

Framing Focus

Colorful Mouldings: A BRIGHT DESIGN CHOICE

When designing picture frame projects, color is a key element. Frames are a great way to bring a color to the front and center of room decor, define an accent color, or unify a color scheme. Colorful mouldings can even add pizzazz to neutral color schemes. We can help you choose the perfect color for your home and art.

Colorful frames, like those we offer, also come in textures and patterns. Stack a combination of mouldings to create an interesting new look. Use different widths to add dimension. Matching fillets also add to the diversity of colorful frame designs.

Colorful mouldings can be contemporary or traditional, depending upon the type you chose. Primary, pastel, or metallic in loud or soft tones—our shop has it all. There are many ways these mouldings can be chosen. It may be a single, solid hue with a matte or glossy finish. The color may be a stain over wood so the wood grain shows through. Instead of overall color, the frame may include a panel of color combined with a woodtone, multi-color, or metallic finish on other parts. Antiquing and texture are other styles of colorful moulding that spice up artwork and add an interesting feel to any room.

We will work with you and show how the newest color trends and design can be part of your framing experience. The latest fashions and styles apply to frames too and we are always finding new ways to use these colors.

Design possibilities are endless. Even when gold, silver, or stained wood mouldings are used, the specific yellow of the gold, gray of the silver, or brown of the wood is crucial to the frame design. A perfect match should not always be your goal. Contrast and coordination are other design elements that can be brought into decor when using colorful mouldings. The most important thing to remember is not to overpower the art. Our frame designs highlight and complete the explosion of color by using beautiful and colorful mats and frames.

We will help you keep up with the latest trends or stay traditional—either way you can liven up a room—by using colorful frame designs in your home decor. Stop by and see us soon. ■



The red Colori frame from FramERICA echoes the heat from the chili pepper artwork. The Colori line features 15 profiles in seven colors. Matching fillets add to the versatility of the collection.



A blue moulding from the LeCirque Collection (Larson-Juhl) serves as a colorful liner in a dark Tresora Frame. It is a perfect complement for the "Jazz" art image.

Wood and Metal: A Creative Combination

With the variety of wood and metal mouldings available to you today, combining the two offers a very exciting frame design opportunity. Choosing wooden frames with complementary metal mouldings can create a contemporary or traditional look.

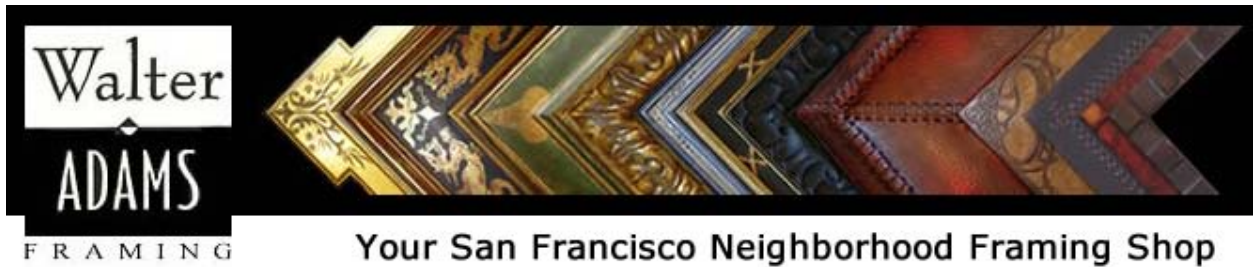
Texture and color are both important factors. Landscapes can look richer and brighter when the right color choice is used. Follow the texture of the art through to the frame design. Do you have a photographic print that will be enhanced by using its non-dominant color on both the metal and wood



This colorful landscape is framed with metal on the inside and wood on the outside. Outer Frame: Nurre Caxton Moncada Collection. Inner Frame: Nielsen 41-E213 Coin Copper.

frame? The width of both mouldings is also important. Choose a thick outer moulding with a thin inner frame, or vice versa. Each design will provide a different ambience.

Picking and choosing colors of the artwork to become part of the frame design is the key. The type of wood and its brightness or dullness have a direct effect on the choice of the metal frame and its boldness. You can be bold or subtle. We will help you decide what accents and colors would look best with your artwork and home decor. We can create a one-of-a-kind frame just for you. Stop by and see what we can do. ■



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.

Nineth Avenue Store:

1262 Nineth Avenue, San Francisco, CA

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

West Portal Store:

239 West Portal, San Francisco, CA

415.759.2002 - Monday-Saturday, 10:00 a.m. to 6:00 p.m. & Sunday 12:00 to 5:00 p.m.

Fillmore Store:

2019 Fillmore Street, San Francisco, CA

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

415.922.6811 - Tuesday-Saturday, 10:00 a.m. to 6:00 p.m.

Website: www.walteradamsframing.com

Blog: <http://walteradamsframing.wordpress.com/>

Visit us on Facebook: <http://www.facebook.com/pages/San-Francisco-CA/Walter-Adams-Framing/101254209933985?v=wall>