

Putting his bucks in a Row

Entrepreneur hopes décor idea catches on

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Jellybean Row, a colourful series of row housing in Downtown St. John's, always catches the eye of first-time visitors to the city.

A local entrepreneur hopes a new product based on the neighbourhood, grabs the attention of homeowners, regardless of where they are from.

Geoff Meeker is touting his series of Jellybean Row artwork as the latest in home décor.

The 10 pieces in the series each depict a downtown St. John's row house in its own distinctive style and colour.

Each vividly detailed image is printed on acid free paper, using light fast inks. The images are then laminated and mounted on plaques measuring 4.75" (12 cm) wide by 8.25" (20.7 cm) high.

Meeker says each Jellybean Row piece is exclusive to his company and can work on its own or in combination with other pieces.

"There's a fair bit of row housing imagery on the market, but what makes these different is that these aren't pretending to be hand made

at all," says Meeker. They are printed but are very exquisitely detailed."

Single pieces of the easy-to-hang artwork can highlight small areas of 'dead' wall space, he says.

They are also ideal for adding life to empty hallways, and can be hung on the diagonal in a stairwell, he adds.

Meeker owns and operates Meeker Media, a PR consulting firm. He plans on incorporating his Jellybean Row project early in the New Year.

"Right now I have Jellybean Row as a brand name. And I bought the web domain," says Meeker, who also writes a technology column for *the ex/press*.

Information on his website (linked below) encourages potential buyers to choose the colours selectively to match their décor.

"You can hang one piece as a designer accent, or buy several and hang them side-by-side, creating a jellybean row neighbourhood of your own," Meeker says.

Jellybean Row is designed, printed and manufactured in St. John's.

Meeker gives credit to the some local designers — graphic designers Allison Earle and Lisa McKay and web designer James Kelly —



Jelly Bean Row is a colourful new home décor product developed by Geoff Meeker.

who came onboard as silent partners and produced the detailed graphic illustrations of the charming houses, some of which even have plants in the windows and a dog on the doorstep.

"They looked at the idea and they saw a potential here," Meeker says. "So they agreed to take sweat equity in the company (as payment for their services)."

The images are now available at various locations and Meeker says this is just the start of what he sees as a growing business.

"We're hoping to keep this going and get another series out by the end of this year, because the more you collect, the more you want." ☞

web/links

www.jellybeanrow.com

WWW

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