

Framing Focus

THE BENEFITS OF BIGGER FRAMES

Do you have a small print or painting that seems to get lost on a large wall in your home or office? It doesn't have to. We can create a design using wider mats and frames that will increase the size of your finished piece without drawing attention away from what matters most—your artwork. The result will be to make your smaller prints and pictures the center of attention.

Smaller prints and photos tend to be easily overwhelmed by framing designs. That doesn't mean they are any less important, and by increasing the size of the framing they can achieve the right amount of visual impact.

For instance, adding a wider mat with something as simple as having a decorative element painted directly onto the mat can effectively increase the size of your pictures while adding a touch of elegance. It draws attention to the subject matter without overwhelming it.

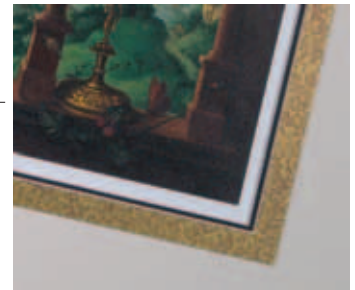
Inlays are another good option to add size and impact to a framed piece. Inlays and matboard are cut to fit together on the same plane, letting you add a significant amount of color and pattern without adding layers. Inlays can also add texture and color to extend the feeling of your picture and frame.

Sometimes small details, such as decorative corners, can compete with the artwork. This effect can be avoided by adding a wide inner mat to insulate the print. A wide mat prevents the corners from becoming the focus of the finished piece while adding special touch to overall look.

Don't let your artwork get lost. We can work with you to decide what design elements work best for your artwork and to show you how bigger mats can add more impact to their presentation. ■



Inlays work with almost any style and add significant amounts of color without adding layers to a finished piece.



Time in a bottle

Do you still have that favorite doll or toy you spent countless hours with as a child? Is it packed away in storage somewhere? Do you wish you could recapture some of those cherished moments from your childhood? Or maybe you have grandma's handkerchief and grandpa's pocket watch that you'd like to preserve for the next generation? We can help you create an attractive setting for these precious items.

Want to honor a loved one who passed? Pair his or her favorite book with a pair of reading glasses. Need a unique gift for a friend? Let us frame a coordinating CD and concert T-shirt. We can help capture those special memories in just the right setting.

Of course, when it comes to framing cherished objects, it is important to remember that less is more. We can help you choose key elements to include in a design. For example, framing the ticket, scorecard, program, ball, glove, and Cracker Jack box from your first baseball game may be a little overwhelming. Why not choose two or three elements to focus on. Your ticket and scorecard will capture the moment nicely. ■



Precious childhood memories and keepsakes, like this baby dress and pageant trophy, can be preserved in the perfect setting.



Your San Francisco Neighborhood Framing Shop

Presidio Store:

355 Presidio Avenue, San Francisco, CA

415.346.1860 - Tuesday-Saturday, 10:00 a.m. to 6 p.m.

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West Portal Store:

239 West Portal, San Francisco, CA

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Fillmore Store:

2019 Fillmore Street, San Francisco, CA

415.759.2000 - Tuesday-Saturday, 10:00 a.m. to 6:00 p.m.

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