

LINDSBORG

LITTLE SWEDEN, USA



Ja!



SPOTLIGHT ARTICLE
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For Immediate Release
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Lindsborg CVB

The Pop Icon Wild Dala Herd *All Around the "Neigh"-borhood!*

LINDSBORG, KANSAS - 07/17/2012 - Most people like cows. Or most, at least, have no particular animosity towards cows. Chicago's famous Cows on Parade became an international success in 1999 which spanned over 50 countries. The idea was to have a regional variety of artistic characters to paint, ornament or adorn fiberglass cows and scatter them around the city. (Filmmaker David Lynch was rejected for his explicit rendering of a cow with its organs on display and skin ripped off). However, after auctioning off the cows worldwide, 20 million dollars was reportedly raised for numerous charities.

Inspired by Cows on Parade, a group of Lindsborgians met at the Swedish Country Inn in 2000 to discuss directing a similar project for the simple joy of having fun, only with the Swedish town icon: the Dala horse. The gathering responsible for this zaniness called themselves the Dala Wranglers and thought perhaps 10 horses in the Wild Dala Herd would be born. According to Kathy Richardson, one of the Dala Wranglers, "As the herd grew, to the Wranglers' cheerful amazement, news of the pop art Dala horses in a small Kansas town made its way into national publications such as USA Today and on to Sweden in its national daily." On August 4, 2012, the 31st member of the herd will be unveiled at the Bank of Tescott, downtown at Main and State Streets.

Each time a new Wild Dala is revealed there is a presentation of street theatre, script and song. The group is all local volunteers and personalities. And the public is welcome to join in the lunacy. The Dalas are meant to be a permanent display, unlike Cows on Parade; there are no plans to auction them off. All the horses, except one, are molded from fiberglass made in Ohio for a cost of \$2500. A local artist is paid \$500 adding to the support of the arts in Lindsborg. A profusion of research and thought goes into every Wild Dala by both the artist and the underwriters. The horse is painted then finished with a protective outdoor varnish to shield the coat from the ever-changing Kansas weather.



Dalallama Telecomma

Queen Katarina Ditto is the sole wooden horse (the lady weighs over 300 pounds) and is considered the mother of all the horses; the rest are her "dittos." She was the first and is located in the lobby of the Lindsborg State Bank. She was carved and painted at the Hemslöjd. The first Wild Dala fiberglass horse to be unveiled was by artist Steve Scott named the Dalallama Telecomma which is nonsensical and whimsical. Most of the horse names feature fun wordplay. Lindsborg has a vital artist community and vibe, so the horses can get a bit eccentric but all concentrate on blending the past with modern life of Lindsborg. An example would be "Fala the Dala Brick Road" (by artist Kathy Peterson) which references Lindsborg's vintage brick Main Street and proud of the fact it exists still today.

The Wild Dalas were also given the distinction of one of the "8 Wonders of Kansas Culture" by the Kansas Sampler Foundation. Lindsborgians have just as much fun with the Wild Dalas as do tourists and we will be happy to take your picture by one, that is, if you can catch one roaming through Lindsborg. Please remember these are "Wild" Dalas and so do not try to ride them!



Unfinished Wild Dala



Fala the Dala Brick Road



For event and travel information, call or stop by the Convention and Visitors Bureau located at 104 E. Lincoln, Lindsborg, Kansas 67456. Ph: (785) 227-TOUR (8687) or Toll free: (888) 227-2227. E: cvbdir@lindsborgcity.org. W: www.visitlindsborg.com.

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