

# Framing Focus

## FRAMING EVERYDAY MOMENTS AND MEMORIES

As you look back at the months of your calendar, memories of holidays and special occasions will no doubt come flooding back. Photographs from Grandma's 90th birthday, Mom and Dad's 50th anniversary celebration, and the whole family gathered around the table at Thanksgiving help us remember those days. Similarly, shoeboxes of birth announcements, wedding invitations, graduation photos and other memorabilia fill us with a sense of nostalgia. But if you look a little closer at the calendar pages and dig a little deeper into your shoebox, you will discover that there are plenty of "in between" moments in your life that also need to be preserved.

Are you holding onto a restaurant matchbook and a theater program from your first date with your spouse? Let us frame them with a current photo of the two of you for a memorable anniversary gift. Does your husband have a favorite vinyl album that he played again and again his senior year of high school? A custom frame can turn it into a cherished birthday present.

Of course, you don't need to wait for a special occasion to bring us a custom framing project. Let us tell the story of a favorite vacation by combining postcards from different cities and landmarks with foreign coins, photos and more. Or you can surprise your child by framing a painting from his art class or a first report card, "just because". Along with traditional photographs from holidays and events, we can help you capture life's "in between" moments by framing autographs, concert tickets, newspaper clippings, and other ephemera.



*In addition to holidays, weddings, and other special occasions, there are "in between" moments and memories in life that should be preserved. A family vacation to wine country is captured with a combination of photos, wine label, and cork in this simple but elegant design.*

# Finding Your Groove

When it comes to finding the right elements to fit your style, even the smallest detail can make a big difference. Open grooves work well with several styles, including modern and traditional, and can be decorative-introducing a hint of color and texture to a mat-as well as functional, creating depth in a design.

Open grooves provide and opportunity to show just a hint of color without overwhelming a



*An open groove in this design allows fibrous paper to peek through and echo the wintry setting of the photo. Open grooves are also a good way to introduce a highlight color to a framing project.*

design. Why not add a highlight of red around a black and white photo? Or create color contrast between a mat and floating panel with a 1/4" open groove? Another option is to let fibrous paper show through an open groove, adding texture to a flat design.

Open grooves open the door to countless design options. We can work with you to create a design that is just right for you and your artwork.