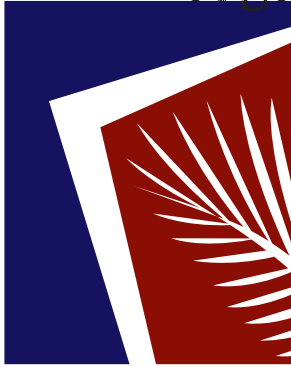


Artistic
edge



Custom Framing
& Gallery

916.482.2787

1880 Fulton Avenue
Sacramento, CA 95825

Ten Things to Know Before Framing Your Picture:

1) What and why to custom frame

Whether you are framing a poster, your kid's handprints, or a fine work of art, custom framing will reflect your personal taste and protect your piece for years to come.

2) Consider the surroundings

While you should certainly consider the room's decor, you shouldn't match the frame to the room at the expense of what looks good with the picture. Keep in mind that the room decor may change in the future.

3) Choose matting to enhance your artwork

Matting is the term used to describe the "window-cut" material placed around an image within a frame. They can be made of a variety of materials such as paper, cotton and fabric in a wide range of colors. Mats serve as a spacer allowing the artwork to expand and contract with changes in humidity. Matting makes the overall size of the finished piece larger and provides a space for the eyes to rest between the art and the frame.

4) An ounce of prevention

Many times cherished art is damaged prior to arriving at the frame shop because it is improperly stored or transported. If it's a rolled piece such as a poster, serious damage can be caused by rubber bands, tape, paperclips and even a gentle squeeze. Make sure that the artwork is placed in a folder, protective covering, or a tube. To prevent accidental damage, allow us to remove the artwork from its packaging.

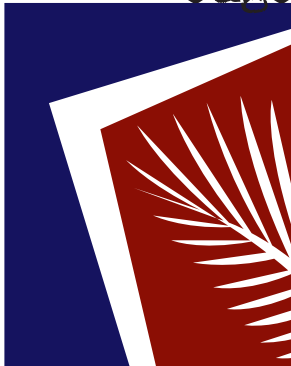
5) It's all in the details

Consider adding another detail. Fillets, beveled mat treatments, creative window openings, specialty paper or fabric mats can add a distinctive flair to your artwork. We are familiar with these options, and can help you decide what works best with your item. Sometimes it's the smallest element in framing your artwork that makes it stand out.

6) Choose the best frame to enhance your art

There are thousands of different frame styles and sizes that come in a variety of stains, glazes, and finishes. Let us help you select the frame that best suits your artwork and have it made to your exact specifications.

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7) Archival materials protect your art

Some common framing materials such as paper mats and cardboard contain acid that will gradually destroy your art, and these materials are not used by Artistic Edge. Using archival mats and backing boards will help protect art from the damaging effects of time and from common pollutants that cause yellowing, fading and deterioration.

8) Mounting your artwork properly

The dry and wet mounting processes bond artwork to a board to prevent artwork from bubbling or waving and are most appropriate for posters and photographs. Pieces of any value are generally not dry or wet mounted since these processes are irreversible and can greatly affect any resale value. Museum mounting, commonly known as hinging, attaches the art with paper hinges to the board. The art hangs freely, allowing it to expand or contract with changes in humidity. Hinging or archival photo corners are recommended for original artwork, delicate photo graphics, and other irreplaceable items.

9) Choose glazing to protect your artwork

Glazing refers to the glass or acrylic material covering the artwork as a means of protection. There are many variations including regular clear glass, anti-reflective (chemically coated), non-glare (acid etched) and conservation glass (specially formulated to help filter UV light). There are also acrylic glazing products that come in the non-glare and UV filtering varieties. Acrylic is lighter in weight and is safer than glass but requires a soft cloth and a non-abrasive cleanser. It is ideal for oversized pieces, frames hanging in children's rooms, or items to be shipped.

10) Find the right framer

A good framer will help you with all the decisions that go into properly framing your picture. Find someone you are comfortable with that understands what you want.