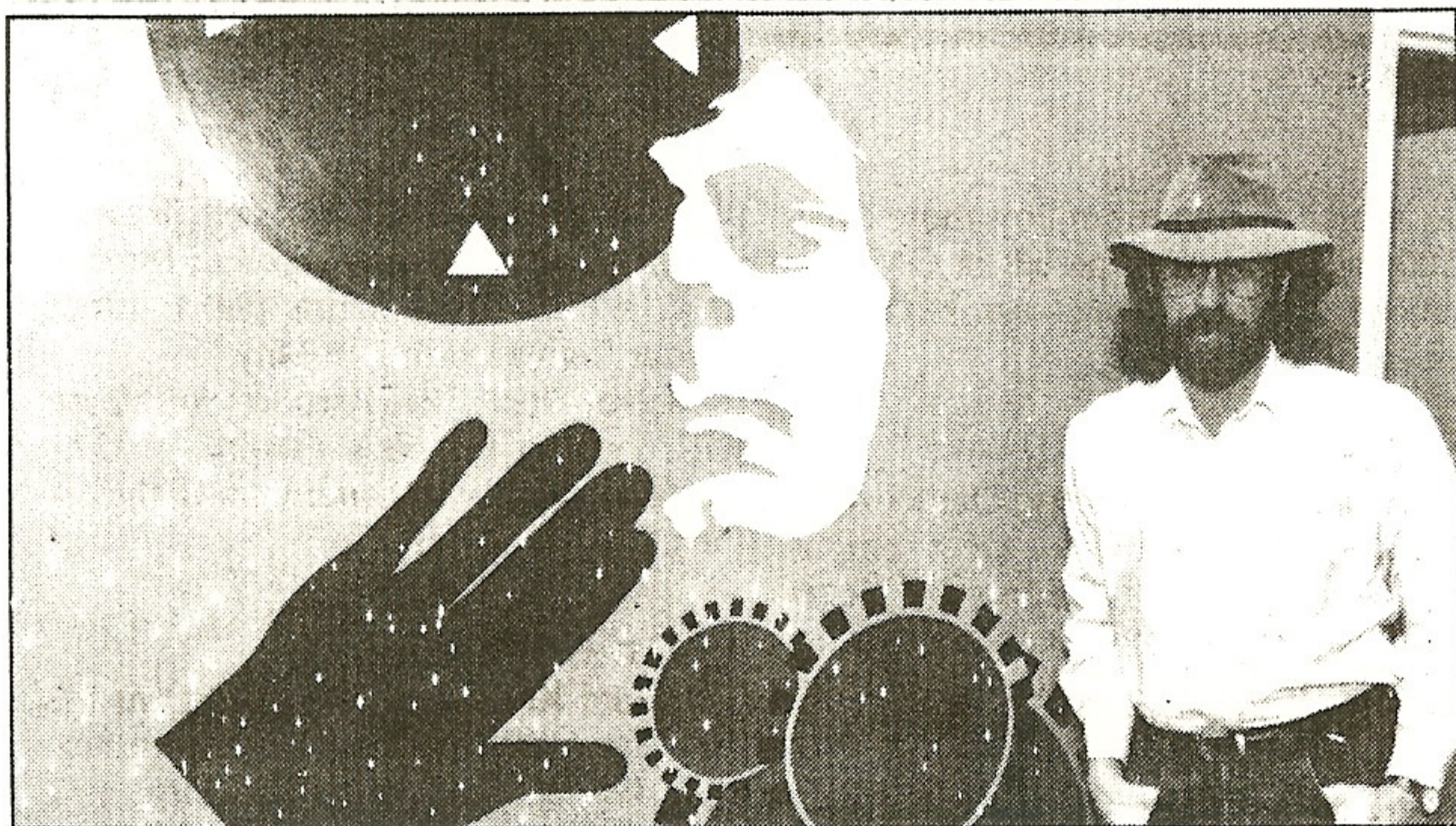


THE LOCAL VOICE  
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TWO SECTIONS



NBJ photo by Wayne Cartwright

Mike Cooper's Murals & More duplicated a logo for Technical Resource Group.

## Murals & More making 'Time & Money' for clients

By Valeri Oliver

When Technical Resource Group wants to capture the attention of its customers, the company's founders think boldly.

That is what drove them upon relocating to new headquarters at 2200 21st Ave. S. to hire a mural designer to create a wall-sized replica of TRG's brochure logo, "Time & Money."

"We wanted to do something real striking and real different for people to remember having been here," says Bill Spears, a principal of TRG.

The company, which produces and sells corporate training programs, moved into its new offices last November from Bellevue.

As a result of a desire to be different,

Spears' company and others in Nashville have helped launch a new company, Murals & More.

Murals & More founder Michael Cooper has been in the interior design business for more than 20 years. Through those years, he has painted murals for companies and individuals when time allowed. But demand lately caused Cooper to leave his previous job as a project manager with Interior Logic to paint murals full time.

"This November, I made up business cards and started handing them out. All the sudden, I had a huge project that I couldn't do part time," he says.

Cooper's work can be seen at a range of other Nashville companies. Among

them the training room at Inforum Inc., where Cooper duplicated the company's logo to 21 feet in length.

TRG probably has more murals by Cooper on its office walls than any other area company so far.

In addition to the "Time & Money" piece, Cooper duplicated a giant business card on another wall in the reception area. In the conference room, he integrated the image of a style of chair being used in the room for another mural.

Spears says the murals have proved to be a good use of marketing dollars for his company. He learned of Cooper's work through an interior designer at Sprintz Furniture.

"We have quite a few of our clients and potential clients in and out of our offices. We wanted that visual image," Spears says.

"My competitors aren't going to do anything like this," he says.

Cooper says he had been looking for an outlet for his creativity and that will certainly be tested if he gets the go-ahead on his latest project.

Metro is considering hiring Cooper to paint giant sports murals at the Centennial SportsPlex.

Within the swimming pool area, Cooper plans to paint a 110-foot mural of a swimmer in mid-butterfly stroke.

At the domed tennis courts, Cooper plans to paint the SportsPlex logo on the side and a tennis player serving a ball across the top of the dome. ■