

In 1995, the concept of historic murals was conceived by the Design Review Committee of New Braunfels Main Street. This committee read about the "Chamainus Murals" in British Columbia and how that program brought about a complete revitalization of their community. After several years and numerous historic outdoor murals and public art, Chamainus became a destination specifically for historic art. As a result of studying the Chamainus Murals, The Historic Outdoor Art Museum (HOAM) was founded in January of 1996 and became a non-profit 501(c)(3) organization for the purpose of enhancing the New Braunfels downtown historic district and teaching local history through art to school age students, locals, and visitors alike. We are open to the public at no charge, 365 days of the year.



Our Focus & Mission

The Outdoor Gallery of Art of New Braunfels, (hereafter referred to as the Historic Outdoor Art Museum or HOAM) exists:

- To highlight New Braunfels history and honor its heritage
- To help in the revitalization of New Braunfels' downtown historic district
- To teach local history through museum quality art to students, locals, and visitors alike

Visit us Online

NBMurals.org



Donate to the Arts

Your donation helps us continue to highlight our history and honor our heritage.



The Historic Outdoor Art Museum programs are supported in part by the City of New Braunfels Arts Commission for Hotel Occupancy Tax Funding and Texas Commission on the Arts. The Historic Outdoor Art Museum is a 501 (c) (3) not-for-profit public charity.



A more detailed list of all donors who generously help us make a meaningful difference for the arts and history culture in New Braunfels is available on our website NBMurals.org.



Outdoor Gallery of Art Tour





Landa Park

1 Fenster inst Wurstfest

Location: Left of 124 Elizabeth Ave. – North Side of Building
Dedicated: October 18, 2010

The Fenster inst Wurstfest (Windows into Wurstfest) mural was dedicated during the festival's 50th birthday. The mural pays tribute to the 10-Day Salute to Sausage that New Braunfels is known for. The festival started as a small one-day affair in 1961 originally known as "Sausage Festival"...then "Wurst Week"...and finally "Wurstfest".

2 Lure of the Springs

Location: 164 Landa Park Dr. – Northwest Side of Building
Dedicated: October 8, 2004

Overlooking the pristine waters of the Comal River, is Lure of the Springs. The 180-foot-long mural depicts the dramatic influence of the Comal Springs, from the Early Cretaceous period to modern times, in luring creatures and people to this beautiful place.

Downtown

3 Hermann Seele - The Soul of New Braunfels

Location: 146 N. Castell Ave. – Northwest Side of Building
Dedicated: October 28, 2012

This mural honors Hermann Seele for his diverse contributions to the community of New Braunfels. He was a highly educated young man who spoke fluent English, as well as high German, and became the first teacher in August of 1845, less than five months after the founding of New Braunfels. He was also a legal scholar and a very spiritual, gifted man who served his church and community in many ways.

4 City of a Prince

Location: 209 W. San Antonio St. – Northeast Side of Building
Dedicated: March 21, 1999

On March 21, 1999, our first mural was unveiled in a special downtown ceremony. This mural portrays the "Adelsverein" journey from Germany, the founding of New Braunfels in 1845 and the founding father, Prince Carl of Solms-Braunfels.

5 Spass und Gemutlichkeit

Location: 148 S. Castell Ave. – Northwest Side of Building
Dedicated: April 19, 2007

Spass und Gemutlichkeit (Fun and Fellowship) celebrates activities such as sausage making, baking, wine making, home beer brewing – all important practices in German culture. It also celebrates the Krause family who built a café on this site in 1939.



6 Connecting New Braunfels to the World

Location: 297 W. San Antonio St. – Southwest Side of Building
Dedicated: April 11, 2024

In 1879, when the International and Great Northern Railroad bought property here to build a depot, the future of New Braunfels was sealed! The first passenger train arrived in 1880. A few years later, a young woman, Helen Gould, daughter of railroad magnate Jay Gould, came here to visit the Landa family. She saw the potential to draw people to the beautiful property known as Landa Park and promised to help secure a spur into the property. This was the birth of tourism in our city!

7 The Art of Entertainment

Location: 290 W. San Antonio St. – Southwest Side of Building
Dedicated: October 19, 2021

Since 1845, the performing arts have been the heartbeat of New Braunfels. Across the decades, drama and music have echoed throughout the Hill Country landscape, creating a need for dance halls and opera houses, theatres, and saloons. Showcasing a wealth of talent both local and imported, these structures have entertained the growing community for generations.

8 El Legado de Nuestra Jornada

Location: 337 Main Plaza – Northeast Side of Building
Dedicated: May 3, 2018

El Legado de Nuestra Jornada (The Legacy of Our Journey) is a timeline of Hispanic heritage dating from the 1680's to 1845 and celebrates the importance of this rich culture that existed here prior to the arrival of the German settlers. The mural makes references to Spanish expeditions along El Camino Real, Spanish explorers such as General Alonso de Leon-The Conquistador of Texas, the apparition of "Our Lady of Guadalupe" which inspired the establishment of Nuestra Senora de Guadalupe Mission in this area, as well as the introduction of cattle, horses, and the Mexican vaqueros.

9 Lindheimer – Father of Texas Botany

Location: 165 S. Seguin Ave. – Northwest Side of Building
Dedicated: May 21, 2001

This mural honors Ferdinand Lindheimer, known as the Father of Texas Botany. Lindheimer collected thousands of plant specimens for identification and classification. He is credited for discovering several hundred plant species, and 48 species and sub-species bear his name.

10 Bronze of Prince Carl of Solms Braunfels

Location: 390 S. Seguin Ave. – Northeast Side of Building
Dedicated: July 27, 2012

Prince Carl was a German prince, a military officer and served as commissioner general of the first colony that the society, known as the Adelsverein, established in Texas. He arrived on Texas soil on July 1, 1844, and purchased 1,265 acres on the Guadalupe River, including the Comal Springs, where he established New Braunfels, Texas on March 21, 1845.