



The American Birkebeiner Ski Foundation Hub Mural

Call for Artists RFP:

The American Birkebeiner Ski Foundation (ABSF), also known as the Birkie, is seeking an experienced outdoor muralist/s for a mural at Mt. Telemark Village in Cable, WI. This call is for the creation of a site-specific mural that reflects themes of nature, community, cross-country skiing, running, mountain biking, active lifestyles, and site history at Mt. Telemark over time. The ABSF is interested in either one artist/team to complete the total work, or up to three artists/teams to design the work in segments. This mural will enhance the area's visual landscape, preserve the legacy of the property, engage and inspire the community.

Site Location:

Mt. Telemark Village Hub Building
15555 Birkie Blvd
Cable, WI 54821

Apply Online:

Mural Information www.birkie.com/art

Main Contact:

Louise Droessler, ABSF Development Director
louise.droessler@birkie.com
608-843-8451

Artist Compensation:

Concept Sketch Fee (Awarded to 3-5 artists): \$500 each
Commissioned Artist Fee: \$25,000 per each of 3 mural segments or \$75,000 total for a single artist/team

Application Timeline

Application window: May 20 – June 26, 2026
Finalists notified: July 1, 2026
Commission Awarded: July 31, 2026
Onsite mural production takes place: Summer 2027, completion by October 15, 2027



About the Opportunity

The Birkie Mural Committee is the selection panel for this mural project. The committee is composed of nine individuals: artists, ABSF staff, donors, arts, culture, ski and bike enthusiasts. This committee will ensure that the Artists' vision and proposal are responsive to the call's priorities. Upon review of the applications, the selection panel will choose and invite up to five Artist Finalists to develop and submit a project proposal. Artist Finalists will be invited to present their proposals to the selection panel. Upon submitting the finished proposal, Artist Finalists will receive a \$500-\$750 fee for their work. The selection panel will then select up to three artists to move forward with the 2027 Mt. Telemark Village Hub Mural commission.

About The American Birkebeiner Ski Foundation

About Us www.birkie.com/about

Mural Information www.birkie.com/art

Originally established to maintain and promote the American Birkebeiner ski race, the American Birkebeiner Ski Foundation (ABSF), fondly known as Birkie, has expanded to include active events beyond cross-country skiing. Today, the ABSF hosts outdoor events from Birkie Week to Epic Bike Fest, maintains state-of-the-art biking, skiing, and multiuse trails, and supports projects that promote healthy lifestyles. In 2021 the ABSF purchased the historic Telemark Lodge property and revitalized it with new and reclaimed trails, events, community spaces and business partnerships into Mt. Telemark Village.

Location and Current Conditions

The murals will be on a concrete retaining wall opposite the Mt. Telemark Village Hub Building. The wall faces south. There are solar panels on the land above the wall, and the Hub building and parking is directly across the road from the wall. There is local traffic that utilizes the road running parallel to the wall. Additional site photos can be shared upon request, and it is open to the public for a site visit. The wall is currently painted a neutral taupe color. Applications can include painting directly on the wall, mounting panels, mosaic work, or other appropriate materials for an outdoor mural.



Scope of Work

The Mt Telemark Village Hub Mural project focuses on 3 mural segments that illustrate the life of the property and its uses. The three mural segments will be:

1. Natural History of the Land and its Native Peoples
2. History of Mt. Telemark and Skiing
3. Present and Future of Mt. Telemark Village and its Activities

The budget for each mural segment will be \$25,000. A total budget of \$75,000 exists for the entire mural. This sum will cover artist fees, materials, equipment, site prep, transportation, food, & lodging.

Submission Requirements

Each proposal shall contain all criteria detailed in the application form. Submissions are due electronically. Artist portfolio, CV, and statement of interest are required as part of the application.

Artist Eligibility:

This project is open to artists and artist teams.

Artists must be 18 or older and be readily available during the project timeline

Experience working in the public realm and/or experience successfully navigating, large scale, complex projects, is strongly encouraged and preferred.

Artist(s) from various cultures, age ranges, affinity groups, and racial and ethnic backgrounds are encouraged to apply. Artists must demonstrate awareness of and consideration of the cultures, histories, and conditions of Bayfield County and Northern Wisconsin's various communities.



Dimensions

The wall is 10 feet high by 300 linear feet. The entire wall will be the surface of the mural. If one artist is selected, the width of the three mural theme segments may be determined by the artist and committee. If two or three artists are selected, the mural segments will be determined by the selected artists and the committee. The division will be fairly made and commensurate with roughly 100 foot sections with each earning the same third of the budget at \$25,000 each.

Selection Process

Artists that submit applications by the deadline with complete submission of materials will be considered.

Artists must include mural work in their portfolio that illustrates ability to work to scale and in a similar setting and environment.

Up to 5 artists will be selected as finalists to move toward a design phase.

Design Phase

Up to five artists will be selected to move forward to a Design Phase by the ABSF selection panel. Artist Finalists will be tasked with creating a design that illustrates concepts that align with the themes provided. Artist Finalists will be provided with history of the area, Mt Telemark Village, past and current use of the land, symbols and concepts that define the property and community. Each of the Artist Finalists will be paid a fee for their design concept. Up to three artists will be selected from the finalist group to create a final design, work with the other artists to merge imagery, and execute the mural in Summer/Fall of 2027.