



**FOR IMMEDIATE RELEASE**

**Watch Renowned Sculptor Bring New Design to Life With SAKRETE®  
at World of Concrete**

**Enter to Win the Rare Sculpture at SAKRETE® Booth S10827**

**CHARLOTTE, N.C. (January 24, 2012)** --- Visitors to SAKRETE® booth S10827 at World of Concrete will marvel at the artisan eyes and hands of accomplished American sculptor David Seils. World of Concrete will be at the Las Vegas Convention Center Jan. 24-27, 2012.

Seils will create a relief sculpture built up in layers on a flat surface using SAKRETE® bagged mortar mix and a mason's hawk and trowel. He has prepared three stages of the artwork: stage one, base set up; stage two, half-complete; and stage three, a completed piece for display in the SAKRETE® booth.

For World of Concrete, Seils has created a new landscape design featuring the arresting bristlecone pine tree, which is a threatened species native to desert mountains in the Southwestern United States. He will create a charcoal sketch scene and then sculpt it on a board, etching away the foreground and causing the art to appear. Attendees can see the relief piece come to life from start to completion at daily in-booth demos on the stage from 2-2:45 p.m.

Attendees can enter to win the beautiful 3-D, 3-foot-by-5-foot finished piece at the SAKRETE® booth. The in-booth drawing for the one-of-a-kind artwork will be at 3 p.m. Thursday, Jan. 26.

Seils said, "SAKRETE® is convenient because it's premixed, comes in 40-pound bags and is accessible around the country at various retailers. It stores well because the plastic liner keeps moisture out of the bag."

Seils has successfully revived the art style of creating relief sculptures that has been used for thousands of years to decorate walls and the exterior of buildings.

Seils's popular commissioned work can be found around the country in universities, cultural centers, homes, businesses ranging from hotels to automotive service, and many other settings.

Seils said, "I prefer concrete based materials, and for decades have used only SAKRETE® bagged Type S mortar mix for my exterior and interior wall designs. I can apply SAKRETE® in a relatively short period of time because it mixes and flows easily and sets up within hours. It's very durable, setting up as hard concrete. SAKRETE® in my designs adds beauty and strength to existing walls.

"Exterior wall designs that I sculpt using SAKRETE® are durable to wind, rain, heat and cold. Think of it this way: Roman art stands to this day with little change. It is essentially stucco cement that has been exposed to the elements for 2,000 years and is still impressive."

Johnsie Beck, president of SAKRETE® of North America, said, "David Seils's talent is amazing. At World of Concrete, he'll showcase our SAKRETE® Type S Mortar Mix and Concrete Bonder &

Fortifier in a very compelling, unique way while presenting breathtaking Nevada topography via the bristlecone pine tree.”

The bristlecone pine is the world’s oldest tree, reaching 5,000 years of age. Its dramatic shape of twisted branches is augmented by green pine needles and dark purple cones. The tree can be found in national parks, such as the Ancient Bristlecone Pine Forest in the White Mountains of California and the Great Basin National Park in Nevada.

### **About David Seils**

Seils’s studio is located in Asheville, N.C. Originally from Wisconsin, he received formal art training at Wisconsin colleges, the University of Kansas and Ringling School of Art in Sarasota, Fla. He worked as a layout artist for the *Miami Herald* in 1964. His first wall relief project was in the late 1980s on a 5,000-sq-ft. auditorium interior, where he sculpted a spectacular earth scene of mountains, trees, swamps, hills and valleys.

His relief wall sculptures can be applied to interior and exterior walls ranging in size from 100 sq. ft. to 5,000 sq. ft. and even larger. His interior walls can absorb echoes, act as a fire retardant and supplement insulation to benefit air conditioning and heating.

Seils creates designs by first drawing on paper up to five times to get a client’s approval. He draws in charcoal because it disappears easily. Once a drawing is finalized, he uses scale and develops a grid of squares for a more precise design, and then transfers the grid to the wall. Then he sculpts the design, first creating the sky. Seils personally handles the entire construction and installation.

Sculptures can be applied to wall surfaces such as concrete block, brick, stone, drywall, or just about any modern construction material.

Seils’s website is [www.wallsculpture.net](http://www.wallsculpture.net).

### **Trust SAKRETE®**

SAKRETE® was founded in 1936 as North America’s original dry cement mix brand and celebrated its 75<sup>th</sup> anniversary in 2011. The SAKRETE® brand is owned and managed by Bonsal American, Inc., an Oldcastle company. Bonsal American is headquartered in Charlotte, N.C. For additional information about SAKRETE®, call 1-800-738-1621 or visit [www.sakrete.com](http://www.sakrete.com).

Oldcastle Building Products™ is a premier supplier of innovative and sustainable construction products for North America’s residential, commercial, infrastructure and landscape markets. With leading brands and more than 300 operating locations across the United States and Canada, Oldcastle Building Products serves architects, engineers, professional contractors and DIY consumers at the local, regional and national level. The group employs approximately 9,000 people and is a subsidiary of Oldcastle®, Inc., the North American arm of CRH plc, one of the top five international building products companies--[www.crh.ie](http://www.crh.ie).

**NOTE TO EDITORS:** Visit booth S10827 at World of Concrete to learn more about SAKRETE® and its products.

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