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18 October 2021

MEDIA RELEASE

Rainbow Silo Art Project Progresses

An innovative tourism project in the North West Victorian town of Rainbow is gathering pace with the recent signing of a long term lease agreement and the appointment of a Project Manager.

The new tourist attraction, unlike anything that has been seen before, will see a 34m high concrete grain silo transformed into a captivating, large scale internal and external art installation.

In recent years Silo Art has captured the imagination of travelers, with the Silo Art Trail across the Wimmera Mallee and to the North East of Rainbow earning international recognition. What will set this project apart from existing Silo Art is the additional activation of the internal areas of the silo for a large scale mural. This will allow visitors to view the inside of a silo and provide an opportunity for a unique art engagement, to be created on the internal silo bin walls. Topping this experience, literally, will be a viewing tower atop the Silo, giving visitors the chance to enjoy expansive views of the Wimmera Mallee plains and Big Desert.

Hindmarsh Shire Council, in partnership with the Victorian Government have been working with the silo owner Llew Schilling on the concept development, including access to the future attraction. This has now been formalised with a long term lease in place.

Overseeing the development of the Silo will be recently appointed Project Manager, Simon Landrigan. Already a member of the Hindmarsh Shire team, Simon has broad experience delivering a wide range of infrastructure projects throughout the Shire and will be responsible for the recruitment of the engineering specialists, designers and building contractors needed to deliver this project. A Project Control Group which includes representatives from Department of Jobs, Precincts and Regions, Visit Victoria, Hindmarsh Shire Council and the Community will oversee all development.

Hindmarsh Shire Council Mayor Cr Ron Ismay, also a Rainbow local, is excited that the project is beginning to gather momentum. “This is such an exciting project, not just for Rainbow but for the whole region and small rural communities generally. I remember climbing to the top of the silo as a youngster and can confirm the views from there are fantastic!”

Cr Ismay continued “In combination with the unique art installations it will be a great attraction and we look forward to welcoming people from far and wide to our town to enjoy the experience.”

If you would like further information regarding this project please contact Simon Landrigan on (03) 5391 4444 or email slandrigan@hindmarsh.vic.gov.au.

Greg Wood
Chief Executive Officer