

Presentation on Framing

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Why do we use frames?

- Protect the art
- Ability to hang or displaying our images

Things to consider when getting ready to frame an image

Put your self in the customer's place. Questions to ask yourself:

- Is the print excellent quality?
- Is the frame good quality or does it look "used" with nicks and scratches?
- Is the frame clean?
- Is the glass clean with no dirt or fingerprints?
- Is it free of lint, hairs, dust or specks on the art or mats?
- Is the back as professional looking as the front?
- Are my exhibit pieces unified? Do they look like they go together well?

Do the right thing. . . . even if it costs you money or time or you can't use the piece in your next show.

- Don't use the wrong mat or frame just because that's all you have.
- Do take time to find the right mat, frame or solution to enhance the image to its best potential.
- Strive for EXCELENCE.

What gallery owners want and expect from artists and photographers . . .

- Your very best!
- Three excellent pieces as opposed to ten so-so pieces.
- Give them a bio and an explanation of your exhibit that they can use for posting and/or advertising your show. Include a couple of well thought out and staged photos of yourself working at your craft.
- Give them a written list of talking points about your work, your inspiration and your process, that they can share with potential buyers.
- Give them a list of your pieces with titles and prices.
- Label each piece on the back so they know which one is which when they make and post labels.
- Prompt delivery prior to the show and pickup at the end of the show.

Optional items that help when doing an exhibit.

- Bio with photo (preferably working at your craft)
- Statement about your work / exhibit
- Certificate of Authenticity (for prints of paintings, drawings etc.)

Tools

- "D" Rings (no zig zag hangers or eyelet screws)
- Screws
- Adhesive Board (optional)

- Mat board - Buffered to maintain Alkaline pH / Acid Free and Lignin Free (Put "quality" ahead of "economy")
- White Cotton Inspection Gloves - Amazon
- Framer's Tape - for attaching image to backer board
- Glass Cleaner - Framing grade
- Point Gun
- Tape Gun w/ reverse wind tape
- Philips Screw Driver (Electric)
- Edge Cutter
- Magic Rub Eraser
- Backing Paper / Dust Cover - Heavy weight Brown Wrapping Paper, Gray, Black (can mark the wall).
- Glassing
 - Glass - Standard / Reflection Control (non-Glare) / Conservation / Museum
 - Acrylic - Standard / Reflection Control (non-Glare) / Conservation
- Bumpers - (Rubber lasts longer than foam) #20 1/2" brads keep them from getting knocked off.

Resources for Frames, Mats and tools

- <https://888mfgcorp.com/> (best resource, but may send email every day)
- <https://www.clearbags.com/>
- <https://www.framingsupplies-shop.com>
- <https://www.redimat.com/>
- <https://www.pictureframes.com>
- <https://framing4yourself.com/shop/>
- <https://www.framedestination.com/>
- <https://www.hobbylobby.com>
- <https://www.dickblick.com/>
- <https://www.jerrysartarama.com/>

Excellent Mat Board Companies:

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| Crescent | • https://www.crescentcardboard.com |
| Nielsen Bainbridge | • http://www.nielsenbainbridgegroup.com/ |
| Peterboro | • http://www.peterboromatboards.com/ |