

Mastering Mounting

by Chris A. Paschke
CPF, GCF, CMG



Digital Trends 2008

In home decor and commercial markets there is a trend to use modern technology to produce everything from high-level digital fine art to the Blackberry. Framers have had to learn how to deal with the ever-changing demands of handling, mounting, and framing these new

is prior to determining how to best showcase it. As more contemporary fine artists demand mounting to aluminum composite, acrylic sheeting, glass, ceramic, wood, and so on, framers have had to continue to ask questions and educate themselves on new materials and techniques.

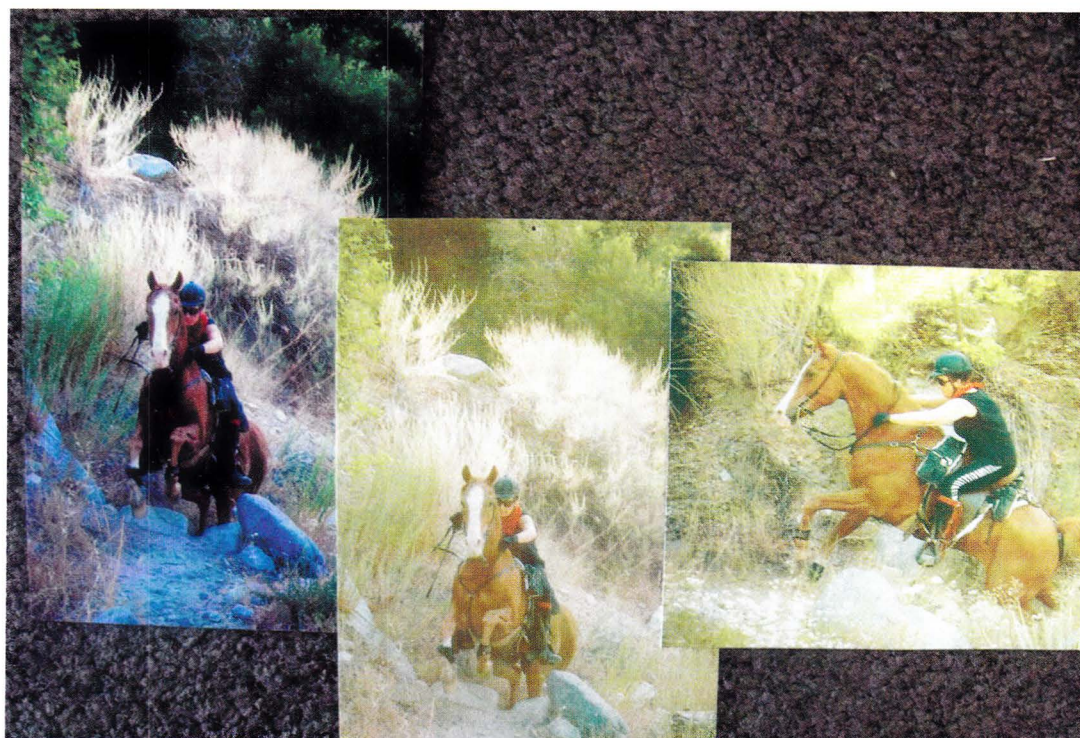


Photo 1: These photos were printed the same week. The one on the left was printed on Canon Photo Plus and kept in dark storage. The one on the right was printed on Epson Glossy Photo Paper and was exposed uncovered to ambient light.

WCAF 2008

Keeping up with the Joneses is tough enough, but keeping up with the changing arts can be overwhelming. The very best way any individual retailer can keep ahead of their competition is to stay informed. Continuing education through trade magazines, books, shows, and classes is more important than ever.

Current issues are always discussed at the annual West Coast Art & Frame Show, which will be held this

images as well as how to use the iPhone.

Last month this column covered the evolution of mounting over the last 30 years and how a framer's knowledge of art has been forced to expand to encompass today's technology. As a result, framers need to know what a piece of art

month in Las Vegas. This has become the most important framing industry show of the year, and it just keeps getting better. I am once again teaching a number of classes related to the challenges of 21st century framing, including Digital Updates and Fearless Photo Mounting: 2008. All

IMMEDIATE SHIPMENT NATIONWIDE
FROM A LARGE STOCK OF
VELCRO® BRAND HOOK AND LOOP TAPE,
VELCOIN® BRAND FASTENERS AND
VELTEX® BRAND DISPLAY FABRIC

VELCRO® BRAND FASTENERS



- Tape and Coins available with pressure sensitive adhesive and plain back.
- Widths from 1/4" to 4".
- 60" VELTEX® loop fabric available in many colors for display and exhibit use.
- Mated Hook & Loop coins and squares/strips available.
- Straps - Reusable, One-Wrap® cable ties, custom sized.
- Special colors and sizes available on request.
- Flatware/Jewelry Display Boards.
- Custom fabrication and assembly.
- Precision die cut pieces.
- Crating Felt.

**Platinum
STATUS
VELCRO®
brand
Distributor**

**levitt
textiles**

WE WORK HARD TO SERVICE EVERY CUSTOMER

1-800-548-0097

LEVITT INDUSTRIAL TEXTILE CO.

Email us at: sales@levitttextiles.com

TEL: 516 933 7553 • FAX: 516 933 7554

Visit our website at: www.levitttextiles.com

Photo 2: These reprinted desktop photos were slightly overlapped when pinned to an open-air bulletin board in a darkened office corner. Notice the 1/8" non-faded line at the bottom of the left image.



of my photo and digital classes are annually updated to include new technological advances, innovative concepts, and mounting issues. Come and see what's new.

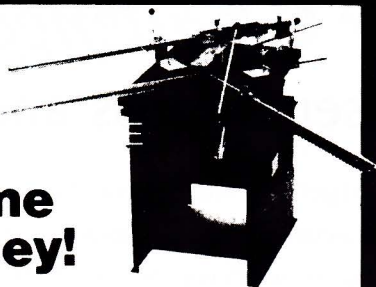
Exterior Fine Art

In considering framing trends for this year it is important to take a closer look at patio art. Though "patio art" is not an official term,

FRAME SQUARE

mitre saw

**proven
profit
maker
saves time
and money!**



More and more professional picture framers choose the Frame Square Mitre Saw. Designed especially for high volume production, it's a micro-accurate all-purpose saw that replaces ordinary saws and choppers. And it cuts all kinds of moulding correctly and efficiently from metal caps and woods

to aluminum extrusions... without changing blades. Quick-set quick-lock clamps assure a perfect fit every time. Featuring ease of operations, safety, versatility, speed and dependability, the Frame Square Mitre Saw will get the job done the way you want it done... profitably!

We have a lot more to tell you about why this mitre saw is a proven profit maker that will save you time and money.

CALL NOW (704) 289-8760

**Frame
square**

FRAME SQUARE INDUSTRIES

P.O. BOX 2065 • 314-A DEPOT STREET
MONROE, N.C. 28112 • FAX (704) 289-9206

See us at the West Coast Art & Frame Show January 28-30, 2008

FORDYCE PICTURE FRAME

A family owned and operated company

- ◆ Ready-Made frames
- ◆ Certificate frames
- ◆ Framed Art
- ◆ Moulding

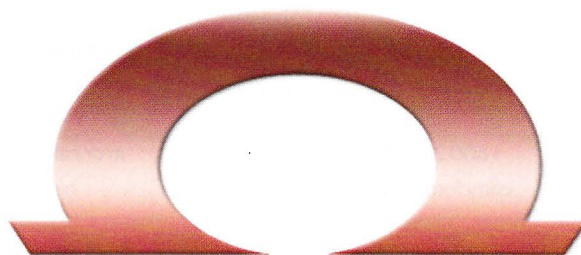
Contact Information:

Joe D. Barnes
phone 870-352-2115
fax 870-352-2606

toll free: 1-877-44FRAME

More items available upon request

MADE IN THE USA



Value and Vision
MEMPHIS

See us at the West Coast Art & Frame Show January 28-30, 2008



Photo 3: The faded vertical strip down the right side was caused by an overlap in the prints.

it defines a developing trend. Consumer art has been crossing over from living room to patio for a number of years now. Solvent inks and the wide format printer were designed for commercial exterior use rather than fine art. But the tolerance and durability of solvent inks is beginning to move them off the streets and into the decorative art world. Weather-resistant Ariel Art gallery wrapped canvases, WeatherPrint wide format decorative art on aluminum composite, and fine art murals on LexJet satin fabric have all made an entrance.

This past year tapestries and banners have flooded home interiors and are now moving outdoors.

An exhibition of 21 garden banners by Holly Alderman was recently installed for a six-month outdoor display at the Saint-Gaudens National Historic Site in Cornish, NH. These wide-format, abstract, computer-manipulated digital photo creations were printed with an Epson Stylus Pro 9800 using pigmented Ultra-Chrome III inks on LexJet Water Resistant Satin Cloth. The banners are displayed as free-flowing tapestries hung from a chain connected at the two ends of a solid rod through a top sleeve sewn in the banner (Diagram 1). They are free hanging, unprotected, open-air works of textile art (Digital Graph-

Look who's a winner of the Museum Glass® Secret Shopper Challenge!



Joy Borelli-Edwards
BE Galleries Lawrenceville, PA

Joy Borelli-Edwards is reaching new levels of success with Museum Glass®. "I start my designs with glazing rather than mat and moulding because art looks very different with different glazing. I also show my Museum Glass wall displays I have made using Japanese prints. My customers are amazed that they can't see the glass. Museum Glass has such an immediate impact with my customers that about 90% buy it. I've been framing for 29 years and I truly believe Museum Glass is the best glazing option."

You can win, too! Here's how:

1. Call 1-800-282-8788 or enter online at ilovemuseumglass.com.
2. A Tru Vue® Secret Shopper will come in or call your store with a framing project before 2/29/08.
3. If our Secret Shopper is offered Museum Glass, you'll win \$75!

Museum Glass®

99% UV protection. Amazing clarity.


Only U.S. retail frame shops eligible. All entries not completed in full are void and will not be eligible to win a prize. All entries become property of the sponsor, and in the event that the entrant wins a prize, the entrant consents to the disclosure of their name by receipt of the prize. To obtain the identities of this prize winners, send a self-addressed, stamped envelope to: Tru Vue, MC Secret Shopper Winners, 9400 West 55th Street, McCook, IL 60021. For contest eligibility and rules visit ilovemuseumglass.com. Checks will be made payable to your frame shop. Museum Glass, Optium, Tru Vue and the Tru Vue logo are registered trademarks of Tru Vue, Inc., McCook, IL, USA © 2007 Tru Vue, Inc. All rights reserved.

Leo Uhlfelder Co.

For the Ultimate in Gold Leaf



Offering The Largest, Most Comprehensive Selection of High Quality German and Italian Gold Leaves

Both, Virtually Pinhole Free
Popularly priced to assure high profits
XX Deep-Patent - Glass-Gold
Roll Gold-Palladium Leaf - Moon Gold
Composition Gold Leaf and
Aluminum Leaf also available
...and High Quality Gilding Deserves



GOLD SIZE
Available in both Quick & Slow Forms

* All Orders Shipped Within 24 Hours

Leo Uhlfelder Co.

420 S. Fulton Avenue
Mt. Vernon, NY 10553
(914) 664-8701 Fax: (914) 664-8728

www.uhlfeldergoldleaf.com
Email: uhlfelder@aol.com

ics, November 2007, "Off The Walls").

Technology has thus perfected a high-grade fabric that will not only tolerate extremes of light, wind, humidity, and moisture but has also refined enough to attain fine art status. Assorted vinyl and weather-tolerant fabrics have been used for exterior display and advertising for decades but have never been considered fine art. It is no surprise that the durability of solvent inks or the potential of synthetic fabrics would move it into the art world.

Environmental Trends

Solvent inks were developed for printing on a wide variety of substrates for exterior advertising, commercial signage, automotive banners, and floor graphics. These

inks used to be very flammable, toxic, and full of harmful volatile organic compounds (VOCs). These VOCs are emitted as gases from certain solids or liquids and include a variety of chemicals that might have short- and long-term health effects. New regulations over solvent-based inks are calling for dramatic reductions of VOCs containing hazardous air pollutants in solvent printers resulting in a newer version of eco-solvent inks that reflect growing demands for green products to protect the environment.

A newly released printer from Mutoh, the ValueJet 1608 (Bio Hybrid Printer), is a solvent-based, wide-format printer capable of printing on a wide variety of soft and hard substrates, including Coroplast, uncoated PVC (vinyl),

ARTFUL PICTURE FRAMES

Plein-Aire, BAROQUE, & Contemporary

READY-MADES
In-Stock - Ready To Ship

Buy Frames That...

SHOWCASE YOUR ART

INCREASE YOUR PROFIT

email us for **MONTHLY SPECIALS**
info@artfulpictureframes.com

www.artfulpictureframes.com

QUALITY FRAMES • BEST PRICES

800-840-4738

foamboard, PPMA, aluminum composite, and wall coverings. Fine art canvases and print images may very well end up being printed directly onto the desired end product, eliminating the need to have a

framer mount it at all.

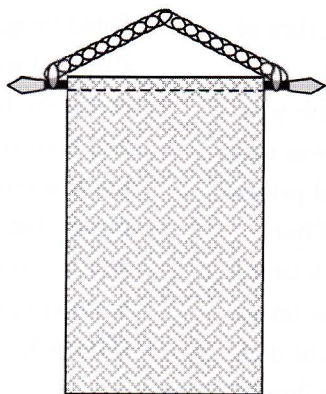
The concept of being "green" is hitting every aspect of production and consumerism. Today eco-solvent printers are being looked at for more refined applications. In a recent discussion while researching digital canvases, one print publisher told me, "As soon as we all go to solvent inks, the cracking and flaking ink issues of stretching canvases will stop".

Consumer vs. Prosumer

Today's clients include artists and photographers that are producing their own images for consumers through gallery, craft fair, or corporate sales. The digital age has launched new technologies, new products, and new words. One of the newest is "prosumer." A prosumer is the professional consumer.

The typical consumer might buy a Canon MP530 all-in-one desktop machine that copies, faxes, and prints paper and digital photos. A prosumer would buy the

Diagram 1



Open air translucent tapestry hangs from a chain connected at two ends of a decorative rod through a sleeve at the top of the banner

Canon image-PROGRAF iPF8000 for commercial production or self-publishing for retail sales. In either case, the resulting digital image could still end up at a local custom frame shop.

Since prosumers might create larger wide-format

art for wall or patio decor and may be selling into the production world, their needs will be different from home printers creating photos for family albums or family portrait walls. Prosumers are manufacturers of images for sale. As such, they are the only ones allowed to coat their digital images with liquid laminate. A common discussion and article topic today involves coating digitals to better protect them and extend their life. While this may be true, a framer doesn't have the power to coat a customer's or a prosumer's art.

The framer never has the right to apply liquid laminate coatings to digital images, if for no other reason than there are a variety of unknown variables. For example, is an inkjet image solvent or water-based? Pigment or dye? Only the printer of an image knows for sure.

Desktop Photos

Eco-solvents aside, desktop photos are not necessarily archival or light-fast. One common definition of

Look who's a winner of the Museum Glass® Secret Shopper Challenge!



Keith Helwig
Atelier D'Art Marlton, NJ

Keith Helwig is reaching new levels of success with Museum Glass®. "After choosing mat and molding, we mention that Museum Glass enables you to see your piece and enjoy it without reflection. We show our customers a variety of self-made displays around the store which makes the benefits of Museum Glass very obvious. Since last year our Museum Glass sales have increased 75%. Our customers like it so much we also include Museum Glass in some of our ready-made frames made from our Museum Glass scrap pieces."

You can win, too! Here's how:

1. Call 1-800-282-8788 or enter online at ilovemuseumglass.com.
2. A Tru Vue® Secret Shopper will come in or call your store with a framing project before 2/29/08.
3. If our Secret Shopper is offered Museum Glass, you'll win \$75!

Museum Glass®

99% UV protection. Amazing clarity.



Only U.S. retail frame shops eligible. All entries not completed in full are void and will not be eligible to win a prize. All entries become property of the sponsor, and in the event that the entrant wins a prize, the winner's consent to the disclosure of their name by receipt of the prize. To obtain the identities of the prize winners, send a self-addressed, stamped envelope to Tru Vue, MG Secret Shopper Winners, 9400 West 59th Street, McCook, IL 60325. For contest eligibility and rules visit ilovemuseumglass.com. Checks will be made payable to your frame shop. Museum Glass, Convention Clear, Tru Vue and the Tru Vue logo are registered trademarks of Tru Vue, Inc. McCook, IL, USA © 2007 Tru Vue, Inc. All rights reserved.

archival means keeping a photo or print in a special area for an extended period of time. Storing printed images by placing them in a scrapbook, photo album, or framed enclosure using museum quality materials, boards, and adhesives often meets this definition, but that still does not identify the art itself as archival.

When a company states that its photos are archival, it implies that the permanence, lightfastness, durability, and chemical stability of an image will remain the same for an extended period. And this most often is found when using original manufacturers' products, such as an Epson printer with Epson ink and Epson photo paper. When that same photo, using OEM products, is not framed or kept in a "special" area,

the longevity or archivability may be altered.

A digital photo was taken of Moon and me during an endurance competition this past June 2007. The original was taken with a Canon camera and printed the same day on Canon Photo Paper Plus Glossy. A week later I scanned and reprinted the image on my Epson C86 pigment desktop printer using Epson Glossy Photo Paper, all OEM products to pin to my bulletin board. My board is in a relatively darkened corner of my office with no fluorescent light or direct daylight, just natural, ambient light.

I began noticing fade at two months. By four months the level of fading had turned the reprint yellow and pale in comparison to the original, which has been kept

in dark storage (Photo 1).

Closer examination of the faded image clearly shows a 1/8" strip and round pushpin pattern across the bottom where the photo had been covered and little fading has occurred (Photo 2). Also notice that the right vertical strip, which was under the other photo, is closer to the original in color (Photo 3).

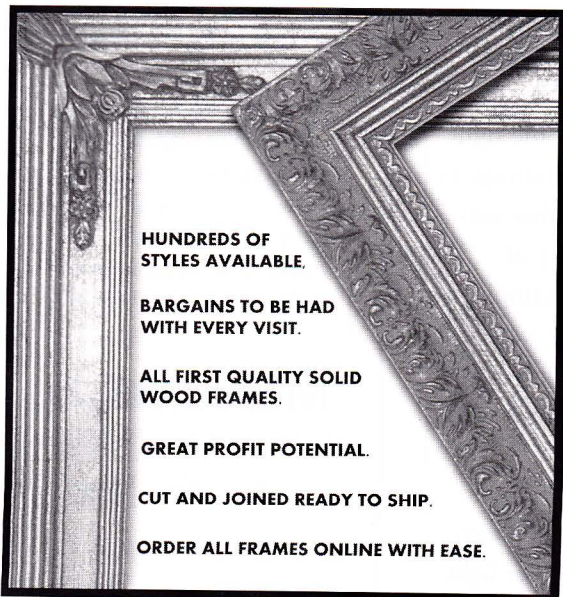
Damage As a Sales Aid

Many desktop prints are long-lasting, but all will be subjected to the natural damage of UV light, visible light, humidity, temperature variations, pollution, and bugs like any other photograph. Printed images are best preserved if framed because the enclosed environment of a frame package helps keep damaging elements more at bay.

See us at the West Coast Art & Frame Show January 28-30, 2008

CLEARANCE FRAMES.com

READYMADE PICTURE FRAMES AT CLEARANCE PRICING



www.clearanceframes.com

info@clearanceframes.com

earthgalleryonline.com

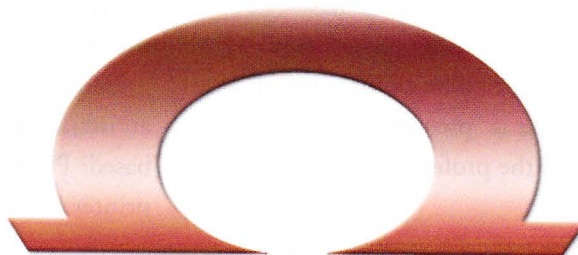
WHOLESALE FINE ART

Italian English and French
Lithographs & Engravings
Highest Quality Lowest Prices
Architecturals
Historical Motifs
Chinese Silks
Japanese Woodblocks
Botanicals

Complementary Suite of Urns with First Purchase

713 569-2967

manfred1@peoplepc.com



Value and Vision
LOS ANGELES

See us at the West Coast Art & Frame Show January 28-30, 2008

In-store samples like this would be a great sales aid for getting photos framed under glass. This is not a promise that there won't be any fading, but it is a better environment and generally extends the life of any inkjet photo.

Trend Wrap

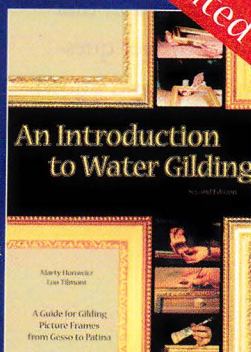
As a new year commences, the trend towards more technological-ly printed art is sure to continue. As eco-solvent printers improve and water-resistant silks allow artists to create for the outdoors, framers will continue to study, ask, and research how to frame these new pieces. Canvases may sag and photos peel and fade because of mismatched inks and

fabrics or photo backings with no tooth. But tomorrow, who knows? All's well that ends well, and one day there will be good solutions for these issues. In the meantime, have a Happy New Year! ■

Chris A. Paschke, CPF, GCF, Mounting Editor, owns Designs Ink in Tehachapi, CA, featuring commercial custom framing, fine art/graphic design, and industry consulting. Specializing in mounting, matting, design creativity, and fine art, she works with industry leaders and has taught for The National Conference. She has written two books on mounting: *The Mounting and Laminating Handbook* (now in its second edition) and *Creative Mounting, Wrapping, and Laminating* and can be contacted at www.designsinkart.com.

All the basics from Marty Horowitz & Lou Tilmont

The new second edition of this book from two masters in the gilding trade answers all your questions about materials and techniques. It's full of step by step instructions, photos of the techniques, and recipes that really work! This book will lead you through the complete process of water gilding, from the treatment of the raw wood, the preparation and application of gesso, preparing the clay, and laying leaf. There are also chapters on ways to seal and finish the framing using time-honed techniques. Both beginning and advanced gilders will gain much from this updated edition. **Item #B605 • \$24.95**



☐ Check ☐ Visa/MasterCard

Card Number: _____

Expiration: _____

Include \$5.00 for shipping

Mail or fax to: PFM PubCo., P.O. Box 102, Morganville, NJ 07751

FAX: 732-536-5761

Name _____

Company _____

Street _____

City and State _____

Zip _____

Phone _____

Available
from

PFM
PUBCO

Look who's a winner of the Museum Glass® Secret Shopper Challenge!



Wendi Miller
Miller Frame Pittsburgh, PA

Wendi Miller is reaching new levels of success with Museum Glass®. "I always spend time up front to get to know my customers and their art before the design process. When it comes to glazing choices, I find the best tools are the Tru Vue® glass specifiers. My customers are very impressed by Museum Glass. I always mention that Museum Glass has a similar coating to eyeglasses that helps you see better without any reflection. Most of my customers can relate quickly to that example. Then I provide a complete price for the project and do not itemize the glass."

You can win, too! Here's how:

1. Call 1-800-282-8788 or enter online at ilovemuseumglass.com.
2. A Tru Vue® Secret Shopper will come in or call your store with a framing project before 2/29/08.
3. If our Secret Shopper is offered Museum Glass, you'll win \$75!

Museum Glass®

99% UV protection. Amazing clarity.

 **TRU VUE**

Only U.S. retail frame shops eligible. All entries not completed in full are void and will not be eligible to win a prize. All entries become property of the sponsor, and in the event that the entrant wins a prize, the winner's consent to the disclosure of their name by receipt of the prize. To obtain the identities of the prize winners, send a self-addressed, stamped envelope to Tru Vue, Museum Glass Secret Shopper Winners, 9400 West 55th Street, McCook, IL 60025. For contest eligibility and rules visit ilovemuseumglass.com. Checks will be made payable to your frame shop. Museum Glass, Tru Vue and the Tru Vue logo are registered trademarks of Tru Vue Inc., McCook, IL, USA © 2007 Tru Vue Inc. All rights reserved.