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Iowa Artisans Gallery Framing Guidelines and Suggestions

We want to assist you in presenting your work in the most advantageous way possible. Here are suggestions and standards that will help in this process.

Frames

- Have the frame fit the theme or style of your piece. This can make or break the sale.
- When submitting groups of pieces, try for uniform or complementary frame colors.
- Wooden frames in simple black or natural wood tones are the current trend.
- Make sure corners fit tight and there are no dings.
- Proper hanging material such as wire or cord is preferred; saw-tooth hangers are not recommended.
- For wood frames, finish the piece with proper backing and use corner bumpers. Customers look at all sides. Please use new paper for backing. This is not the place to recycle previously used stock.
- Metal frames can take a beating. Make sure they are clean with no scratches.
- If customers have doubts, they begin to question their decision to purchase.

Glass

- Make sure glass is clean on both sides. Fingerprints can show more under lights.
- Make sure your glass fits properly in your frame.
- If using non-glare, have the fuzzy side out.
- If using UV glass, let us know. It can be a great selling point.
- If using plexiglass, let us know. It can scratch easily and must be cleaned differently than glass, using plexiglass cleaner. We want our customers to know how to properly care for their pieces.

Matting

- Clean bevel and corner cuts are a must. Sloppy mats will not sell anything
- Keep the surface clean; no fingerprints on your mats.
- If using Acid Free mats, let us know. The selling point of Acid Free is that it won't fade and the bevel won't change color. Also the original work will not be damaged over time.
- Make sure your piece is attached to the mat; we don't want customers to have a piece slip out of place.

Questions?

Need some guidance? Please contact us at the Gallery. We have staff members who are dedicated to wall art, and knowledgeable with framing. Patrick Carney has worked with the gallery for over four years; he owns his own framing business that was established more than 30 years ago. Utilize his knowledge and expertise.

Thank you!