



House Port Pops Up New Online, Do-It-Yourself Custom Interior Design Service
Renowned Artist, Hally Thacher, Teams Up with Celebrity Interior Designer, Martha Bodman, for Unique Concept in Home Design

Petaluma, CA - May 10, 2011 – Hally Thacher, well known artist and president of House Port, has launched PopUP Design Kits, a series of custom-made interior and exterior decors that can be utilized with any home. Four complete interior and exterior design kits including the Coastal Bungalow, Mediterranean, Urban and Zen make interior design simple by providing a framework for an enjoyable DIY project with a professional and sleek flair.

“Interior design can be very overwhelming. We created these design kits to provide home owners with an option to get a fresh and distinctive interior and exterior look without the price tag of hiring a professional interior designer and the hassle of starting from scratch,” said Hally Thacher, president of House Port, Inc.

Thacher selected Martha Bodman, the distinguished Malibu-based interior designer, as project liaison and head of the design team, to create an entire look for each PopUP Design kit – from bed linens to wall color. Bodman’s expertise ranging from interior designs for corporate headquarters to rock star homes provides PopUP Design Kits with a unique touch unavailable in other ready made online design kits.

“A common design challenge is to fashion a beautiful, yet functional living environment,” said Martha Bodman, IIDA designer for House Port. “We successfully overcame this challenge by creating four sophisticated and intimately warm environments. The PopUP Design Kits don’t only provide home owners with stylish, functional and sustainable designs, but also an enjoyable interior and exterior design experience.”

Available now are the Coastal and Mediterranean PopUP Design Kits. The Coastal PopUP Design Kit offers the comfort of a quaint and cozy New England-style cottage infused with modern conveniences. The Mediterranean PopUP Design Kit exudes the simple elegance of Tuscany creating a seamless indoor/ outdoor living environment, reminiscent of the old country. The Urban and Zen PopUP Design Kits will be available soon.

Each kit includes furnishing layouts reflecting thoughtful placement by Bodman for maximum comfort and aesthetic flow within the living space. To simply achieve the look, kits include a list of items selected by Bodman that specify purchasing details such as item and model numbers, dimensions, color specifications, prices and links to each retail outlet. For home owners interested in exclusive interior and exterior designs, customized PopUP design kits are also available at an additional cost.

About PopUP Design Kits:

PopUP Design Kits are a product of House Port, the creator of sustainable living solutions and alternative to modular and traditionally manufactured homes. The kits are a series of custom-made interior and exterior decors that can be utilized with PopUP homes, conventional homes and can also be purchased by the room. Designed by Martha Bodman, the distinguished Malibu-based interior designer, PopUP Design Kits create a total look—from wall color to bed linens. PopUP Design Kits are available online through www.ehouseport.com.

About House Port:

House Port, a company dedicated to developing, promoting and marketing sustainable home living solutions, was founded by Hally Thacher in 2004 following the development of the original House Port concept in Joshua Tree, CA. A model of House Port's first product, the PopUP House, was completed in spring of 2009 in Northern California, based on the successful Joshua Tree experiment. House Port is a privately held corporation with offices in New York City and Petaluma, CA. The Pop-Up House and various furniture items are available online at www.ehouseport.com.