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Greater Des Moines Public Art Foundation & Principal Financial Group® Announce Leon Keer’s Mural at 901 Grand with Augmented Reality Capability

Des Moines, Iowa: The Greater Des Moines Public Art Foundation (Foundation) and Principal Financial Group® (Principal) announce a collaboration to bring renowned Dutch artist Leon Keer to Des Moines to paint an 8000+ square foot hyper-realistic mural at 901 Grand. The installation will be enhanced with a new, free iOS app developed by the Foundation, which adds an Augmented Reality (AR) layer that animates Keer’s mural through a smartphone camera.

“We are thrilled to have the opportunity to work with Leon Keer, whose public art installations have been featured around the globe,” said Greater Des Moines Public Art Foundation Director, Alexa McCarthy, PhD. “Keer’s mural with AR technology is groundbreaking for the Des Moines Metro. This installation is the first in a wider initiative to install AR-compatible murals across the city, providing opportunities for local and regional artists. We are grateful to the Principal Financial Group for partnering with us to launch this exciting experience.”

Keer, a leading artist in anamorphic street art, has executed commissions in Europe, the United States, Mexico, the United Arab Emirates, Saudi Arabia, Russia, New Zealand, Australia and throughout Asia. Keer’s mural at 901 Grand will feature vintage televisions with scenes depicting Iowa landscapes obtained through collaboration with the City of Des Moines, Pella Historical Museums & Tulip Time, the Iowa Natural Heritage Foundation, Madison County Tourism, and the Neal Smith Wildlife Refuge.

The mural will be owned and maintained by Principal® and will remain in place for at least six years. The installation of the mural and launch of the app will be celebrated at the Turn It On! Mural Festival on October 18th from 1–3 p.m. at 901 Grand Ave. This free event is open to the public and will offer the very first opportunity to see the mural “come to life” through the iOS app.

“At Principal, we’re committed to driving positive change in the communities where we live and work,” said Beth Wood, Chief Marketing Officer, Principal. “We are proud to experience how this installation enhances our global headquarters along with Greater Des Moines as we seek to support vibrant spaces where creativity and connection thrive. This mural reflects our long-standing belief that the arts and imagination can help shape a brighter future.”

About the Greater Des Moines Public Art Foundation

Established in 2004, The Greater Des Moines Public Art Foundation is a non-profit organization, which recognizes that art belongs not just in galleries and museums, but also in streetscapes, parks, buildings and infrastructures of a thriving community. Dedicated to envisioning, developing, advancing and promoting public art projects, the Greater Des Moines Public Art Foundation collaborates with local entities and artists to engage, inspire and enrich the lives of residents and visitors to the community. For more information visit:

<https://dsmpublicartfoundation.org>, or socialize with us on Facebook at: <https://www.facebook.com/dsmpublicartfoundation>, Twitter and Instagram at @DSMPublicArt.

About Principal Financial Group®

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¹ As of June 30, 2025

² Ethisphere, 2025

³ Pensions & Investments, 2023

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