

Framing Focus

Moments in Time

Are there certain photos of your family that you just love? Wouldn't you like to display them in wonderful frames so that both you and others can enjoy them all the time? Why not take those favorite photos out of the photo album and have them custom framed? Bring them in and tell us what you have in mind. Together, we'll create a beautiful frame display that gives each photo the recognition it deserves.

You can choose colors, textures, and styles that best complement the photo and your memories of the special people in it. We can keep it simple—perhaps matting it in a neutral color and a simple frame moulding. Or you can choose a fabric matboard or ornate frame reminiscent of years past.

We understand how much your photos mean. Many of them are one-of-a-kind and we treat them as such. This is true for recent photos, as well as those taken generations ago. With preservation methods and materials that help to preserve the condition of the photo, you can ensure they will be viewed for years to come.

If you have special mementos that remind you of the event in the photo, or belonged to the person in the photo, consider framing them together in a shadow-box. This type of frame adds depth to the display and is a great way to showcase those items you have tucked away. It's just another way you can use custom framing to make the most of your treasures! ■



French matting, with ruled watercolor lines and gold leaf, is used to enhance and surround this 19th century photograph.



The frame design created for this vintage photo enhances its coloring and mood.



Here, a special item—the bride's headpiece—is incorporated into the frame design.

October is National Art and Framing Month

Each October since 1997, custom framers have worked with the Art & Framing Council (AFC) to not only promote an appreciation of art and framing, but also to help a charity by donating a portion of sales made during the month. This year's National Art and Framing Month is geared toward helping budding artists to further their goals. The recipient charity for 2002 is the Alliance for Young Writers & Artists. The AFC will donate 10% of its yearly collections from the art and framing industry to the charity.

The Alliance has administered the



Scholastic Art & Writing Awards since 1994, benefitting many artists who rose to prominence, including Andy Warhol. The Alliance program includes 90 regional competitions throughout the U.S. with more than 200,000 works from artists ages 12 to 18. The winners receive scholarships and cash awards to continue their education at art school or college. So when you visit our shop this October to have something custom framed, you'll also be helping young artists! ■

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