



The mural trend has caught on in big cities and small towns, and a quick Google search provides entire itineraries for mural tours in fun towns like Austin, Texas, and Nashville, Tenn. One of the most photographed murals in Nashville is the #whatliftsyou wings mural by Kelsey Montague. Montague's murals invite people to interact with the art. "I believe that art should not be separated from the human experience," said Montague. "Instead, the human experience should have a hand in creating the art itself." This experiential element is such a critical factor in retail success these days, which makes murals a perfect match for retail exteriors.

In Deland, Fla., a small town one hour north of Orlando, a chalk drawing for a photo shoot turned into an Instagram sensation with more than 5,600 tags for the hashtag #DeLandWings. Artist and DeLand native Erica Group first drew the wings in chalk on the side of a building in the historic downtown area in 2014 and later recreated the wings in paint for a more permanent installation. The response has been so popular that you can purchase wing-themed products in many downtown gift stores, boutiques, craft markets and on the artist's website.

## EXPANDING THE CONCEPT

Thirty miles away in Mount Dora, Fla., Henry Ollendick and Joel Maas commissioned a mural for the side of their nature-inspired art and gift store, Papilio in the summer of 2018. The name Papilio is Latin for butterfly, and the swallowtail butterfly depicted on the mural is the butterfly from their store logo.

"We always wanted a mural that would attract attention to our building, and thought that a garden of zinnias and butterflies depicted our store perfectly," said Ollendick. "The response from the community has been amazing. We saw the mural as a way of giving back to the community by beautifying downtown as well as giving people a perfect photo spot." The mural brings more customers to their store, but also to the neighboring stores in the downtown area. Papilio's mural was created by artist Brittany Baker, who also owns a nearby business, Le Petit Sweet.

Ollendick has noticed an increase in social media followers since the mural was completed and has used the mural in several promotions, including a drawing for a gift certificate for visitors that took a picture with the mural and tagged Papilio to be entered in the raffle. The mural includes the hashtag #mountdorahaswings, and visitors and customers pose for photos in front of the large butterfly wings. Ollendick and Maas chose this hashtag with hopes that other business owners will create murals with other types of wings and expand the concept around town. 📍



*Left: Artist, Kate Khalilian poses with one of her Tinker Wings murals painted on the storefront of Tinker & Company in Richmond, Va.*

*Top Right: Artist Kelsey Montague works on the outline of the 20-foot-high #whatliftsyou wings installation in The Gulch retail, commercial, residential, mixed-use area of Nashville, Tenn.*

*Middle Right: Henry Ollendick and Joel Maas pose by the wall mural on the side of their nature-inspired art and gift store Papilio in Mount Dora, Fla. They chose #mountdorahaswings as the hashtag for their mural in hopes that other businesses will create murals with other types of wings and expand the concept in town.*

*Bottom Right: The #DeLandWings mural is so popular that most local stores carry angel and wing-themed products, and the artist has a retail website and a booth at a local market.*