



HOW CUSTOM FRAMING MAKES A DIFFERENCE

What to Consider When Deciding on Your Custom Frame

Think about relaxing at your home. In the kitchen, you reach to the fridge for your favorite beverage and waltz into the living room where you relax on the couch and take in the world around.

Notice your surroundings. The color of the walls, the texture of the carpet and flow of the curtains that frame your window panes. At a friend's home, this experience is completely different.

Color, size, texture - all these variations can completely change something that at the heart of it is exactly the same. It's all a living room, when you get to the bottom of it.

That's the power of custom framing. While art can take on many shapes and styles, the different options used in creating your custom frame will transform the way your art is perceived.

So, how do you know you're making the right decisions when framing that prized piece? Well, of course working with an expert designer will give you a solid foundation of advice to make your decisions – but before you stop in ready to buy, consider these 6 aspects of custom framing:

1. Consider what you are framing

Custom frames can be built for any unique piece of art you'd like to treasure forever. A printed photo will look better with certain combinations of framing techniques, whereas an oil painting or child's drawing might fit best with something different. Bold shapes and finishes work well with modern art, where as something with a dramatic tone might benefit from added depth. Solid wood frames with complementary tones work well with traditional art, and the color of your frame or matt can dramatically change the final results of the piece

2. Consider where the item will hang

While you want the frame to match the art inside, you also want it to complement its surroundings in general. If the piece is meant for a sunroom decorated in wicker furniture with a patio feel, lighter elements to match the space should be incorporated into the custom frame design.

3. Consider the size of the artwork

An obvious reason for selecting a custom frame is because it doesn't fit into a standard size frame you might find at a big box store. Even artwork that does fit within a standard frame is going to benefit greatly from custom frame design.

4. Consider the purpose of the frame

Frames are chosen both for aesthetics and functionality. A hard-edge frame might create a stronger, structured feel to that art while a textured frame adds a variety of perspectives, from playful to sophisticated. The frame can offer a neutral effect on the art, with a earth-tone or calming colors, or you can really make a statement with a playful, bold color choice.

5. Consider different perspectives that adjust the tone of the piece

Mat borders are used in a variety of thicknesses, and playing with that width will offer different perspectives. Mats can also be layered for an added effect. Take it one step further and add additional depth to create a dramatic look y using mounts. The frame itself can have a narrow or wide face, and the selected style changes the feel of the artwork.

6. Consider color

This applies to both the artwork and the pieces you select for the frame. Choose complimentary colors, or choose bold colors that make a statement or cause an element of the piece to really pop.



SEE HOW THE RIGHT FRAME ADDS THE PERFECT FINISHING TOUCH TO YOUR MASTERPIECE



This custom frame job is for those looking for something that is truly a show stopper. The combinations of fabric, silk mat textured frame and other pieces have high visual impact, and can really set the tone in the room decor. The picture is mounted under the fillet and mat. The silk fabric adds a formal feeling and will catch more light with its slight sheen. The frame has a fun, updated pattern and texture, but is reminiscent of traditional gold frames. The frame is a painted gold instead of a gold leaf, which can be a less expensive option, and the pattern helps pull out the movement and texture of the print.



The overall warm dark tones of this custom frame combo make the colors of this piece pop. This piece features a double mat, using two mats that are same color to keep the work neutral and avoid an overall look that might be too busy. Fabric mat is a nice way to add subtle depth of color; most fabric mats have richer tones than paper mats. The layout also features a fillet, the thin, decorative lining that segways the mat to the picture. The brown frame with the beading is a classic look that matches just about any decor and can last through changes in furniture styles or other room decor.



The added depth in this custom frame job creates a dramatic feel and the bright tones offer an important boost if this piece were to hang in a room with low light. The floated picture and floated mat with a gold fillet helps make the picture the center of attention. Raising the mat up keeps the paper from touching the glass and adds dramatic depth around the image. The light color of the mat also keeps the work from looking too dark overall. The combination of white and gold is a great look that can work with traditional decor as well as modern. Gold leaf frames are usually more expensive, but will have richer color and catch more light.