

Five Secrets to Perfectly framed art



Framing seems pretty basic right? Put print in frame. Done.

Not so fast, friend! I want to share what I learned working in Aaron Brothers' custom framing department. These are important tips you need to know to:

- > Get the most from your art by presenting it in the best way possible
- > Improve the longevity of your art so you can enjoy it for years

You've paid a premium for quality art, you've made an investment in the mood and tone of your home, you've thoughtfully considered the best place to hang your art, and now it's time to frame. Make sure you're doing it right!



1. Where to Find a Frame

Online: Amazon, Target, and Etsy are great places to start. I highly recommend this shop for rustic barn wood frames: https://www.etsy.com/shop/RusticDecorFrames

Framebridge.com offers affordable online custom framing. You send in your print, they frame it and send it back to you. Easy! My customers can even get 15% off their order with code DAFFODILCREEK15.

In Store: Michael's, Aaron Brothers, and Hobby Lobby have great selections of frames, and great custom framing departments. Of the three, Michael's seems to have the best selection of sizes and styles. (Useless side note: Did you know Michael's actually owns Aaron Brothers?)

Tips while shopping in store:

- > Bring your print! You'll be able to hold the frame up to the print to visualize them together. We'll talk about what frame to choose in a moment.
- Find natural light. Nasty fluorescent lights, begone! Natural light will more closely mimic the light in your home and give you a true color payoff.
- > Stuck? Ask a pro. All of these recommended retailers have custom framing departments with professionals on hand to assist you



2. The Matting Matter – Why you should mat your print

I know! It's so tempting to just slip the print inside the same size frame and be done. But there are a number of important reasons you should mat your print.

- The longevity of your print. Your print WILL adhere to the glass over time if they are in direct contact with each other. This will happen even faster in humid climates or rooms (such as the bathroom or laundry room). A mat lets the print breathe and will ensure your art is preserved for years.
- ➤ Damage prevention. Gravity gets you down. A mat helps support the art in the frame to prevent bending or wrinkling.
- > Drama! A mat adds to the size and dramatic appeal of the art, and provides a needed visual transition from the art to the wall.
- Ease. Many frames already include a precut mat in standard sizes.



3. What Size Frame to Buy

So, since you're matting your print (you are, right?) the frame size gets a bit tricky. But never fear! Our prints come in standard sizes, and we have a handy size chart for you. *Print this* (page 4) and bring it with you when you shop for a frame.

Quick Reference Framing Guide

| Print Size | Frame Size with mat |
|------------|---------------------|
| 8x10 | 11x14 |
| 11x14 | 16x20 |
| 12x18 | 18x24 |
| 16x20 | 20x24 |
| 20x24 | 24x30 |
| 24x30 | 30x36 |



4. What Style Frame to Choose

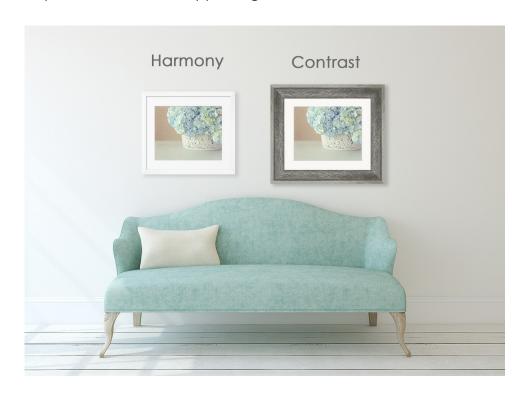
This is the really fun part! There are almost endless combinations to choose, and it can be a bit overwhelming to figure out where to start.

Things to consider:

- The frame is the supporting actress, the art is the star! Your eye should be drawn to the art first, other elements second. The frame should make you say, "Wow that's a gorgeous picture!"
- ➤ Your Vision What mood are you trying to create in your home, and in that room particularly? Make sure the frame supports your vision for the room overall and blends well with existing décor.
- ➤ Wall + location Choose a sleeker/smaller frame to blend with a grouping or gallery wall. Choose a more substantial frame for a single statement piece.

Frame Style:

- Contrast vs. Harmony Pairing a rugged, weathered wood frame with a delicate floral photo can have a striking effect.
- ➤ Harmony vs. Contrast Pairing a slim and delicate frame with that same floral photo can have an appealing balanced feel.



Frame Color:

- Colors and Tones Analyze the dominant colors in the art. Determine if your art has cool tones (green, blue, purple, gray, black, white) or warm tones (red, orange, yellow, pink, brown, beige). Then apply the...
- ➤ Harmony vs. Contrast Concept The frame can mirror the existing tones of the art for a more harmonious look, or it can contrast with the existing tones for a more striking look.



- Feel free to consult the artist. That's me! → elizabeth@daffodilcreek.com Send me a picture of the room you're decorating and I'm happy to offer my input. Seriously. I live for this stuff.
- ➤ A Note on Glass Before you head to checkout and if your budget allows, consider having a piece of non-glare UV glass cut for your frame. You'll be able to see your art in the frame so much better, and UV protection will extend the life of your print from 50 years, to more than 100.

5. Framing and Hanging Your Art

And now the part we've been waiting for! Here are my insider tips to help your DIY framing process.

➤ Clean the glass! Windex and a razor work great to remove price stickers. Clean both sides of the glass with a lint-free rag and streak-free cleaner.



➤ Tools. Here are some basic tools to assemble for framing and hanging:



➤ Be nice to your thumbs - Use a flat head screwdriver or needle nose pliers to open the metal tabs on the back of the frame. Unless you have thumbs of steel, that is.



Tape it. Use washi tape (cute decorative craft tape) to secure the print to the mat. It's acid free and removes easily for repositioning. Tape a good portion of the top and bottom of the print to the mat. Tape larger prints on the sides. Keep the print very taut as you secure it to the mat.



➤ Check for dust! — Before you place the mat against the glass, check for dust on both the mat and the glass. Use your dry rag or a puff of air to remove it.

- ➤ Seal the back If you really want to get fancy you can run double stick tape around the perimeter of the back of the frame and attach kraft paper (or any thick paper) to it. This will seal the back and keep dust and moisture out. Use a razor and a ruler to trim the paper.
- ➤ Rule of Thumb If your print is 16x20 or larger, ensure your frame (and all that glass) stays safely on the wall by installing a picture wire. Wrap the wire around itself tightly and run the wrap at least a third of the length of the wire to ensure it stays put.



Find a Stud – No, not a hot guy, a wall stud! Large frames (16x20 or larger) are heavy and full of glass. Hang them safely on a stud.

★ The BONUS Hanging Tip (that will change your life!)

Don't ruin your walls guessing where to hang your frame! Use this easy hanging method:

- > Take some large paper and cut an outline of your frame.
- Mark where the picture hanger is on the paper.
- > Tape the paper to the wall where you want to hang your frame.
- ➤ Hammer the nail through the paper where you marked the hanger and remove the paper.
- ➤ Hang your art.

Voila! No more hole-y walls. (P.S. This method is awesome for gallery walls!)



And there you have it! Five Secrets to Perfectly Framed Art. If you have any other framing or décor questions, feel free to reach out at elizabeth@daffodilcreek.com

I hope you've found lots of value in this guide. Enjoy your art!



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