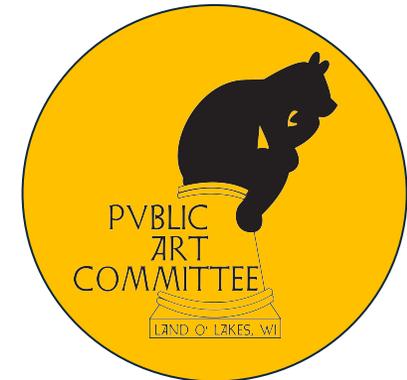


**LOCAL GOVERNMENT**



# LOL PAC Goals

- :
- 1. To create exciting, appealing and harmonious public spaces by integrating art into architecture, streets, landscaping, infrastructure, parks, or other approved spaces.***
  - 2. To celebrate our community's history, heritage, ethnicity, diversity, values and civic pride by stimulating collaboration and understanding between artists and the Land O' Lakes community, including schools, businesses, residents, and visitors.***
  - 3. To enhance Land O' Lakes identity locally, regionally, and nationally by insuring the creation, selection and/or installation of the highest quality public art.***
  - 4. To foster the public's understanding, enjoyment and appreciation of public art.***
  - 5. To utilize resources efficiently and provide for sustainability.***
  - 6. To encourage artists to live and work in the region and participate in presentations of their art.***
  - 7. To generate cultural tourism and create a positive economic impact to Land O' Lakes and the surrounding region.***
  - 8. To encourage federal, state, local and private support for the Public Art Program of Land O' Lakes, Wisconsin.***



# Our Contributors

**Without the following Donors this project never would have happened:**

Town of Land O Lakes with special thanks to the Board, the maintenance team, and Lynn Jolin, Clerk/Treasurer, and LOL Planning & Beautification

Asana Suka  
Eagle River Cabinets  
Ely Memorial Church Community Outreach  
Gerber Collision of Eagle River  
Hatch Jack Construction  
Northern Art and Design  
Northern Tile & Stone of Eagle River

Mike McAdams, workshop space  
Sharon Molinaro, Mosaic Artist:  
Donna Murray-Tiedge, studio space

And our gratitude goes to the Wisconsin Arts Board for the seed grant they provided.

**Thanks to all the schools, students and teachers who contributed their time, energy and creativity:**

Scott Foster, Administrator, Northland Pines School District  
Josh Fuller, Northland Pines Tech Ed Instructor  
Megan Running, Art Teacher, Northland Pines SOAR Charter School

Middle School Artists  
Liliana Benfit  
Zophia Bong Van Den Berg  
Saorise Cichy  
Hanna Imse  
Alaina Lammert-Levan  
Ash Lammert-Levan  
Ryleigh Wied-Levan  
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Lauren McGuire  
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High School Artisans  
Tommy Burr  
Oscar Eliason  
Mateo Garcia  
Devin Geraghty  
Sage Olson  
Cody Price  
Ryan Rydeski  
Sara Schiddel

**Volunteers and Public Art Committee members:**

Volunteers  
Cheri Hughes Linda Pekrul  
Diane Foreman MaryJo Sanchez  
Denise Hartray Mary Simac  
Debra Kessler Francie Stoner  
Mike McAdams Lynn Surr  
Donna Murray-Tiedge Mary Jo Zane

Public Art Committee  
Lynn Richie, Chair  
Jan Turner, Vice-Chair  
James Kuester, Treasurer  
Julie Anixter, Secretary  
Laurie Genslinger, Director  
John Elias, Director  
Carolyn Rohlen, Director  
Galia Vineyard, Director



# Good Luck with Your Public Art Projects!



# We welcome feedback or questions!

*Feel free to use and modify this Playbook template for your own needs.  
If you do, we'd love to know!*

[info@LandOLakesWIPublicArt.org](mailto:info@LandOLakesWIPublicArt.org)

