

# Framing Focus

## FINDING THE RIGHT LOOK

When it comes to custom framing a photograph or print, there are a number of decisions—like color, material quality, and size—that will determine how your finished project will look. These same decisions will also determine the final cost. We can help you find materials that fit your taste and your budget—whether it's clean and simple or rich and elegant or perhaps somewhere in between.

If you are starting with a smaller budget, the key to a successful design is keeping your frame, matting, and mounting simple. Keep the focus on your artwork, then choose add-ons and upgrades as your budget allows.

If you have a larger budget to work with, different design techniques and an upgrade in the quality of materials can add value and elegance to your frame design. Simple enhancements, such as a hand drawn ink line and additional spacers, can create a more upscale look. Fabric mats, foam-board spacers, and larger mouldings are also simple ways to take your frame to the next level.

When you can invest more money in your project, you can upgrade from a basic matboard to a hand-covered suede mat or multiple mats and higher quality mouldings. You can even embellish the design with decorative corners and cuts. Ask us about what options are available for your framing project; we'll work with your budget to create a design that fits your style. ■

*The second framed variation shows the opposite extreme featuring hand-rubbed finish moulding and a hand-wrapped suede mat with fillet to enhance the look of the completed design.*



*To show how different materials can be used to meet different budgets, a Lucero Olive Oil label was framed with a simple design and basic elements, then again with rich and elegant upgrades and enhancements. (Above) A subtle V-groove helps bring attention to the subject without breaking the bank.*

