

How To Guide

FRAMING YOUR ARTWORK AND WHAT FRAME SHOP TO USE

Ron Beahn is an award winning traditional watercolor painter who studied extensively with Cuyahoga Falls artist Marc Moon. He is also a lifetime member and Board Chair of the Whiskey Painter's of America. He is the Director of the 39 year old Boston Mills Art-fest in Peninsula, which under his direction continues to be one of the premier outdoor art shows in the country. Ron has produced eight fine art shows in Ann Arbor, Michigan and was recently honored by the Ohio Craft Designer Council as their "Art Administrator of the Year" for 2007. Ron is the retired art curator for the Goodyear Tire & Rubber Company, where he created, maintained and oversaw an art collection valued in excess of six million dollars. Ron is presently the art consultant for the Akron Children's Hospital in Akron, Ohio where he oversees a program that purchases artwork from children from K – 12 and places it in the hospital for the young patients to enjoy. He has also owned his own art gallery and has been in the art framing business for over 25 years.



ence to a 15th century papermaker's term. Rag mat board is very stable and has been used in museums and libraries since the 1920's. **Conservation Boards** are made from highly purified, chemically treated wood pulp; these boards are also called archival boards and can be used with original artwork or items that need greater care and protection. **Regular, Standard or Paper Boards** are boards that



may have been buffered to make them "acid-free". This means that calcium carbonate has been added during the pulping process to neutralize the pulp. This type of board is suitable for decorative framing, but not for conservation framing.

WHAT IS GLAZING AND WHAT ARE THE DIFFERENT TYPES?

Glazing is the transparent protective covering used to keep dust, moisture, airborne pollutants and fingerprints from the art. **Clear Glass** is usually a "float" glass that is flawless and provides an unrestricted view of the artwork. **Non-glare Glass** is clear glass that has been etched on one or both sides. The etching breaks up reflecting light, reducing the glare. **Ultraviolet-filtering Glass** has an ultraviolet filtering film applied to the glass that provides protection from 97% of the harmful ultraviolet rays that cause fading and deterioration of artwork. **Plastic Sheeting**, most frequently acrylic, provides a lightweight glazing material for oversize frames and art to be shipped, as well as protection for work exhibited in public arenas. Plastics are available in clear, non-glare and ultraviolet-filtering sheets.

WHAT TYPE FRAME SHOULD I USE?

Frames come in just about every conceivable shape, style, color and material. The choices are almost endless. Frames are manufactured in metal, wood, plastic and a composition of materials. The choice of a frame often just comes down to personal likes and dislikes. The overall key is to choose mats and a frame stock that when combined with the artwork, create a "package" that will accent your personal tastes and that will be able to function in the environment that it will be placed.

WHY SHOULD I TAKE MY ARTWORK TO A PROFESSIONAL FRAMER?

To assist you in creating that "package" to accent your artwork is where an experienced, professional custom framer comes into play. The custom framer will know the proper material to use for any specific situation and to aid you in making selections that will not only accent your artwork but will be personalized to you. Some establishments that specialize in other areas of business and offer framing as a side service often employ associates with very minimal experience and a high rate of

labor turnover.

Don't be fooled by the continual discount sales offered by the "Big Box" stores. At Ron Beahn's Custom Framing you will receive personal service, attention to detail and everyday fair pricing.

"With my vast experience in the various areas of art and business that I have been involved with over the last 35 years, I am confident that I can address any framing need that you may encounter. I believe in friendly, one-on-one personal service and do not believe in over selling a customer. I like to keep the artwork as the main focal point, not the framing. I believe in providing you with a quality, solid, honest, local framing business that you will feel comfortable in utilizing and working with. I look forward to having the opportunity to make your keepsakes special."

WHAT IS A MAT AND WHY SHOULD I USE ONE?

A mat is the border that surrounds and supports the artwork. The mat and its backing board provide a support system to hold the art in position. Art on paper reacts to change in atmospheric humidity and matting provides the space required for the artwork to expand and contract within the frame. The mat and its backing board provide air circulation between the artwork and glazing material. Artwork should not be placed directly against glass because moisture that condenses inside a framed piece may be trapped. This could cause the art to stick to the glass, encourage mold or cockle the paper. A mat and its backing board provide support and protection when pieces must be handled or stored for a period of time. Matting can be used to increase visual size, accent a color and coordinate the piece with its intended surroundings. Mats can be used to "isolate" the art from the surroundings, allowing a resting point to focus on the art.

WHAT ARE THE DIFFERENT TYPES OF MATS?

Museum Boards are mat boards that are made from cotton pulp which is 99% free from lignin and other non-cellulose contaminants usually found in wood pulp. Cotton mat boards are also called "rag" boards – a refer-