

What is So Special About Custom Picture Framing?

By definition, a custom picture frame is one of a kind. A well-designed, well-made custom frame will last for many more years than most of your home decor including your couch and drapes. Custom frames are personalized furnishings for your home.

Read on to learn more about having your artwork custom framed.

As an art gallery owner for 33 years, custom picture framing has played a huge role in my business. Over the years many clients have asked about custom picture framing and are curious about what custom picture framing involves. When a client chooses to have an item custom framed, they are taking advantage of personalized custom design services provided by the business.

Custom picture framing not only includes choosing from a wide selection of mat types and colors to complement the artwork as well as the surroundings where the piece will be displayed, but it also involves choosing the appropriate frame style and design and determining the proper type of glazing - all things a professional framer will consult and advise a client about.

The custom framing options available are varied and numerous, and a professional picture framer offers personalized service, working with the client to make the best choices to suit the client's needs. Choosing the perfect mats and frame for an image is fun for the collector and very satisfying for the framer to see the project come together.

Framers generally cut the inner-most mat first and set it on the image. They then cut and add the next mat and so on until the matting that the client has chosen is complete. With each additional mat, the image evolves and changes until finally the glazing and frame are added.



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When P. Buckley Moss creates a specific image for a show at The Art Loft Gallery, Ltd., collectors question the routineness of framing the same image repeatedly. As a framer, each piece of art, whether it is the same image or not, is framed in a unique way and is never routine. This is because different mat colors and different frames change the piece significantly and dramatically, and this specialized service is personal for each client. It is the responsibility of the framer to help make the perfect connection between the artwork, where it will hang, and the client.

Don't ever be afraid to talk to a professional framer about your needs and expectations concerning a piece of artwork. That is why the professional picture framer is there.



Pat remarked the limited edition print, Sisterhood, for a fundraiser for PEO at The Art Loft Gallery's 2016 show.



Playing with color choices allowed me to choose something that not only complemented the image but also took into consideration the meaning of color to the PEO organization (specifically the color of a daisy) and also allowed me to choose something somewhat neutral to complement the image - not knowing where the piece would ultimately hang.



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On this custom framing project, the colors complemented the image (note how the gold mat has a variegation that picks up the coloring in the dress of the girl on the far right) but remained neutral so that it could hang in any decor, in any office or home. The design cut also complements the artist's design and layout of the image.

*Written by Carolyn Welch,
Owner and operator of The Art Loft Gallery, Ltd., in Collinsville, Illinois,
An authorized P. Buckley Moss Dealer for more than 30 years.*

P. Buckley Moss is an American and Virginia artist, whose art expresses her interest in strong family values and cultural heritage in her own distinctive style, giving us a collection of art that is filled with a lifetime of experiences. She is known as America's most celebrated living artist. She currently lives in Radford, Virginia and travels around the country to attend shows with galleries and meet her collectors and sign her work for them.



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