



Working with a custom framer brings a host of benefits—especially when you understand what to look for, ask and expect.

What a Framer Can Do for You

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THE THOUGHT of getting artwork professionally framed sometimes makes artists queasy with intimidation. Thoughts run from “It’s too expensive!” to “Why can’t I just do it myself?” If you have the skills to do it yourself, you most likely will but, if you have any doubts, teaming with a competent framer is one of the best moves you can make toward enhancing and protecting your art.

What are the advantages of using a professional framer?

A framer’s services go far beyond simply framing your art. Professional framers are trained

ABOVE: Design experts: There’s more to gold frames than gilt. Goldleaf Framemakers, of Santa Fe, N.M., displays more than 2,000 hand-carved, gilded frames in the showroom; here is just one wall. The company sells to both retail customers and to other framers.

in the care and preservation of artwork. Not only can they guide you through the design process, but they also can explain things like the differences between economy paper mats and rag mats; the respective advantages of buffered rag mats and unbuffered rag mats; the pros and cons of glass over acrylic glazing, and the benefits of various mounting methods