

Monochronicle Property Report

Generated on March 13, 2026, 7:49 PM | <https://www.monochronicle.com/property/dream-big-3d-mural-by-leon-keer/report.pdf>

OVERVIEW

Case study - "Dream Big" or Go Home: 3D Mural by Leon Keer

From \$10,000.00

TEMPORARY INSTALLATION

Artwork timeline

Temporary installation

OBJECTIVE

Butler Enterprises wanted to enhance an empty wall with a mural featuring an alligator, the iconic symbol of the Florida Gators. However, given the abundance of traditional gator imagery in the city, the challenge was to create something new and engaging, while still paying homage to the beloved symbol. The mural needed to capture attention in a unique way, creating an iconic landmark that would invite community interaction.

SOLUTION

Monochronicle, led by curator Iryna Kanishcheva, identified renowned Dutch artist Leon Keer for the project. Keer's work, known for its signature 3D anamorphic designs and immersive public art, was the perfect fit for creating a visually impactful yet playful piece. The result was "Dream Big," a mural featuring a baby alligator and its anamorphic shadow, creating a dynamic, interactive illusion that delights viewers and encourages them to engage with the art. The mural's optical illusion captures the spirit of Gainesville while offering a fresh, modern twist on the city's gator symbolism.

ABOUT LEON KEER

[Leon Keer](#) is internationally recognized for his 3D street art and anamorphic illusions, which play with the viewer's perception of space and depth. His work often bridges the gap between traditional murals and interactive experiences, making him one of the most sought-after artists in the public art world. With murals across Europe, Asia, the United States, and the Middle East, Keer's work has gained widespread acclaim for its visual impact and social commentary. His ability to engage communities with art that is both visually stunning and thought-provoking made him the ideal choice for this project.

COMMUNITY IMPACT

The "Dream Big" mural quickly became a local favorite, with residents and visitors alike drawn to its playful, interactive design. The mural not only adds to the visual appeal of the Butler Enterprises' property but also fosters a deeper sense of connection between the community and its public art. The illusion of the baby alligator, combined with its oversized shadow, has made the wall a popular spot for photos, effectively turning the space into an interactive landmark. By creating a piece that encourages interaction and engagement, the mural offers more than just a visual spectacle—it provides a cultural and social space for the community to gather and celebrate Gainesville's unique identity.

FUNDING AND SUPPORT

Sponsored by Butler Enterprises and supported by the local community, the project exemplifies how private-sector initiatives can enhance public spaces through thoughtfully curated art. The collaboration between Monochronicle, Leon Keer, and Butler Enterprises highlights the importance of community-driven public art projects.

CONCLUSION

Leon Keer's "Dream Big" mural successfully transformed an empty wall into an engaging, interactive work of art that honors Gainesville's connection to the alligator in a fresh, innovative way. This project, curated by Monochronicle, not only elevates the public art scene in Gainesville but also showcases the power of collaboration between public art professionals and private businesses in creating lasting cultural landmarks.

PUBLICATIONS

"Dream Big" or go home, champ. We don't need any half-solutions today. This alligator with a hidden nature revealed in its' shadow appears quite prepared to bellow and bite in Gainesville, the home for Florida Gators. - [Brooklyn Street Art](#)

Additional Information

2 STORIES

Place

Address	3202 SW 35th Blvd, Gainesville, FL 32608, USA
City	Gainesville
State	Florida
Zip	32607
Country	AF

Gallery



"Dream Big" or Go Home: 3D Mural
by Leon Keer



"Dream Big" or Go Home: 3D Mural
by Leon Keer



"Dream Big" or Go Home: 3D Mural
by Leon Keer



"Dream Big" or Go Home: 3D Mural
by Leon Keer



"Dream Big" or Go Home: 3D Mural
by Leon Keer



"Dream Big" or Go Home: 3D Mural
by Leon Keer

Contact

Monochronicle

team@monochronicle.com