



## MuralMom.com Makes a Do-It-Yourself Children’s Room Mural Dream Come Alive for a Delighted – and Admittedly *Unartistic* – Family

“People can’t believe how great it looks considering neither one of us is artistic!”  
- Paola Rivier

For MuralMom.com founder and CMO (that’s *Chief Mural Officer*) Camilla Havlik-Patten, the scenario was enjoyably familiar: Paola and Jason Rivier got in touch and said they had a dream of adding an artistic mural to their beautiful newborn daughter Gwen’s room -- but there were a few...*obstacles* in their way.

They claimed to have no artistic skills. They had no clue where to start. They were afraid of where they would end up if they tried to do this on their own. They didn’t want the expense or hassle of hiring a professional artist to come to their home and paint it for them.

In short: they were the *perfect* MuralMom.com clients!

So the journey began as it always does: with a fun, informal conversation to discover the couple’s vision. Details and the “how do we get there” aspects were blissfully ignored. This conversation and a few follow-up ones were about concepts, ideas and dreams – not about paints, brushes or techniques, and certainly not about any lack of artistic skills.

After a little while, the concept that won the day involved animals on a train, with Jason on his bike “leading the way,” and carrying a big flag emblazoned with Gwen’s name. The concept was playful, imaginative and friendly; something that Gwen would find inspiring with every gaze, as would her parents. And *speaking* of inspiration for grown-ups, the price for this unique mural was refreshingly affordable given its large 14 square foot size: \$185 (plus tax and shipping).

So that took care of the “what.” Now it was time for the “how.”

With her artistic expertise, Camilla went to work customizing the large mural, incorporating Paola and Jason’s vision -- while keeping the design simple and easy to paint. And within a week or so, Paola and Jason received their mural along with Camilla’s easy, step-by-step instructions on what materials to get, and how to use them.



Supported by the instructions and the helpful video tutorials available on MuralMom.com, Paola and Jason found the mural painting experience to be rewarding, fun and simpler than they had imagined. “The paint process was much easier than we thought it would be,” noted a pleasantly surprised Paola.

And when it was all done – about two months of relaxed, “every-now-and-then” painting -- Camilla asked Paola whether she and Jason enjoyed the experience, and if they’d recommend MuralMom.com to their friends. Here’s what Paola had to say:

“Absolutely! People can’t believe how great it looks considering neither one of us is artistic! We are both very proud and like the fact that you were able to incorporate Jason and his bike and Gwen’s name onto the mural. We would definitely recommend it to friends. The feeling we get every time we look at it is awesome.

Jason and I really enjoyed doing this for our baby girl. It has made the room unique and puts a smile on our face every time we look at it. With neither of us having done anything like this before, we are amazed and proud of how it turned out. We know that when Gwen is older, she will look at the mural and smile and know how much we love her.”



For Paola, Jason and Gwen, this was truly a wonderful story with a very happy ending. And for Camilla, it was a typical MuralMom.com ending, too.

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*MuralMom.com helps clients find their inner artist and makes it easy and stress free for them to create masterpieces on their children’s bedroom walls.*

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