

# Framing Focus

## DRESS UP YOUR SURROUNDINGS

A trend towards elegance in interior design is strong, and wall decor is no exception. We offer you a wide variety of choices and design options to really make a statement with the artwork or object you want framed. Together, we can create the look you want—something you can treasure for years to come.

The ornate frame, for example, is making a comeback. And, according to the Art & Framing Council, carved frames are taking their place on the walls of many homes and offices, even in sleek, contemporary settings. “Carved frames add architectural detail to plain, white-box rooms,” says Kim Ahern, executive director of the AFC. “They add stature and depth to the piece of art, and an element of decorating surprise that’s very 21st century.”

Traditionally, frames that were carved or gilded were reserved for formal or historic works to be displayed in grand settings. But due to the freedom of decor that many people enjoy today, ornate frames are increasingly paired with various types of artwork.

“Custom picture framers can offer more choices now than ever before,” says Ahern. Choosing a larger and more ornate frame than you may have chosen in the past can add real impact to the piece you are going to display. There is an extensive range of woods, colors and textures, gold and silver tones, and other interesting frame designs that allow you to create an impressive piece.

But an ornate frame is not the only way to maximize the look of your piece. The matting we use can also go a long way, especially with the spectacular array of matboard that is being made today. A rich fabric mat, for example, heightens impact. There’s silk, velvet, leather, and suede to name a few.

The many colors and patterns available in matboard today also widen the field of choices for you. We can mix and match various looks, and use multiple mats to add depth and excitement to the piece. If you’re concerned about marrying your finished piece into the room where it will eventually be displayed, bring in swatches of fabric from that room, or a photo, and we’ll create the masterpiece you’re envisioning. ■



*This classic Renoir portrait retains the flavor of the past and a sense of a museum masterpiece in a heavily carved, leafy patterned gold frame.*



*This fruit and bowl still life makes a definitive decorating statement in an ornate, carved wood frame in shades of gold and black.*

# Clearing Up the Choices

Once you decide to have something framed, you begin to think of how you'd like the finished piece to look. What type of matboard and frame will look best? Where will you hang it? Should it match the rest of that room? But, for most pieces you get framed another important consideration is the glazing.

Glazing, which can be either glass or acrylic, provides protection of the framed piece. Prolonged exposure to sunlight can cause fading and other damage over time. Dust, spills, and splatters also pose a threat to treasured objects.

There are several types of glass:

**Regular:** This does not offer protection from light damage, but does keep out dust, fingerprints, and other hazards.

**Ultraviolet (UV) Filtering:** A coating of UV filtering protec-

tion is added to the surface of the glass. It protects the art from the sun just as sunglasses protect your eyes.

**Non-Glare:** Etched on one or both sides and scatters reflections; it both lowers reflections and light transmission.

**Anti-Reflective:** Either coated or non-coated and absorbs light to reduce reflection; it lowers reflections and increases transmission for higher clarity.

Acrylic is another option. Often, this is a good choice if you are concerned with safety, since it is shatter-resistant. Also, acrylic is more lightweight than glass.

The various options range in cost. Your choice depends on the needs of the specific piece. Come in, talk to us. Together we can decide which glazing choice is best for your project. ■

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