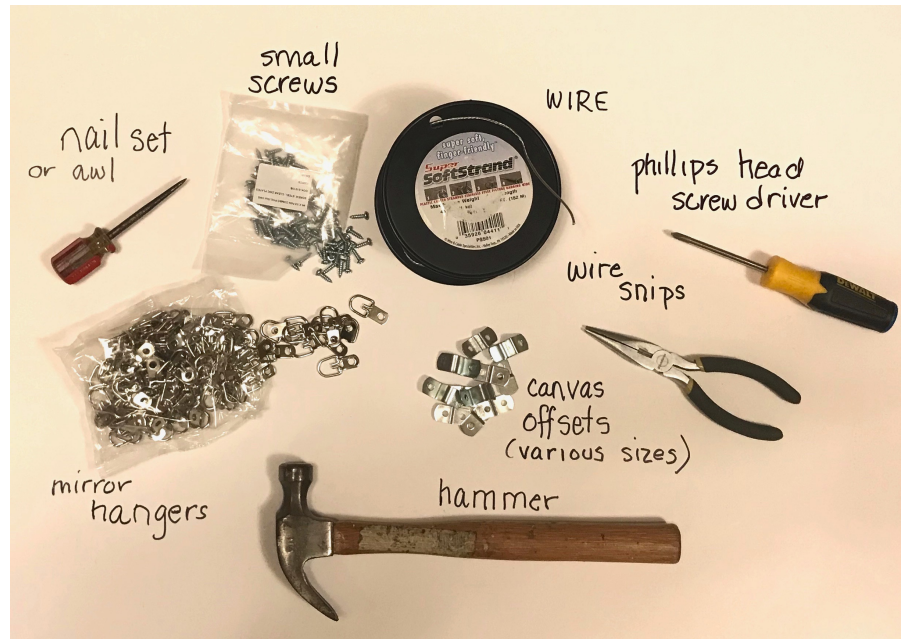


# FRAMING - EQUIPT, DO's, and HOW's

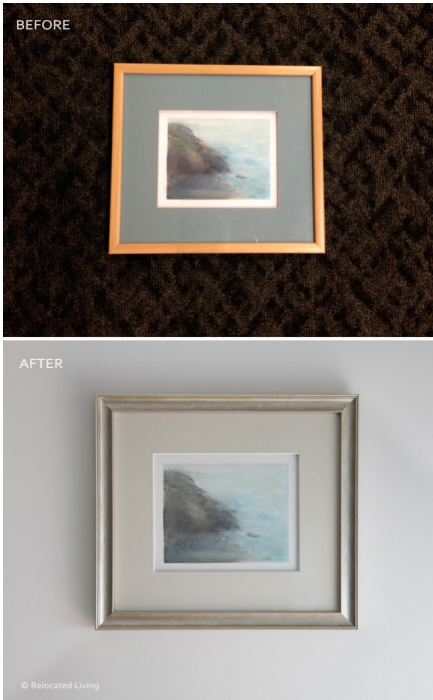
Must haves:



Nice to have:



## The DO's of framing



The frame you select is important!

“You want to present your painting in the most favorable light.

Therefore, frame selection needs to be carefully considered. ... A frame can help sell a painting or discourage it. Many times in my career, simply changing the frame made all the difference.”

- J Pototschnik



### **DO ask yourself these questions when picking a frame:**

Does the frame enhance or detract from the painting?

Is the molding compatible with the subject and style of painting?

Is the frame more important than the painting?

Does the finish harmonize well with the colors of the painting?

Is the frame in excellent condition?

Where to find frames:

[blick.com](http://blick.com)

[utrecht.com](http://utrecht.com)

[cheapjoes.com](http://cheapjoes.com)

Sales at Michaels and Hobby Lobby

Thrift stores and clearance sales

JFM enterprises (Must have tax id)

## The Big HOW

If you catch this in demo, you'll see it's not as hard as it reads!

Set-up an appropriate work station. Please frame face down on soft table top. Use towel or piece of carpet.

Have all tools handy.

Place canvas in frame and pick the appropriately sized canvas offsets to hold the canvas in. Remember, every frame and/or canvas has will set higher or lower in the back of the frame, so having several sizes of offsets is crucial. (Start with 1/4", 1/2", and 3/4".)

Use a nail set to "pre-poke" holes in the frame, (do this by placing canvas offsets snug against the canvas to get the right position). Then, use a screw driver and screw to finish securing the offsets. Make sure offsets are snug to painting and that the canvas doesn't "wobble" in the frame. (If you have an electric screwdriver this step is much easier.)

If you're going to put paper on the back, now is the time. Place 2-sided tape around the outer edge of the back of the frame. Then, place paper (may pre-cut) on top and press to adhere. Use razor or exacto knife to carefully trim any excess paper that may hang out over the edge.

Using mirror hangers, place hangers 1/3 of the distance down the frame from the TOP of the painting. Make sure it's from the top! Double check the orientation of your painting before you complete this step. I've framed way too many upside down paintings! UGH

String your wire through one mirror hanger. With about 3 inches of excess, wrap your wire using the rabbit-around-the-tree directions. (See below)

Then, with that one anchored, pull your wire taut toward the top to about 2 inches from the top middle. Estimate where you need to cut your wire so as to leave about 3 inches to wrap through the other mirror hanger. **THIS IS IMPORTANT:**. Before you finish wrapping the second hanger, adjust as needed, pulling and readjusting before you do your final rabbit-around-the-tree.

BECAUSE

When you are finished with the wrapping on the second mirror hanger, the wire should come to 2 inches from the top when hanging.

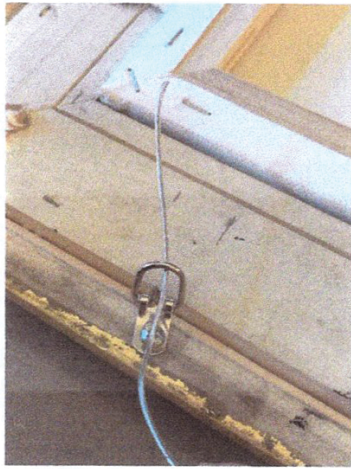
Pick up your piece, turn it around, and admire your work! Viola!

SO

**WHAT's Rabbit-around-the-tree??**

Well... Actually, it's *rabbit-out-of-the-hole, around-the-tree, and back-in-the-hole-again....* with, of course, a *twist* at the end! It's easy!

See:



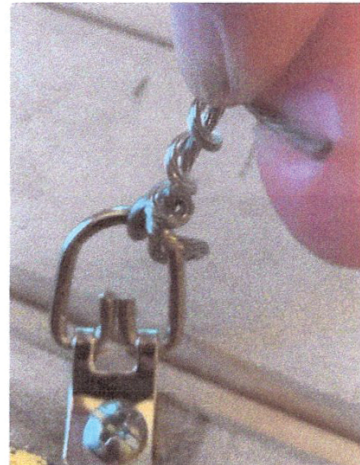
1. Through the hole



2. Around the tree



3. Back in the hole



4. With a twist

## **Where to find the supplies you need:**

Art Stores

Amazon

[cheapjoes.com](http://cheapjoes.com)

[blick.com](http://blick.com)

[utrecht.com](http://utrecht.com)

Stay away from large box stores that sell framing supplies on a piece by piece basis (i.e. Home Depot, Lowes). Pieces that cost pennies in bulk can cost dollars in small batches. Buy in bulk when items are on sale, or split orders with fellow framers.

### **On wire:**

Rolls are by far the cheapest per yard, but the initial investment can be \$70-80 for a roll that will last a life time.

Wire covered in plastic is MUCH easier on your hands, and has a more appealing look. If you use uncoated wire, roll masking tape around the frayed ends to protect yours and others' fingers.

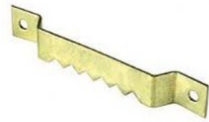
### **On papering the back:**

Most framing stores will paper the back. It is a very professional addition to your work. It protects the canvas from dirt and dust, and makes a fine place to adhere your business card or other information about the painting (certificates of authenticity, etc.).

Some framers will slit the back of the paper to allow for moisture release in high humidity areas.

## FRAMING - DON'TS

DO NOT use sawtooth hangers, or frames with pre-mounted triangle hangers (like you might find on a pre-made photo frame).



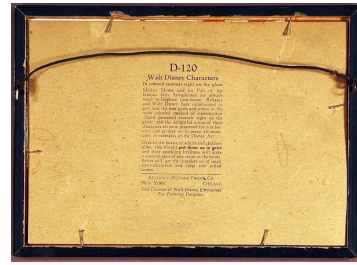
VS.



NO

YES

DO NOT tape or nail your canvas in place!



DO NOT use glass when you can use plexiglas.



DO NOT glue a frame, or a painting into it.



DO NOT use screw eyes or eye hooks as hanging hardware.



DO NOT use crooked or broken frames. Watch out for those you make at home.



DO NOT use damaged frames.



DO NOT use inappropriate frames (or matting) that take away from your work. You work too hard on a painting/photo to NOT show it off in its best light.

