
MURAL ADVERTISING IN MINNEAPOLIS



Living in the Minneapolis area, you may have seen some of the artistic work that has been designed specifically by Kyle Holdridge. Holdridge is an artistic soul, known for the beautiful murals that he paints just about anywhere. Some of his work includes painted murals of motorcycles, old-fashioned cars, sports equipment and much more. Many people know his work and those who know what he does typically love his designs as well. Holdridge absolutely loves what he does and will paint murals both indoors and outdoors. However, when he is painting his murals outside in the Minneapolis area, he has always had to be very careful due to the strict rules. In fact, if there is a mural painted outside of a particular business in the state and that mural relates to something that has to do with the business, the mural would be considered illegal and can be painted over. Holdridge is not new to this and says that he has had a piece of his mural torn off from a wall before. He also says that a mural he designed for a bowling alley was set to be painted over but a number of people signed a petition to prevent it from taking place so eventually, it was decided that the mural could stay and would not be painted over. Holdridge is well aware of the rules in the state, especially since he has been painting these beautiful murals for two decades now. He believes that a lot of the rules that have been put in place are simply too strict and do not make much sense at all. Several people agree with Holdridge as well. Many business owners struggle with the question as to why they cannot have an advertisement painted outside of their establishment but could easily have banners hanging around outside of the establishment, which could easily be tarnished. It is believed, however, that changes are set to come. One council member, Gary Schiff, believes it is necessary to change some of the rules that have been put in place for the creation of outdoor murals. He feels it is only fair to allow businesses to have murals painted outside that actually relate to the business itself. Schiff thinks the whole idea about not being allowed to show products in a mural is simply silly and needs to be stopped. He has listed several examples to make his point, including a mural of a squirrel sitting on a can of beer. If changes are made, Holdridge will not have to deal with such ridiculous requests when painting his murals.

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