

# FRAMING EXCELLENCE

## Frequently Asked Questions

Below are some Frequently Asked Questions you might have. If you have other questions please feel free to call or come by during business hours and discuss with our staff.

### 1. What type of items would warrant the expense of custom framing?

This is actually a two-fold question. I will address the cost issue first and then the choice to frame.

- a. The cost of custom framing is only as expensive as you choose. There are many options ranging from value line mouldings and paper mats to beautiful hand carved frames with full conservation techniques.
- b. There are many reasons to have an object framed. A few basic reasons would be if it is an odd size, or if it has significant monetary or sentimental value. Some of the items typically framed are family heirlooms such as tools and handmade items, diplomas, portraits, vacation photos, needlework, awards, medals, art prints, paintings, musical instruments, sports memorabilia, children's art and other things that either are a financial investment or remind you of significant events in your life.

### 2. What are the benefits of custom framing when compared to purchasing a readymade and putting it together myself?

Custom Framers are professionals who have spent years understanding how to best preserve and care for your heirlooms and art. There are many things that we do not commonly think about that a framer may catch and understand, not limited to but including how to mount, display, and preserve the items you care enough about to frame. Often this can even be accomplished in such a way as to allow you to remove the item from time to time, such as would be required if it were a cherished guitar handed down from uncle Roy or the bugle handed down from uncle Ray. If you have any type of treasure and are contemplating the best way to display, enjoy and preserve it, come see your local framer.

### 3. Do I need to put glass or glazing on my framed art work?

My recommendation to this will be yes in most cases. Over the years, this has been a steady debate, which has developed from myths of the past. Today frames have the knowledge and tools to put virtually any object behind glass and protect it from the harmful elements that are in the air in our homes. Just think of all the finger prints, handprints, dust, allergens, smoke, and grit that is in the air we breathe, and how it affects the items we treasure. You will also find that if you go to most any museum you will find that they have made steady and regular progress towards glazing and protecting each item they have on display. It truly protects and beautifies the work being framed. If you have questions of why you should glaze your item, come by and see us. We will be happy to point you to resources that document our stance on this subject.

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4. Does everything have to be framed using expensive conservation methods?

No. When you come into our shop we will first take some time to get to know you and the items you are looking to frame. If it is a decorative only piece that has little or no financial or sentimental value, we will frame it accordingly and it will last for 10-15 years, however if it is a cherished treasure, we will help you to find the perfect way to enhance and display your treasure while preserving for many years to come while working within your project constraints such as budget and design criteria. We are always willing and ready to help you choose appropriate framing accoutrements and treatments for your artwork.

5. How do I care for my frame when I get it home?

- a. Never spray any type of harsh chemicals or cleaners directly onto the frame, glass or artwork.
  - i. There are many types of glazing (glass) available so be sure to ask your framer for the appropriate cleaner for the glazing he used on your project.
  - ii. There are also many types of finishes for the frames themselves. However, generally a soft cotton cloth dampened with furniture polish can be used to clean most wood finishes. It is a good idea to ask your framer when you pick up the piece for any special care notes.
- b. Be careful to hang your project in an appropriate location. If you are uncertain ask the framer if he does installation or has a contact for someone who can help.
- c. Take your project back to your local framer once a year for inspection and cleaning if required.