

Design Elements: **Pop of Color**

Chris A. Paschke, CPF, GCF, CMG

Sponsored by Englesen Frame & Moulding

West Coast Art & Frame Expo, Las Vegas 2019

Why Pop of Color?

Understanding Color

- Introduction to Color Theory

Shades of Gray

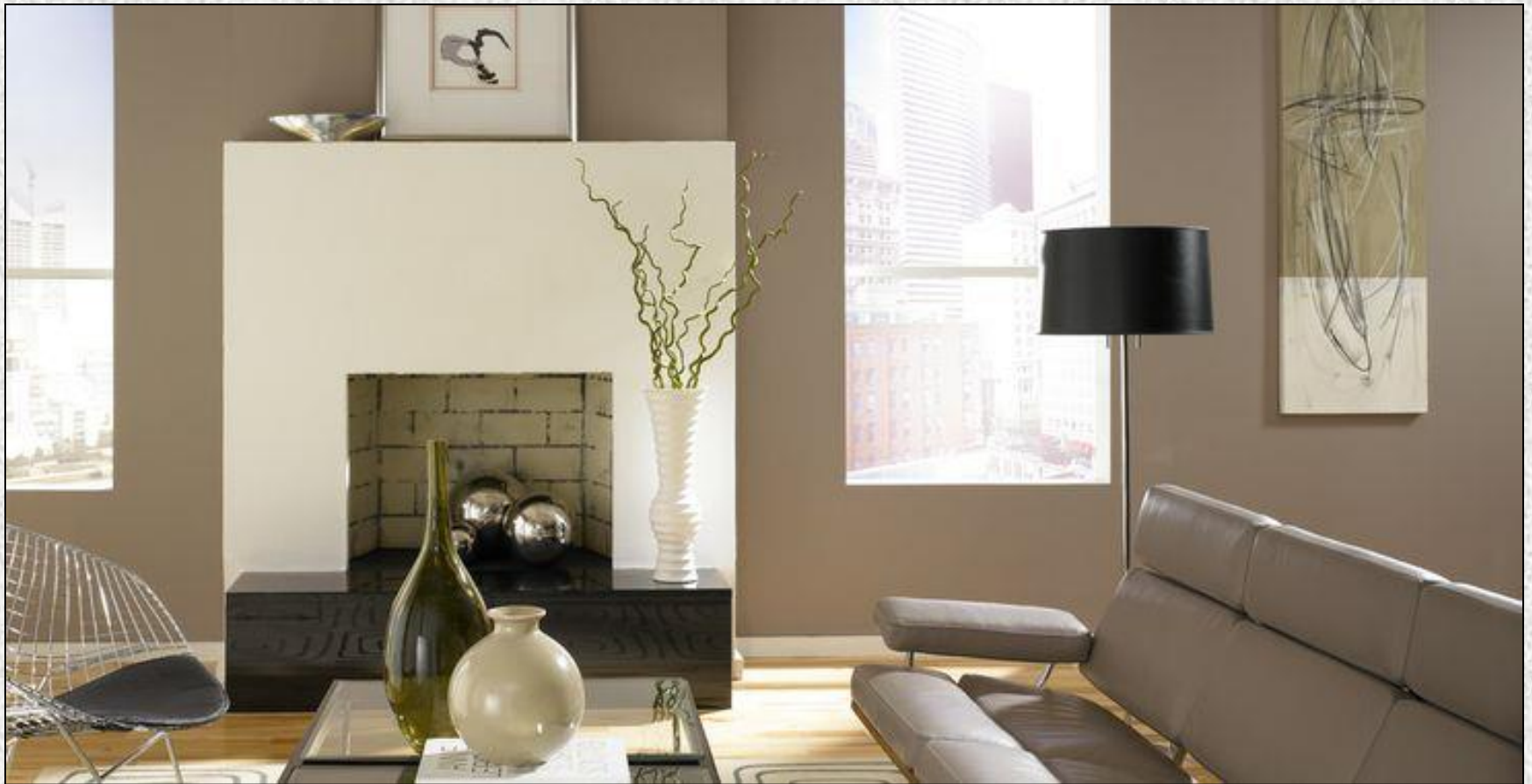
- Neutrals are in all color families
- Tints, Tones, Shades

Pop of Color

- The Right Lighting
- Accents in Design



Neutral tones of modern farmhouse styling, no color pop.



The framing is minimal allowing the art and accents dominance

The art emulates the room,
the color pop on the fireplace is bracketed by visual textures.





Pop of green with the flowers alone in a field of neutral gray.

Create a focal point for the room allowing the neutrals to create mood.



The touches of red play off the white lettering, but don't overpower.





ELLE DECOR

Color pops may be subtle like flowers, or a single pillow...or intense as the pink accents and wall graphic here.

Placement and variation in the patterns and color keeps the eye moving and more interested.

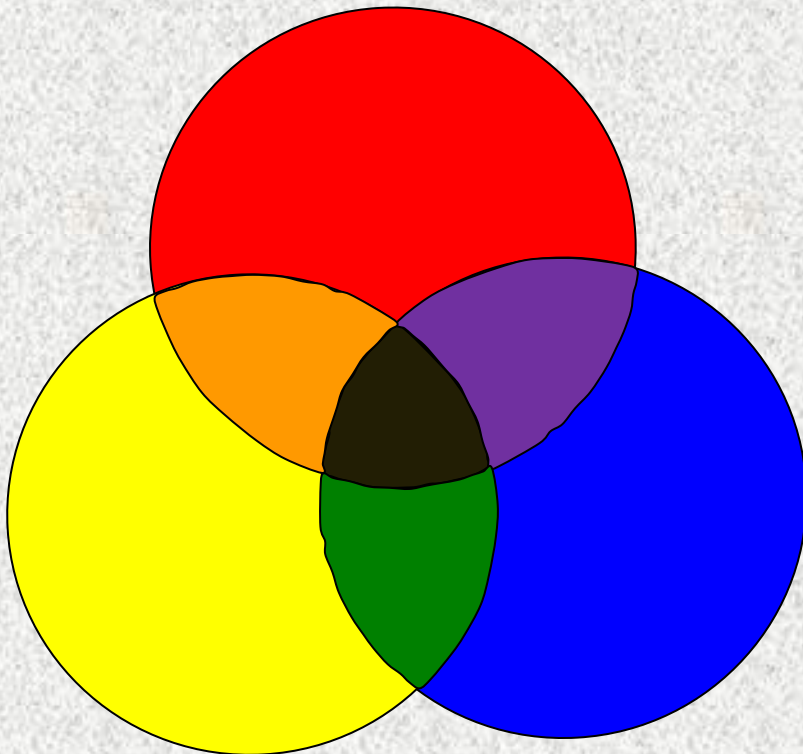




Color Review

Subtractive Color Theory

(ARTIST PIGMENT)

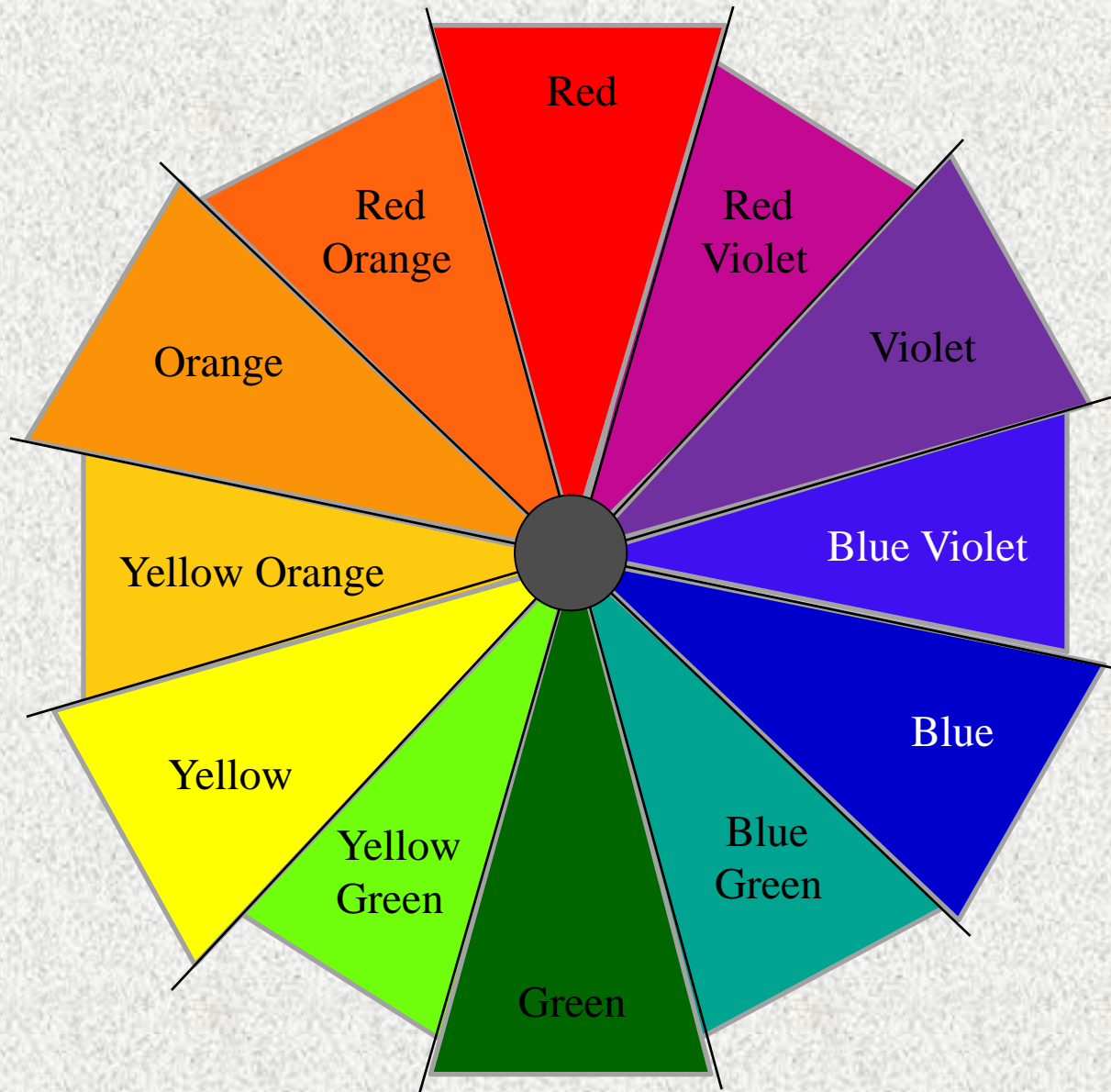


Pure pigmented primary colors red, yellow, blue are mixed to create secondaries of orange, green, purple.

When three primaries and three secondaries (all six) are blended...the result is muddy grey, brown or black.

Unlike light waves, no amount of color mixing will ever produce white.

Color Wheel



Warm v. Cool Colors

Warm colors associate with daylight or sunset

- Hues from red through yellow
- Seem to advance
- Warm colors may stimulate
- Warmer lights help relax

for public areas, restaurants, museums

Cool colors associate with a gray or overcast day

- Hues of blue green through blue violet
- Tend to recede
- Calm and relax
- Cooler lights enhance concentration for schools, offices



Color and Light

If you can't see the color, it can't **POP**

What's being said...about Lighting

What used to be a last minute add-on to a fixture has become an integral part to the overall aesthetic of a piece. With current sales over 60%, LED filament bulbs are a top seller.”

- Kareen Stephens, Bulbrite

What's being said...about Lighting

LED is now affordable and dimmable and the color temperatures match warm incandescent filament bulbs.

- Jeff Emmerson, Lamps Plus
(A huge fan of incandescent bulbs)

- Consumers often purchase daylight bulbs thinking they will emulate daytime light, and are then unhappy with the extremely blue hue produced.
- They need to better understand the basics of light, but also how it makes their skin look, how it impacts surroundings, and what it does to their artwork.

- Peter Romaniello, Conceptual Lighting

Light Sources

- Sunlight
- Xenon = closest color to sunlight
- Halogen = white light, radiate excessive heat
- LED (light emitting diode) = bright white, UV free
- Incandescent = warm red-yellow light
- Daylight Fluorescent = warmer tones

Kelvin (K)

Color temperature is expressed in Kelvin (K)

- Over 5000K = cool colors emitting a bluish white light
- 2700–3400K = warm colors emitting a yellowish white to orange-red light
- LED color temperatures range from 2500 to 6500K

Bulbs	Color Temperature - Kelvin	Color
Candle Flame	1900 K	Sunrise, sunset
LED	2700 K	Warm white, warm 2700-3000 K LED
Standard Incandescent	2800 K	Soft orange, 100W
Florescent	3000 K	Warm white fluorescent
Halogen	3000 K	Warm white halogen, 100W
Soft White Incandescent	3400 K	Warm white
Tube Fluorescent	5000 K	Daylight Horizon, cool white/daylight compact fluorescent
LED	5500 - 7000 K	Cloudy sky, cool 7000 K LED
Daylight	7000 – 7500 K	Cool White
Daylight	10,000 K	Blue Sky

Xenon

Closest man-made light source to sunlight available.

- They use less energy than other common light sources
- Most often used for camera flashes
- Very expensive and can be difficult to find
- For this reason,
 many galleries
 use halogen lights



Incandescent (Tungsten)

Incandescent means light from heat, which also includes the light from the sun and from fire.

- Tungsten lamps are full spectrum, emitting all the colors
- May be easily dimmed using standard dimmer
- No problem with flicker
- Uses 10% energy with 90% waste
- Law requires 25 lumens per watt
- Only 10–20 lumens per watt



Halogen

Halogen gas mixed with tungsten vapor derived from a tungsten filament.

- Cast a very white light, great for art colors
- Less expensive than Xenon or LED lights for galleries
- Radiate a lot of heat
- Must be set back from the art to avoid hotspots
- 10-20% more energy efficient than incandescent bulb
- Instant on with no delay in warm up as with CFLs
- Fully dimmable



LED (Light Emitting Diode)

Not traditionally used in galleries, advances change that soon. They use 1/3 the energy of xenon, and emit an extremely white, UV-free light.

- Uses 75% less energy than the incandescent bulb
- Lasts up to 25 times longer than incandescent or halogen
- Instant start-up
- Available as spot and flood lights
- Bulb brightness is listed as lumens, the accurate measurement of how bright it is rather than that of the energy it consumes





An LED bulb for every room of your home

Look for ENERGY STAR® certified LED bulbs. They use less energy, save money, and help protect the environment.



Create the perfect atmosphere

Replicate the soft, smooth dimming effect of traditional light bulbs, easily transitioning from functional, everyday lighting to cozy warm tones.

Customize your space

Customize your room for a variety of tasks. Create a refreshing environment or dim for a comfortable and relaxing environment.

Functional and affordable

Smart, affordable alternative to traditional light bulbs, designed to deliver everyday value and effective, consistent light.



WHY CHOOSE LED LIGHTING?

- **High quality light**
LED technology can produce the same high quality light you are used to.
- **Similar brightness as incandescents**
Compare the lumen output on the package to measure the bulb's brightness.
- **Many are dimmable**
See individual packaging for details regarding product dimmer compatibility.

- **Lasts for decades and saves energy year after year**
LED bulbs are significantly less energy than incandescents and can last up to ten times longer.
- **Fits in standard sockets**
Most LED bulbs are designed for standard Medium- and Compact-based sockets.

COMMON LED QUESTIONS

How do I get more light from my light bulb?

Lumens are the measure of light output from a light bulb. Since outputs will vary greatly between different energy output technologies, the lumens will always give the answer. If you are looking for a bulb that will give you the most light, look for a bulb with high lumen values.

What is CRI?

CRI is the ability of a light bulb to show the colors of objects accurately as a scale of 0 to 100. Light bulbs with high CRI (90-100 CRI) tend to make colors and objects look better than light bulbs with lower CRI.

How do I read the Lighting Facts label?

Brightness: Measured in lumens of "wall" "footcandle" of visible light output. Estimated Yearly Energy Cost: Based on 3 hours per day, 75¢ per kWh (national avg.). Life: Based on 3 hours per day. Light Appearance: Shown as Color Temperature (K) here, warm to cool light. Energy Used: Watts—the amount of energy the bulb uses.

CONNECTED LED LIGHTING

Connected lighting brings endless possibilities.

Connected lights combine brilliant LED light with intuitive technology and push them both to the plate of your home. They allow for endless control and programming for entertainment, convenience, productivity, and security. Control your lights remotely from anywhere in your house or anywhere in the world with a Wi-Fi connection. There are limitless possibilities to turn your everyday lighting into an extraordinary experience. And with hundreds of apps, no choice here, the only real limit is your imagination.

COLOR TEMPERATURE

Color temperature is a measure of the light bulb's color when illuminated. The higher the number, the cooler the light looks. The lower the number, the warmer the light looks. Select a bulb that creates the environment you desire for your lighting application. Available color temperatures range from 2700K (warm, comfortable light) to 6500K (cool, relaxing light) to 9000K (bright, vibrant light).

Soft White
2700K



Bright White
3000K



Cool White
4100K



Daylight
5000-6000K



LIFX

CFL (Compact Fluorescent Lamp)

A fluorescent lamp designed to replace incandescent bulbs

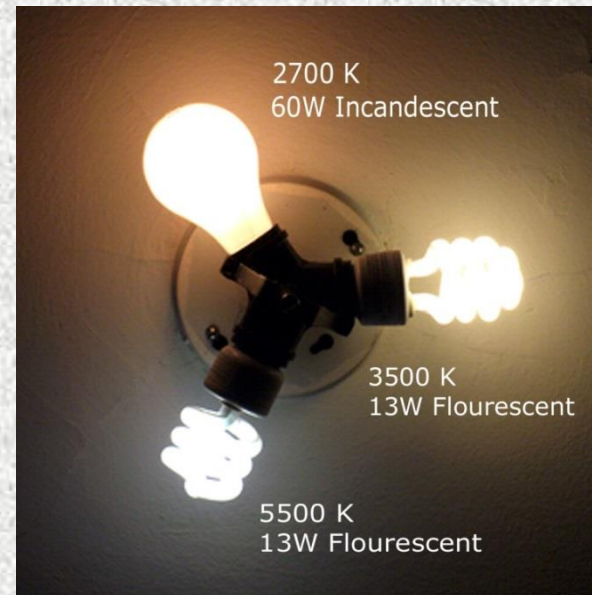
- Use 1/3 the electric power, lasting 8-15x longer
- Contain toxic mercury which complicates their disposal.
- Radiate ultraviolet light converted into visible light
- Damaging to dyes in rugs, drapes, furniture
- Harmful to eyes
- General Electric is stopping production of CFL for LED



Kelvin (K)

Framerica's "Kelvin™" program

- Launched last year
- First moulding supplier to offer this information
- Light temperature impacts the mood of an environment





Applying the Pop

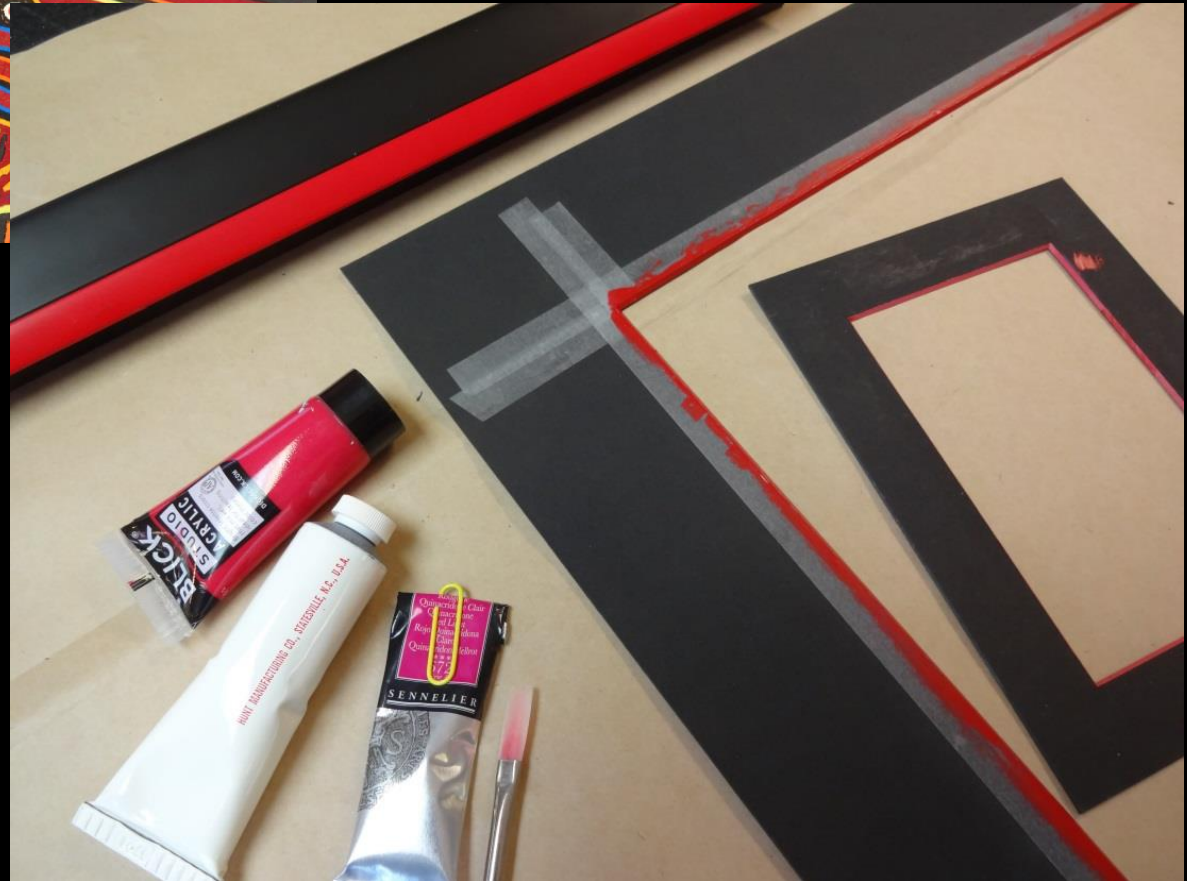
Accent Frame & Painted Bevel





Black 4-ply rag mat, measured,
taped, cut, and painted to match
both Mola and frame accent.

Larson-Juhl
Confetti frame



Dry Panels



Pastel pigment



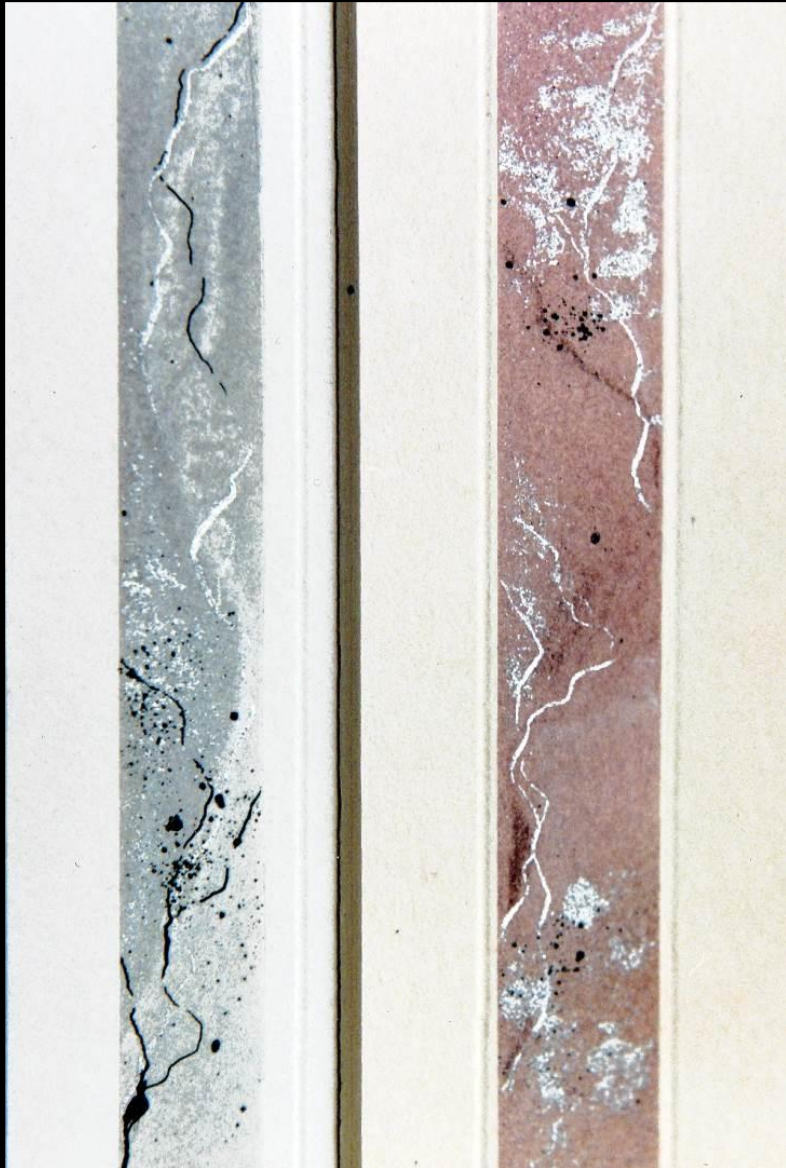
Wet Panels

Stippled gouache panel created by masking the mat with removable 811 tape prior to applying paint.

The pink would be the pop in this design.

Bordered by gold ruling pen line and double debossed lines either side.





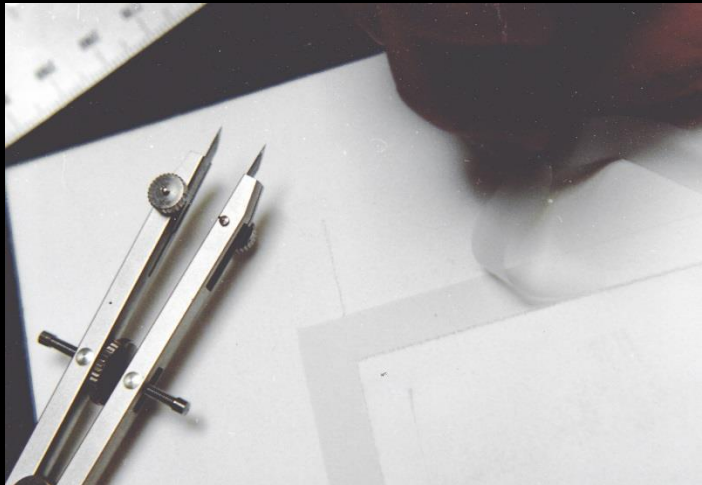
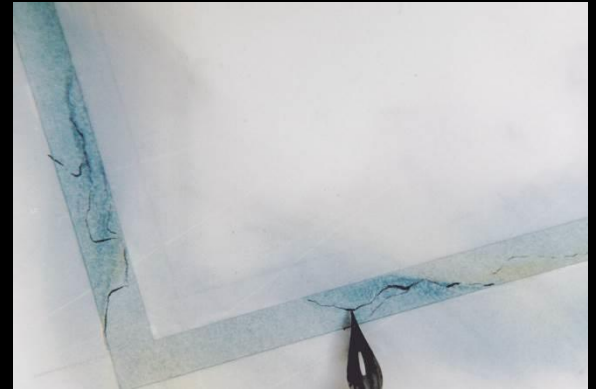
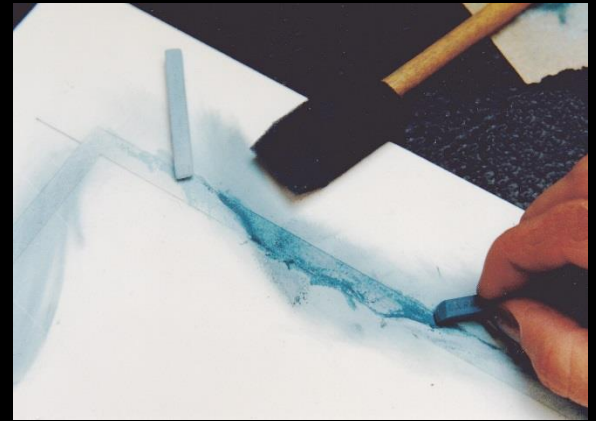
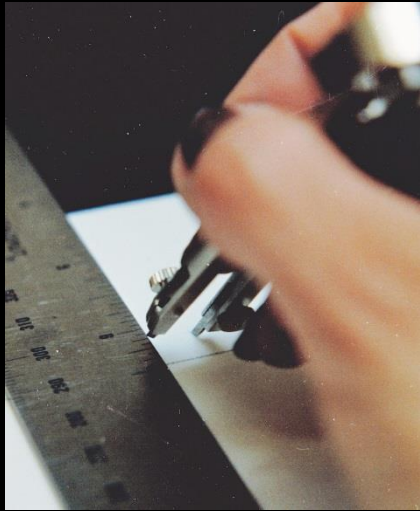
Dry/Wet Panels

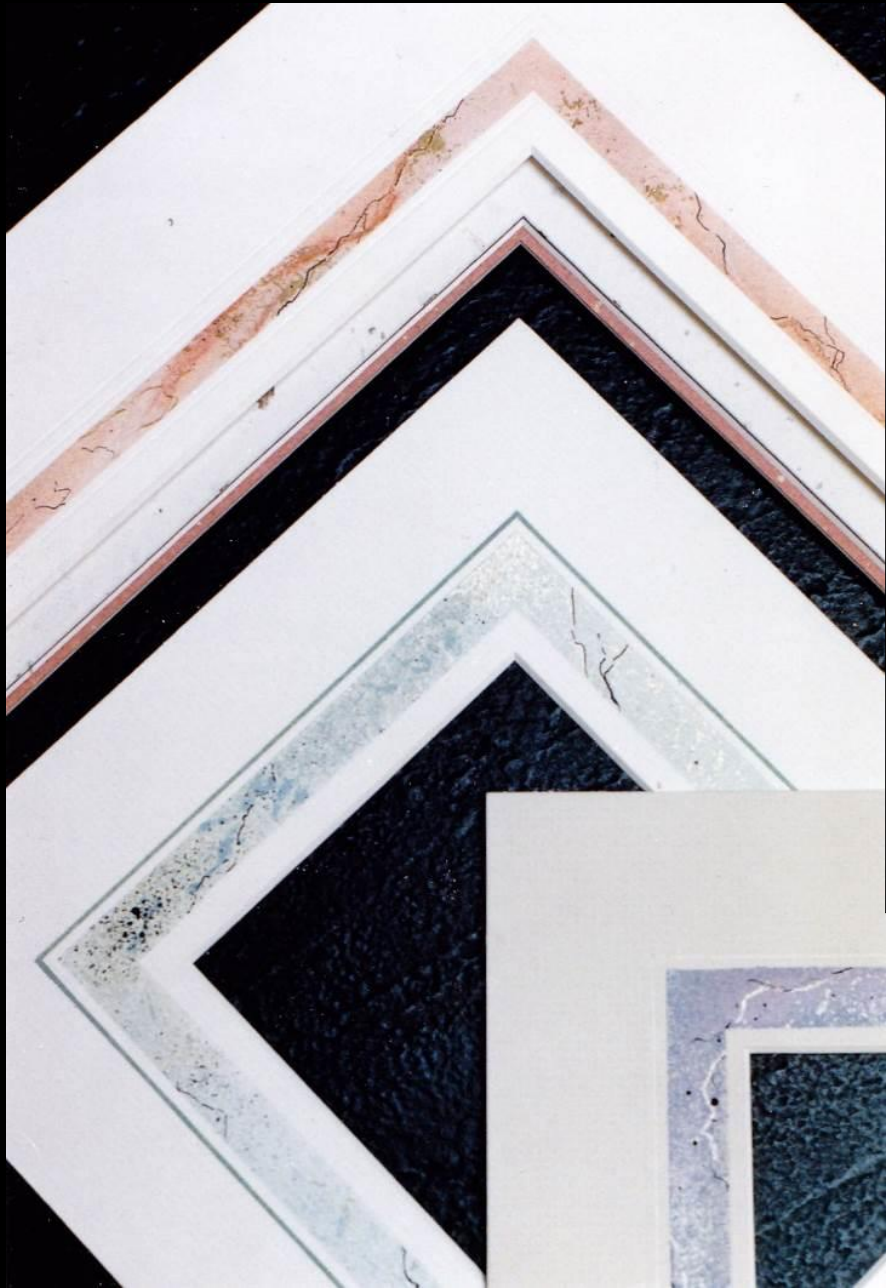
Pastel pigment,
silver gouache, and ink
create a marble motif.

The silver could be the pop,
or the panel itself.



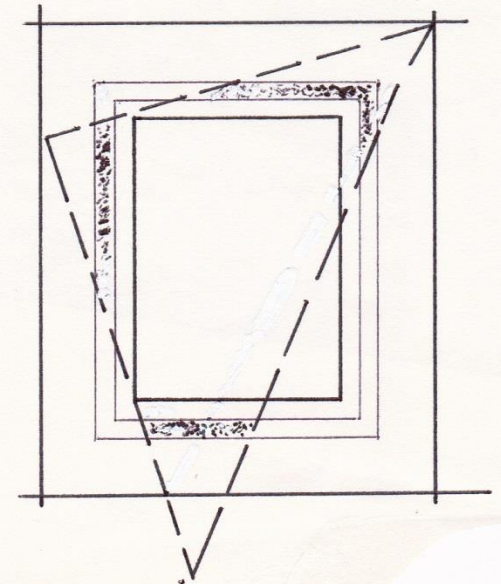
Dry/Wet Step-by-Step





Ink veining is a
continual line.

Accents like
ink splatter and
darker pigment
should fall into a
triangular pattern.



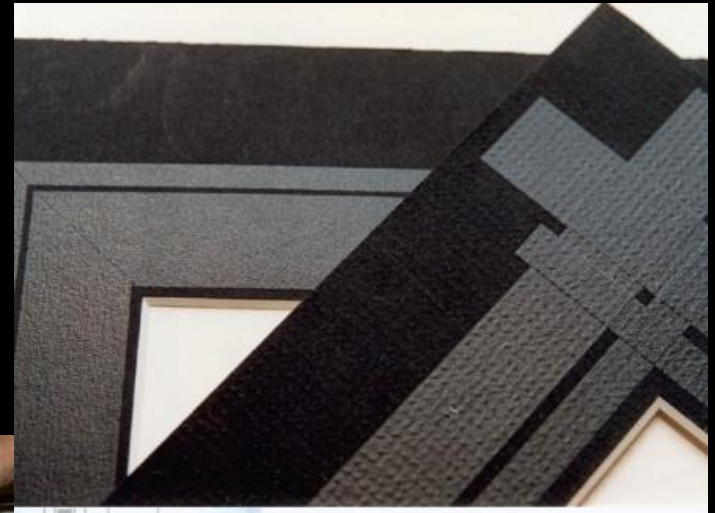
Dry/Wet Supplies



Contempo Panels



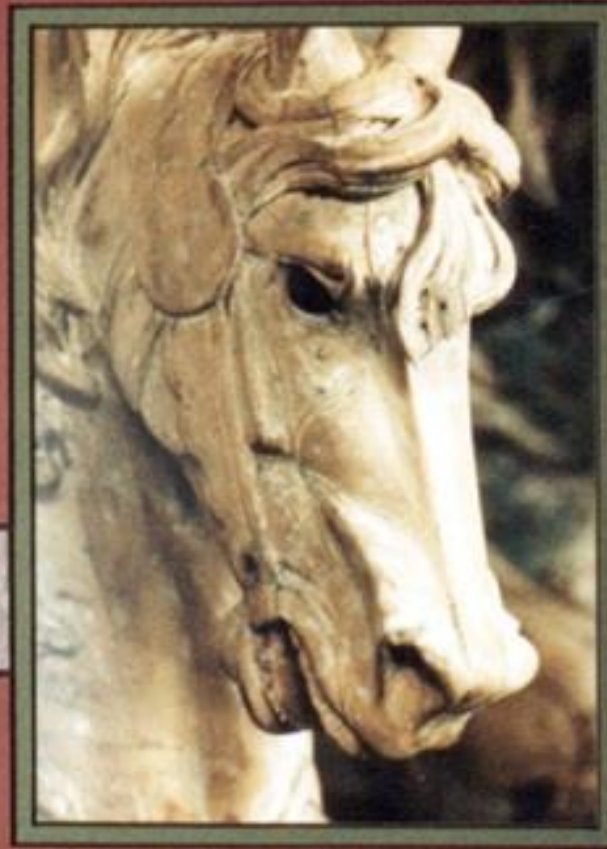
It gives a wet-look to the mat color as a darker shade of the mat color.



Heat-set vinyl matte laminate cut into strips to create patterns on boards.

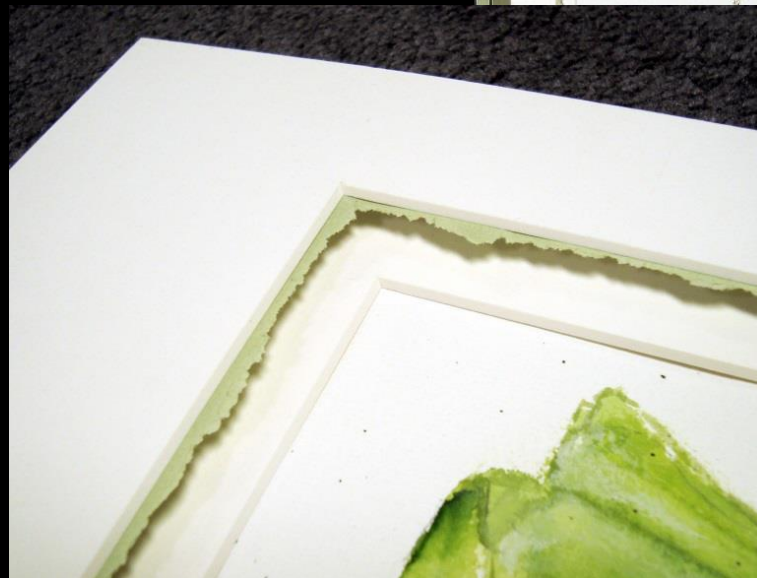
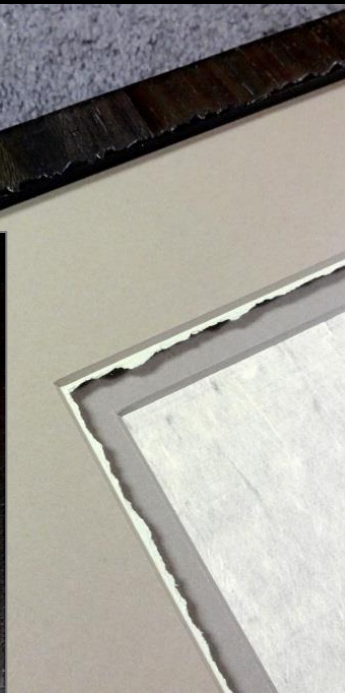
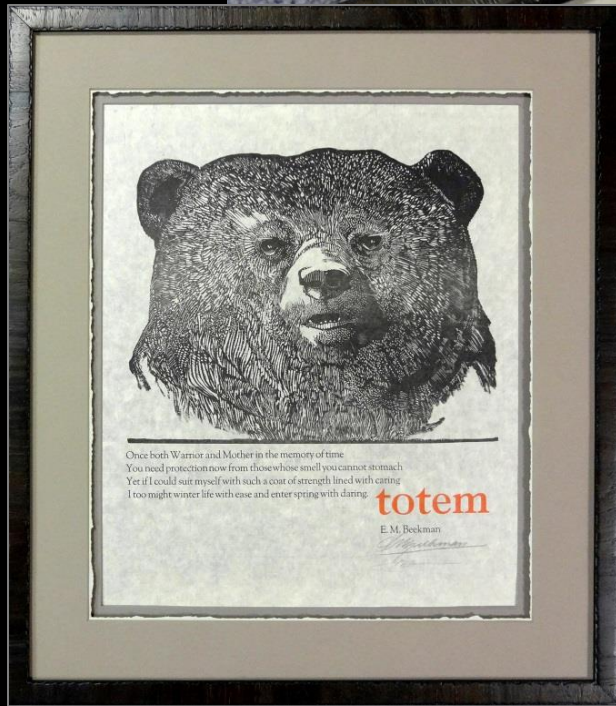


Contempo Inlay

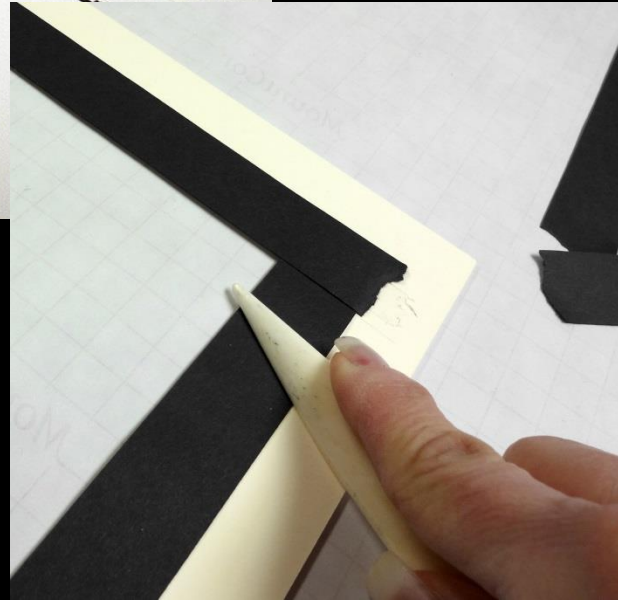


Paper Strips





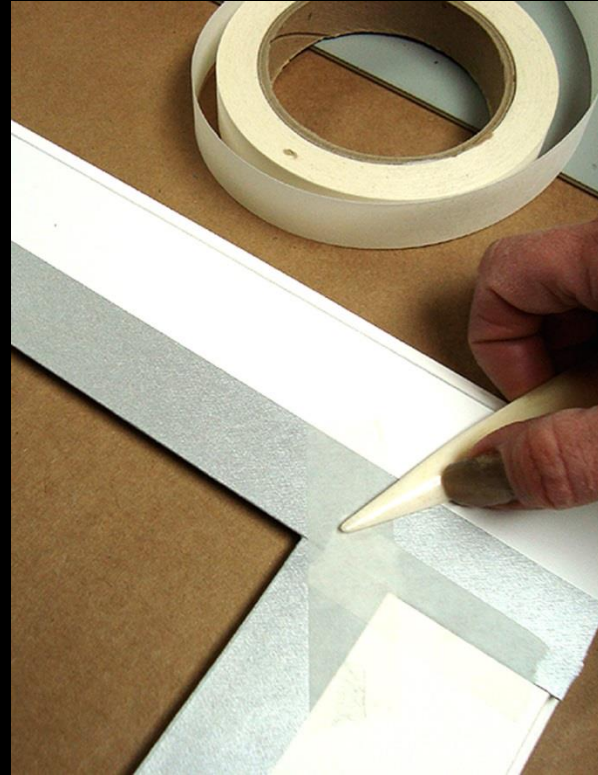
Torn Paper





Sample strips of narrower green (across the bottom) and wider gray (up the right side) during the design process for the customer.

Wrapped Bevels



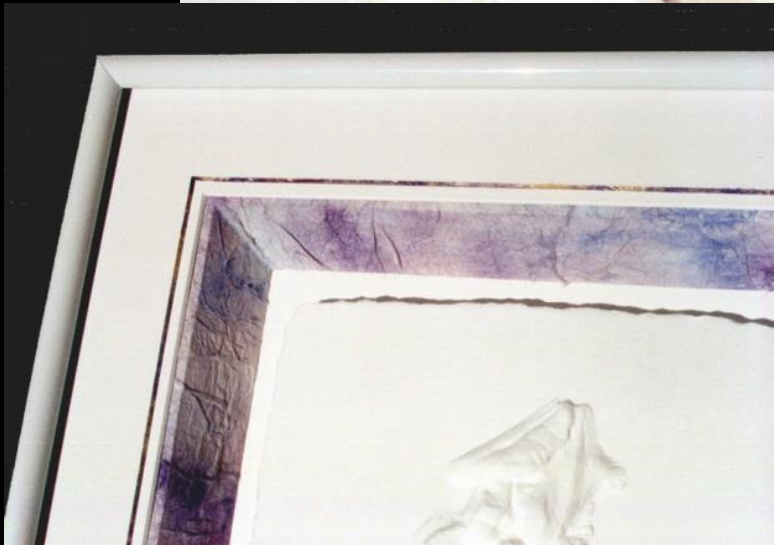
Easy hand wrapped over
bevel cut 3/16" foamboard.

Pinwheel assembled under
or between mats.



Same *Bevel Accent* is easily varied by wrapped layout placement; setback and number of mats.

Deep Bevel Wrap



Mulberry paper over five aligned bevel cut foamboard window mats, stacked, mounted, then colored with dry pastel pigment.

Topped with painted bevel solid core rag mat.



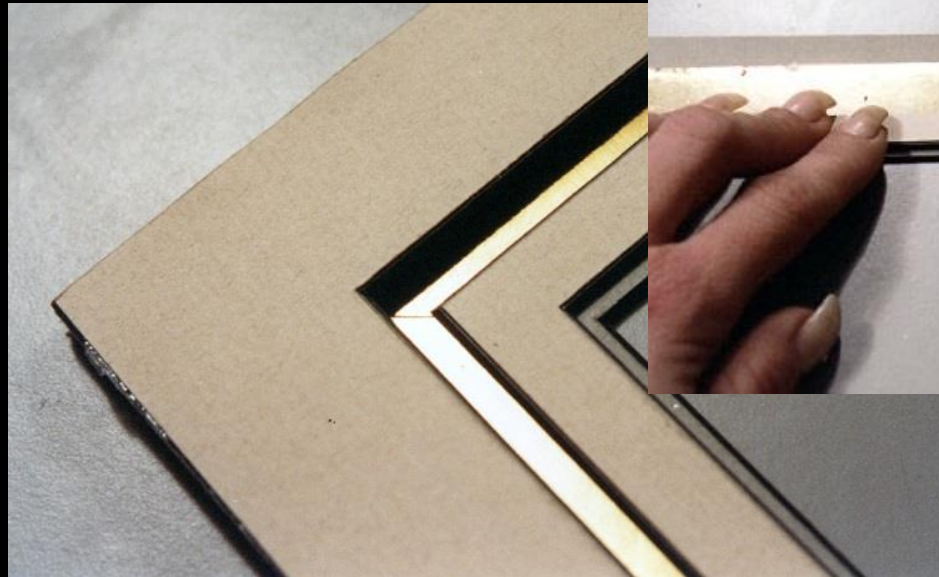
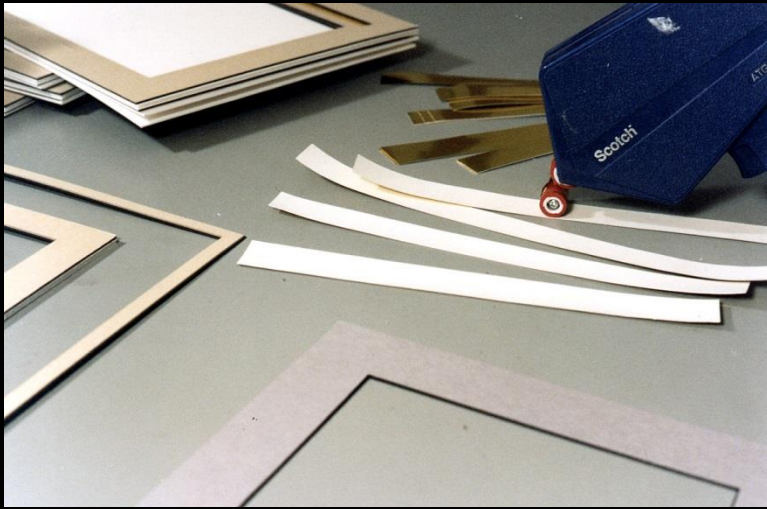
Elaborate corner samples are sometimes needed to best showcase the idea.

You may never sell that over-the-top look, but you will sell a lesser version.



Recessed Accent Strips
Kinder 1-ply silver-green metallic
paper as accent strip behind panel.

Accent Strip Application



Decorative metallic paper behind wide v-groove panel, under lifted mat

Metallics



Always match color family.
Repetition draws the eye
into the art.

Metallic Strips



Kinder 1-ply pigmented decorative metallic paper as accent.



Tiered Mats

Surface, Under, Pin-Striped, Bevel Banded

What?

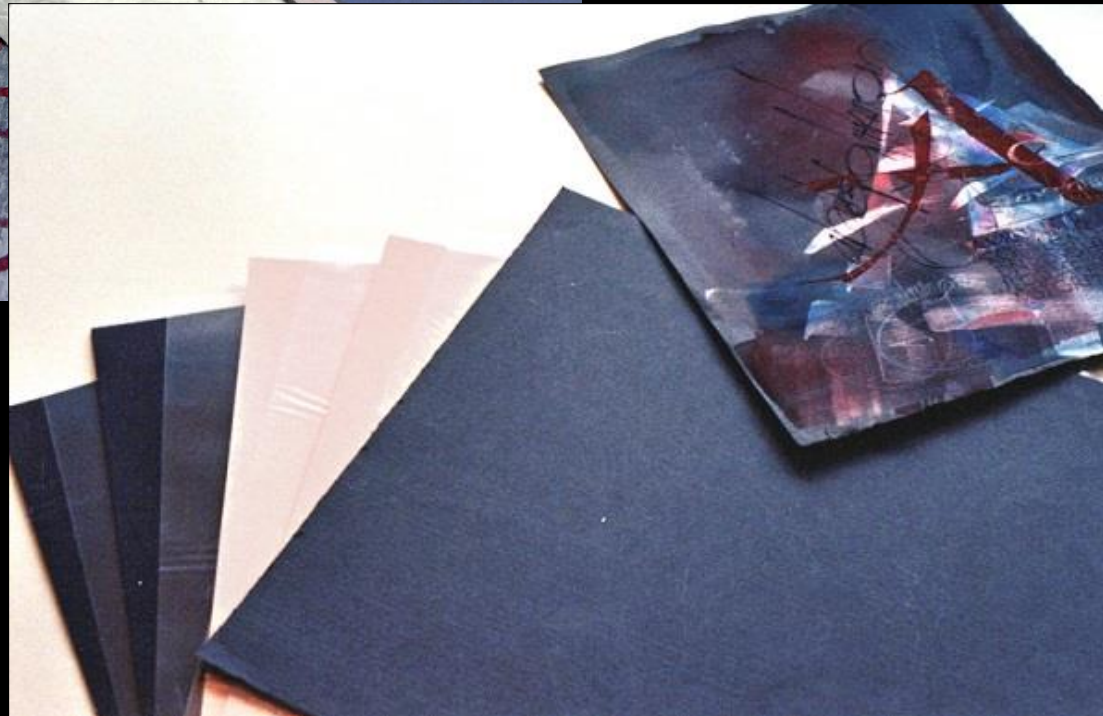
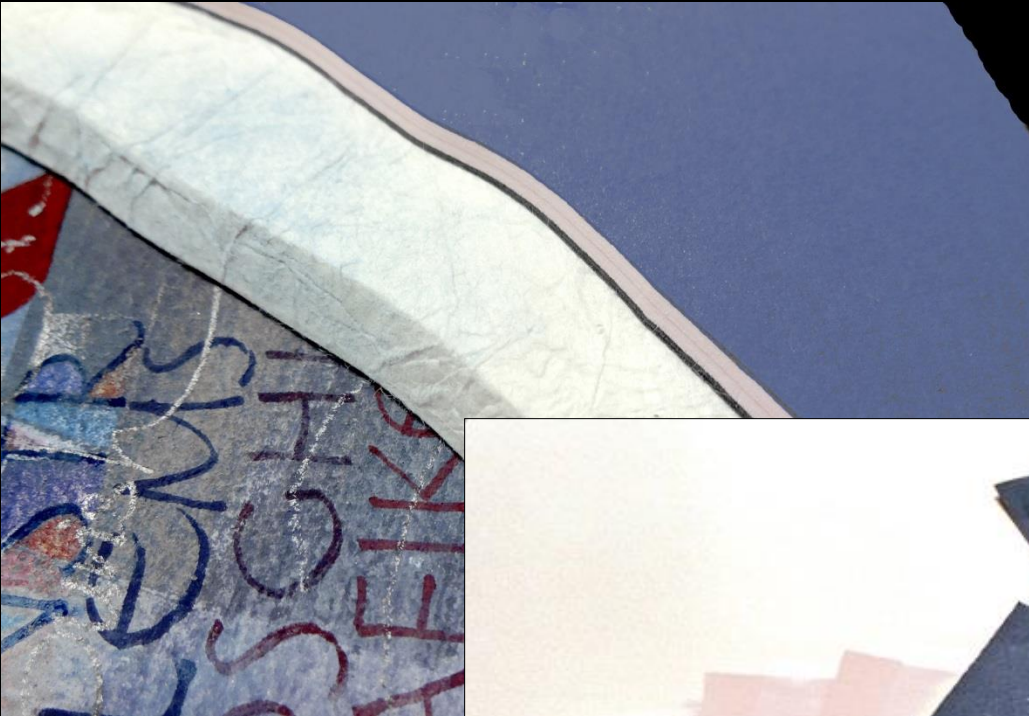
- The layering of multiple matboards, film adhesive and pigmented papers—preferably in a dry mount press--to create pops of color in matboard.

Why?

- Creates totally custom, unique designs
- Can upgrade designer type boards to rag board
- Solves color/texture mat problems
- Increases profits \$\$\$

Surface Tier

Solid 2-ply Strathmore rag
with handmade Roma
surface paper to match art.



Under Tier

Double and triple matted



Coca-Cola ads
Three sheets Chinese Red



Samplers were mounted to test the number of sheets to use for the weight of the Canson Orange accent line.

Two sheets
Three sheets

One sheet

Burgess Royce, artist



Pin-Stripe

Triple mat with fillet and
8-ply pin-stripe at top

Eyvind Earle
high gloss serigraph



Bevel Banded Tier

Two 4-ply mats bonded, circle cut for record
with wide square v-groove.

Accented paper strip behind v-groove.



Pin-Stripe + Surface

Two 4-ply museum boards with charcoal papers between, and Canson surface paper liner mat.



Surface, Pin-Stripe, & Banded Tier

Canson surface paper with gray stripes between black and brown 4-ply museum boards.





Color Resources

Crescent Cardboard



Peterboro, Crescent, Rising, Bainbridge all have museum solid core boards for bonding and using with Tier Mat applications.



Bella Moulding

Bambu from Bella is a 3/4" dyed bamboo plywood cap profile in nine trendy colors that allows the wood grain to show through.

Raku from Bella – a modern collection in profiles 3/4" to 2 1/2", six colors over copper leaf with hand finished appearance.



Omega Moulding

The Prism collection is a glossy, transitional, colorful, modern contemporary wood grain profile, 1/2" x 1"



Pop! is another of Omega's collections with two profiles and smooth gloss surface in primary colors.

Presto Moulding & Frame

Sprinkles collection of whimsical Pantone colors with grain character.



Larson-Juhl

Stitch, Confetti, Komodo, Brittany, Garrett, are all collections that offer colored moulding finishes.



Final Words on Light

Fixture Placement

Light to Sell

- Galleries display art at the perfect angle
- Lights and art are correct distance apart
- Art is always highlighted

Art Placement

- Eye level = 60" from floor to center of art

Beam Spread

- Spotlight = beam spread of <15 degrees
- Flood light = beam spread of >30 degrees

Fixture Placement

Light Angles

30 degree angle minimizes glare

35 degrees for larger art

25 degrees for textural mixed media

Ceiling Height to Fixture

8' ceiling = 20-36" away

10' ceiling = 40-60" away

If the lighting, distance, frame or wall is noticed first,
something is wrong!

If framing is designed under halogen and displayed under white LED floods it will wash out.

Ask about the lighting where it will be displayed.

If you can't see the color it can't POP!

Other Paschke classes WCAF 2019

Mastering Mounting: Creative Mounting

Lecture = Tuesday, 12:30-3:00pm

Workshop = Tuesday, 3:30-6:00pm

Mastering Mounting: Challenging Items

Wednesday, 10:00am-12:00pm

Paschke Online
Article Archive and Reference Library

<http://designsinkart.com/library.htm>

Articles by Subject:
West Coast Art & Frame PowerPoint and PDF

• ROLLER LAMINATOR • MOUNTING •

• TTPM • WET • SPRAY • PRESSURE-SENSITIVE • DRY •

THE MOUNTING AND LAMINATING HANDBOOK

THIRD EDITION

By Chris A. Paschke, CPF GCF

• HINGES • LAMINATING • TECHNIQUES • PRICING •

• COLD MOUNTING • DIGITALS • TIPS •

• TIPS • DIGITALS •

THE MOUNTING AND LAMINATING HANDBOOK

SECOND EDITION

By Chris A. Paschke, CPF GCF

• MOUNTING • WET • SPRAY • PRESSURE-SENSITIVE •

• COLD MOUNTING • LAMINATING •

• TIME • TEMPERATURE • CHARTS • SALES • CANVAS •

• DESIGN • TIERED MATS • WRAPPED •

• CANVAS • FAUX GLASS • LEATHER-LOOK • CUBES •

CREATIVE MOUNTING, WRAPPING AND LAMINATING

By Chris A. Paschke, CPF GCF

• PINWHEEL • CONTEMPO • MOSAIC •

• EMBOSSED • DEEP BEVEL • SHADOW BOX • COVE •



Chris A Paschke, CPF GCF CMG
Designs Ink
Tehachapi, CA
www.DesignsInkArt.com/Library.htm