

## REEFIES MAKE THEIR DEBUT AT DESIGN SHOW

**NEW ORLEANS, LA, September 2011** – They say everyone has a story and Old Metairie resident Robert Post is no different. He had always had a love of nature and as he says, the God-given talent to recreate just about any part of it on masonite hardboard. “It just came easy to me. I would see various pictures of marine life and within hours I would have painted a scene combining the different photos.” For years he would paint dolphins and turtles, orcas and penguins. And then something happened.



“I became a dad and the hours I usually spent in the studio were now spent inside at the kitchen table so I could listen for our newborn daughter when she needed a bottle. While at the table, I let my imagination take over and ended up creating several whimsical fish sculptures for my daughter. Those fish are now known as Reefies.”

As his daughter slept, Post would literally start out with a ball of clay and hand-sculpt a 4 x 6 inch fish. He painted each one to create different fish characters and got so many compliments he decided to create more. Today, there is an entire line of Reefie characters that come with a paint kit so you can use your imagination to paint them. They are sold around town in stores or via the internet. He designed them for kids, but as Post will tell you with a laugh, “I find the adults have as much fun as the kids when it comes to painting them!”



But the story doesn't end there. Post decided to sculpt a larger version of his Reefie to see if restaurants or pubs would want to purchase them to brighten up their décor. He thought there may be interest, but never in his wildest dreams did he expect the feedback he's received from those who have purchased his Giant Reefie, which measure 30 x 20 x 12 inches. His best sellers are black and gold and tiger Reefies, but Post says he can paint the Giant Reefie in any color to match the owner's décor. “The black and gold Reefie is definitely among the



most popular, but I've been asked to paint them in Mardi Gras colors and college colors of the intended owner. That's what is so fun about the larger Reefie; there's a lot of room to be creative so no two look alike."

Creating a Reefie from start to finish is almost as interesting and fun as actually painting one, says Post, who creates these comical creatures in a small backyard studio that serves as his production house. Not to give away any trade secrets, Post will tell you each Reefie starts with a custom mold he makes with clay. Post then uses a mix of non-toxic liquids that are then poured into a mold. Within minutes, and literally right before your eyes, the liquid hardens into a durable, non-breakable plastic. He removes the Reefie from the mold and cleans up the edges so the final product is smooth for painting.



"I've really had fun creating the Reefies. I've always enjoyed painting marine life, but I really think if you have some talent, you can look at a picture and paint it. What Reefies has allowed me to do is truly create from my mind. I've been blessed with a talent and I'm using it to create and hopefully bring a little joy and laughter in people's lives."

**Robert Post will be displaying a variety of Reefies at the New Orleans Home + Interior Design Show:**

**Booth # 226**

[www.reefies.com](http://www.reefies.com)

#### **About the New Orleans Home + Interior Design Show**

From **Sep. 9-11, 2011, New Orleans Home + Interior Design Show** will be held at the Morial Convention Center in New Orleans, Hall J. The show will feature hundreds of booths brimming with the latest ideas, products and services for both design industry professionals and homeowners. Vendors and craftsmen will come from across the country as well as the Gulf Coast area. Seminars for both professionals and homeowners will revolve around restoration, renovation, entertaining and design trends for both indoor and outdoor living spaces.

#### **Dates/Times**

- Noon – 8 pm Friday, Sept. 9
- 10 am – 8 pm Saturday, Sept. 10
- 10 am – 6 pm Sunday, Sept. 11

**Ticket Price:** \$9 adults (Military with ID - \$5)

**Produced by** Home Builders Association of Greater New Orleans, who also produces the annual New Orleans Home & Garden Show in the Louisiana Superdome each spring.

**Website** [www.NewOrleansHomeShows.com](http://www.NewOrleansHomeShows.com)