

One Wall Two Walls Three Walls Four Walls



Jonathan Truss
The Thinker

THE ART AND FRAMING MAGAZINE FOR PROFESSIONALS

NO. 34. 2019

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WELCOME!

Welcome to Issue 34 of 4walls and another eclectic collection of stories! As always, we are showcasing some incredibly talented artists and framers.

Our front cover and pages 4 and 5 feature the stunning work of Jonathan Truss who is working with Vern Smith and his team at Portfolio Fine Arts. Jonathan's work really is very humbling – not only in terms of his amazing raw talent but also by raising awareness of and supporting environmental issues.

Soo Turner's gallery and workshop in Essex is another stunning example of a thoroughly contemporary business – pages 6 and 7.

You have wowed us with your Gallery of Oddities' submissions and we have featured some of our favourites on pages 12 and 13. There is still time to enter our Get Framous initiative – the closing date is 31st December with £1,000 cash as first prize.

This issue has not one but two masterclasses for you – from Lyn Hall and Jon Price – alongside regular features such as Ask the Experts and calendar dates with social media activity.

We also talk to Jo Palmer on page 14, who is the first female framer to be elected Master of the Guild.

Happy reading! As always, I welcome your comments, suggestions and questions. Thank you!

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OH, WE DO LIKE TO BE BESIDE THE SEASIDE



Whatever the weather outside, Coastal Woods is a sure favourite all year round and one of Larson-Juhl's best sellers! With its beautifully stained, rustic appearance and visible grain finish, this range gives off a natural feel reminiscent of the seaside.

This stunning, feel-good moulding comes in over 100 different variants in total and is available in chop, length and box. With so many options to choose from, this product is as flexible as it gets. Whether you choose to slot different elements together or stack an array of colours, Coastal Woods enables you to create a unique finish, whatever the brief.

To showcase the range in all its glory we have another fantastic video for you thanks to Jon Price. Watch Jon demonstrate exactly how this sleek range stacks together. He'll also explore a few of the many profiles this versatile moulding range has to offer. Follow the QR code to see the full video.

PUBLISHING PERSONALITIES

Portfolio Fine Art is an exciting new publishing enterprise with big ambitions – and Vernon 'Vern' Smith and his team have already signed a very impressive list of artists, including international as well as local talent. Being very much a family business, their strapline is:

"Putting personality back into publishing" – which refers both to the artists they represent and the way that they conduct themselves. Vern is a very busy man. 4walls caught up with him between his rock band practice and his next big launch!

Portfolio Fine Art's history goes back nearly 30 years - with its owners' roots in framing. Initially, the business would have artwork on display to showcase the framing but the current team then saw a gap in the market for a new publisher and set up Portfolio as a separate concern in Sherborne, Dorset, providing a printing service for local artists and photographers.

That investment has now resulted in new premises with over 7,000 square feet of production space, up-scaled processing and printing capabilities, a nationally recognised sales force and an efficient back-of-house operation. Services now comprise a full offer of photographing/scanning, printing, hand-embellishing, dry-mounting, canvas stretching, framing and distribution.

For Vern: "It is all about the attention to detail, and about building trust and relationships".



OUT OF THIS WORLD



Portfolio's artists include some fantastic local talent: Frank Harwood, Katy Rundle, Michael Parker, Brett Burkmar, and artists like Darren Baker, Natalie Dyer, Emma Brownjohn and Daniel Hooper who have national and international followings - bringing a wonderful breadth of styles. There are a number of very exciting new (and one or two well known) artists currently producing works that will be released throughout the coming months.

Literally, at the other end of the spectrum, Jonathan's 'Out of this World' collection of limited edition 'star-scapes' features luminescent paint that brightens in the dark. Dim the lights and the night sky glows as if you were looking at the stars themselves! "Ever since photographing the Milky Way in the blackest night sky whilst camping in Botswana, I've wanted to do these paintings" says Jonathan of the collection. "Earth, our precious beautiful planet, would not be taken so much for granted if we could see it like this - a miraculous beautiful sphere suspended in space, a miracle we call home!"

Jonathan Truss is the best known artist currently on Portfolio's books. With endless energy, great humour and a lifelong love of wildlife and the great outdoors, Jonathan's work is both stunningly beautiful and humbling at the same time. "We are delighted to showcase his wildlife paintings, his 'wacky' observations and drawings alongside his space themed collection," said Vern.

The anniversary of the Apollo 11 moon landing back in July gave this collection extra relevance. 'Beautiful Blue' (left) is just breath-taking.

Jonathan's 'Wacky Wildlife' collection has also been a huge success, with titles such as Photobombed, Mini Me and Peekaboo conjuring up images of ostriches and giraffes in very human-like poses. Watch this space for their latest adventures with a whole new cast of characters.

With all Jonathan's work, he paints what he sees - hence images that look like photographs! For someone so creative and outrageously talented, he is surprisingly mindful of market trends: "Too many galleries look the same.

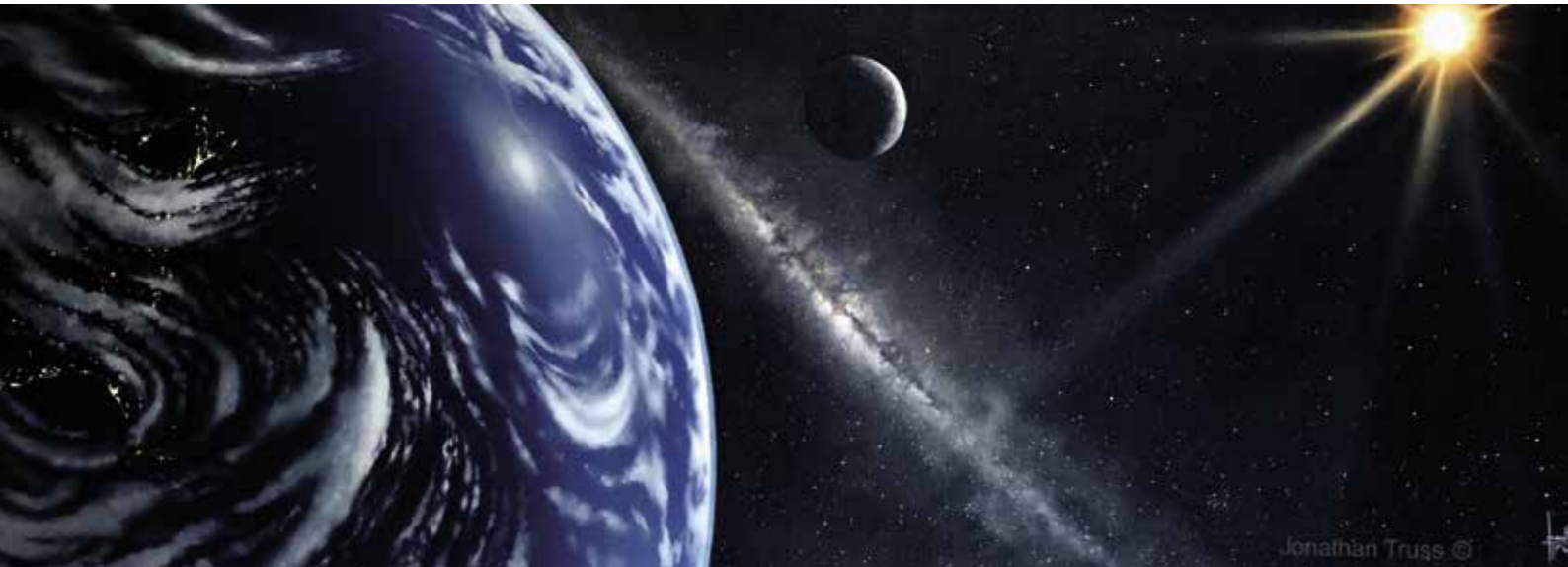
I am always looking for new ideas partly to be different and to stand out, but also because the market demands it.

I think it is important to have a commercial filter."

4walls was delighted that Jonathan reckons: "Frame maketh painting!" Although to be honest, we have to say that outstanding talent maketh painting! Jonathan was very complimentary about Portfolio Fine Arts: "They give me great freedom, which is really welcome. Vern is always open to new ideas. He's accessible. A great guy!"

Follow Portfolio Fine Art on Facebook, Twitter and Instagram @portfoliofineart

portfoliofineart.com



"Ideally, we would like around 15-20 artists signed up, and 40 or so galleries to give us national exposure - while retaining a really personal, tailored approach to our customers and our artists. At the moment, we only cover about 25% of the country with our gallery partners, so we have plenty of scope to grow."

"It is all about the attention to detail, and about building trust and relationships".

"Having worked closely with many artists over the years, we are now uniquely positioned to offer the attention to detail that our creative talent deserves and the quality that galleries expect; giving the reassurance of the best quality printing

Willow - Dan Hooper



and reproduction with certified processes and materials. Our artists' portfolio offers a range of styles and media - embracing established and emerging artists alike. We produce industry-leading, high-quality limited edition art using the finest printing processes to replicate the original to almost their true form.

"Flexibility and a 'can do' attitude is also at the heart of everything we do, and our artists welcome the extra freedom and flexibility offered."

Portfolio Fine Art offers support to galleries, utilising all available media to market and promote artwork.

Vern is a big fan of Instagram and Facebook in particular. He also invests in direct mail and digital marketing.



Jonathan's artwork graces the walls of private residences and corporations from New York to New Zealand, and Botswana to Beverly Hills, demonstrating the broad appeal of both his style and his subject matter. Jonathan's affection for the animals he portrays, together with a never ending trail for new ideas, means annual trips camping under canvas in the incredible game parks of Botswana, Zimbabwe, Kenya, Tanzania and Zambia. On several occasions he has conducted art safaris in Africa, India and South America. Supporting the conservation of many endangered species, he has raised thousands of pounds for wildlife causes.

Frequently in the media spotlight, Jonathan has made over 100 television appearances and has been featured in many national and international magazines. He is a member of the prestigious American organisation 'The Society of Animal Artists' and also the US-based 'Artists for Conservation', and his paintings have been sold through major auction houses including Christies and Sotheby's.

He has also won an impressive array of awards for his artwork; recently he was a finalist in both the BBC Wildlife Artist of the Year and the David Shepherd Wildlife Artist of the Year. He says: "Nothing seems more natural or enjoyable to me than painting wildlife. Nature has already painted its masterpiece... it's all the inspiration I need!"

As Hot As Summer - Emma Brownjohn



INTERIOR ANGLE



With her unique mix of talent, instinct, passion and experience, it is no wonder that Soo Turner is enjoying great success with two galleries, an art consultancy and a framing business. 4walls was fascinated by her rejection of following the pack and of being influenced by interior trends. When it comes to art, Soo simply follows her heart, and encourages her customers to do likewise.

Initially a picture framer, Soo worked alongside her father to set up Interior Angle picture framers in Chelmsford back in 1994. She then opened the Turner Barnes Gallery in 2011. To start with, she sold prints and limited editions, dealing only with publishers. She then decided to champion local artists, ultimately moving on to emerging artists on an international scale.

Soo has a fantastic entrepreneurial streak. For example, she noticed that in Selfridges on Oxford

Street, the furniture concessions had nothing on their walls. She soon addressed that! Today her customers range from Berkeley Homes to Liam Gallagher. Other projects and collaborations include: London Design Festival, Icon Magazine, Grand Designs, Chaplins of London, Edinburgh Festival, Made in Chelsea and South Place Hotel.

She aspires to be known as the biggest and best gallery in Essex and recognised nationally as the primary showcase for emerging talent. Her personal favourites include the Connor Brothers, Gavin Mitchell and Maxim with the portfolio extending across realism, abstract, pop and urban styles, in the mediums of pictures, photography, sculpture and installations. Her inspiration is truly global and she regularly spends time in New York, Hong Kong and Miami.



Full Circle

One of the secrets of Soo's success is her ability to constantly adapt to market trends in terms of buying habits – while maintaining a purist approach to the art itself. She explains: "I have seen the market go full circle. We originally had a high street presence in Chelmsford but people got fed up with parking fines and were migrating to online viewing. So in 2010 we moved out of town to facilitate a dedicated gallery and framing service which worked for a while but we then started to miss the profile that a

high street presence brings! It therefore made sense to open a small gallery in Shenfield to showcase all our services and meet the demand for an art experience in a retail environment. Now, to complement the Shenfield outlet, we have just opened a 4,500 square foot site on the outskirts of Chelmsford that houses our gorgeous new gallery, the framing workshop and provides an office for my consultancy work.

In the frame



Soo Turner

While Soo's approach to art is very individual and experimental, when it comes to framing she is totally disciplined. This started back in 1994 when Interior Angle was launched, and 4walls was pleased to hear that her first ever moulding order was placed with Larson-Juhl! She says: "My artwork always gets high quality framing and high quality mouldings. Otherwise, what's the point?!"

"It can be the hardest job in the world to convince a new artist about the virtues of framing. Sometimes I just need to be very explicit that proper framing will increase the value of their work! I am actually not prepared to show work that doesn't have good quality framing and I am not prepared to sell anything if I wouldn't have it on a wall of my own!"

My artwork always gets high quality framing and high quality mouldings. Otherwise, what's the point?!

As a proud, self-confessed "retro girl", Soo loves Larson-Juhl's walnut finishes...The concrete and rust of the TouchStone and TouchOxide are also current favourites.

Today, Soo employs two framers – Sean Hill, who has been with her for the majority of her 25 years in business, and Jane Hepburn – ex New York fashion photographer, equine photographer and, for the last three years, part time framer.



Marketing

When it comes to marketing, Soo believes you need a whole range of different activities to create awareness and build relationships – as well as clinch sales, of course! "We get business from Google, referrals, social media, events, our e-newsletter and walk ins to our Shenfield shop – you need to do it all," says Soo. A big fan of social media for all aspects of the business, Soo posts every single day. "It's worth the effort though. One Instagram post resulted in a £10,000 sale!"

Whatever the channel, Soo seeks to be unique. Her mantra is: "Be bold. Be brave. Be different!" Some might say it is easy for her to be anti-convention but this doesn't mean that she is not gentle with her art customers! She adds: "My mission is to make sure

that people choose art because they love it – not because it is a particular colour or a specific size! When new customers come to me they are sometimes quite nervous. I visit their house. View the wall space they want to fill and then get a feel for their personality and taste. I can then present them with some options that will ideally be a key feature within their home for many, many years. It seems to work. Many of those who were tentative at first are now collectors!"

A typical first time buyer will spend £1-2,000 – but overall the full spectrum of sales is from £100 to £50,000!

You can follow Soo and her team's work and progress on Instagram, Twitter, Facebook and YouTube @Turner_Barnes and @interiorangle.

interiorangle.co.uk



BILLBOARD MAGAZINE GIVES SHOUT OUT TO SOUNDWAVES!

We were thrilled to see that Tim Wakefield's art foundation, Soundwaves, has been recognised and featured in Billboard magazine! This is after the foundation managed to raise a whopping 2.4 million dollars for charity with help from various musicians, including Coldplay and members of Pink Floyd.

Wakefield's signed prints were sold at various auctions to benefit charities such as Nordoff Robbins' UK music therapy charity. The Soundwaves visual artist innovated the foundation

through digitally manipulating, shaping and colouring soundwaves to create stunning prints that have featured in the homes of stars such as Dolly Parton and Queen's Brian May.

These prints sell for between \$200 - \$7,000, and Wakefield donates over half of the cost of these directly to charity. With Wakefield stating way back in the fifth issue of 4walls that our Larson-Juhl frames have made a huge difference to his finished pieces, we are thrilled to know our frames are being used for an excellent cause!

soundwavesartfoundation.com



2 FOR 1 ENTRY TO SOCIETY OF WILDLIFE ARTISTS EXHIBITION

Having featured them in Issue 32, it will come as no surprise that 4walls is a huge fan of the Society of Wildlife Artists (SWLA). In order to share this appreciation with all of you, we have teamed up with everyone at SWLA to offer our readers a 2 for 1 entry to their next exhibition!

The exhibition, named 'The Natural Eye', will take place between 25th October - 3rd November at the prestigious Mall Galleries in London and will be showcasing the very best of fine art inspired by the natural world. All you have to do to receive the discount is quote '4walls' when purchasing your tickets. We hope to see you all there!

LARSON-JUHL TAKES ON DUBAI INDEX

Larson-Juhl recently attended the Dubai INDEX show, the largest interiors event in the Middle East and North Africa, held at the Dubai World Trade Centre on 17th-19th September. INDEX saw architects, designers, developers and procurement professionals come together to showcase new brands and start-ups from across the globe.

With the show's exceptional diversity in terms of international exhibitors, we were extremely proud to be a part of the event alongside other reputable names in the interior furnishing industry for the 20th year in a row. It was a fantastic and thought-provoking couple of days, and we were able to talk about our portfolio to a wide variety of customers, new and old, ensuring we continue to gain global coverage as a company.

Products taken to the exhibition included mouldings from our latest ranges: Colosseum, Riviera and Coastal Woods. Alongside these, we also displayed a collection of well-loved black and white classics and other Larson-Juhl favourites.

Catch us at the next INDEX exhibition in Qatar on the 22nd-24th October by registering at: register.index-qatar.com



CAMARTS CORRECTION

In the last issue of 4walls we featured artist and framer Camille Mondon. His business is called Camarts not Camart - apologies Camille.



CHOP SHOP

Larson-Juhl's chop service has been in full swing since the start of the year. It removes wastage from your business and can significantly speed up the lead time for delivery to the end customer. With our rigorous quality control and next day delivery, more and more of our customers are opting for this service.



"Our chop service business is growing by the day. Each Cassese machine costs £20,000 and having made the investment, we are really pleased that so many customers are choosing chop," says UK & international operations director Jonathan Crook, who adds, "with both Cassese and Lucke & Drucker machines, we are able to offer a chop service across all of our wooden and aluminium mouldings."

All our chop moulding orders are processed through our new state of the art workshop which operates from our Bedford head office. "Keeping this service in house ensures we remain 100% in control of our customers' needs and requirements", continues Jonathan.

"Quality controller Marzena Kaminski checks each and every item to ensure customers receive the highest quality frames. We have noticed that the chop service is proving especially popular with our larger or more challenging profiles, which most guillotines would struggle to cut. This means that more framers can now offer a wider range of mouldings to their customers."

Products bought on chop are carefully wrapped and boxed in tough cardboard to ensure optimum protection.

For further information, please visit larsonjuhl.co.uk/chop-mouldings

Please note: the Artcore range is not available on the chop service.



Although often referred to as the 'screw artist', having innovatively created 3D-art made from painted screws, Andrew Myers uses a range of mediums in his art, and 4walls was intrigued to find out more about this original artist and his inspirations.

Andrew was born in Braunschweig, Germany and raised in Ciudad Real, Spain until the age of 16, when his parents decided to relocate to the States. He now lives in Laguna Beach, California and has done since attending the Laguna College of Art and Design in 1999.

NO SCREW LOOSE!



It was only on a tour of the college that Andrew stumbled upon a class of students sculpting a live model that he decided art was his passion, and became a full time artist at the age of 20!

We were curious to find out whether his journey in the art industry so far had been as smooth and spontaneous as his beginnings. Like all artists, he has faced his fair share of challenges, stating that at times he struggled to figure out "which galleries to be represented by, whom to trust, and how the art market works." He went on to say: "These are still difficulties I must deal with every day, as the art market is constantly evolving. My drive and my disdain for failure has kept me going through difficult times."



In terms of where he finds his inspiration, Andrew states that he tries not to allow himself to be influenced by other artwork, as he always wants his pieces to be "unique, creative and stand out from the rest." However, Andrew remembers admiring the craftsmanship of the public art and sculptures in the plazas where he grew up, so admits that he has been most influenced by Spanish and European culture.

Andrew also gave us some insight into the framing process of his finished art:

"Framing is very important as it completes a work of art. I use my metal frames for my screw art to encase the work and give it a completed look. I use framing with glass for my charcoal drawings and paintings to preserve the colour and the work, and because it adds to the work as a whole." We can only agree!

To see more of Andrew's work, find him at @Andrewmyersart on Instagram, or visit his website.

andrewmyersart.com



ZOOB'S WONDERFUL WORLD OF ART



Having discovered artist Jessica Zoob, 4walls was blown away by her passion for finding beauty in all things nature. This passion is portrayed effortlessly within her modern-day impressionist fine art prints and original paintings - and we were keen to find out her story.

Jessica Zoob is a British contemporary artist whose work is exhibited regularly in and around London, as well as featuring in private collections worldwide.

Working from studios in the country town of Lewes, East Sussex as well as in Hong Kong, Zoob's work reflects the charm of her surroundings. She speaks fondly of the way in which the Sussex landscape, sea and sky inspires her work, and this is depicted clearly through the variety of sunset hues, marine blues and sandy tones featured throughout her pieces.

Zoob stresses the importance of taking time to stop and soak up the beauty of our everyday lives, stating: "I feel we are living in a terrifying, throw away world and one in which art plays a vital role to remind us to stop, breathe and appreciate what it is that makes us human".

From her new studio in Hong Kong, she is constantly finding brand new inspiration, stating that Asia has been an endless stream of stimulation for her work. One of her passions and aims within her work is to capture the essence of her travels and experiences. She has found this liberating during her time in Asia, as it has certainly been a huge contrast to the "chalky, misty tones of Sussex"!

Using mainly oil paints allows her to play with textures, layers, history and ambiguity in her work, with some layers becoming lost and glimmering through only in the final piece, adding to the intrinsic beauty of her work. Zoob states that each painting is a time-consuming process and so encapsulates the series of emotions and memories involved.

One of her recent collections, showcased at her London Summer Art exhibition, incorporated singular and group paintings: 'Dreams Do Come True'. All of which featured a soft pastel theme with vibrant splashes of fluorescence. 4walls is a big fan!

To see more of Zoob's work and to keep up to date with her travels and exhibitions, you can find her at @JessicaZoobArt on Twitter, Facebook and Instagram, or visit her website.

jessicazoob.com



Larson-Juhl has been running its Get Framous initiative all year. There are now nine activities live and with a brilliant response from our framing community, this campaign is definitely something to shout about!

IT'S TIME TO GET FAMOUS WITH GET FRAMOUS



4. VizBiz Design - Car parts

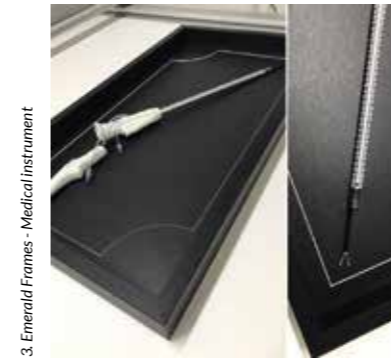
For more information on all live activities follow the QR code.



Get Framous is intended to help increase footfall through your door, traffic to your website, engagement on your social media channels and ultimately the amount of orders placed within your business.

Each Get Framous activity is designed to bring something new to the table that you can try, test and learn from. We've also built a loose plan and rationale behind each idea which you can adapt and mould to suit your own strategy. And if you need support getting started, we've also suggested some sample social posts for you.

As this campaign is built to benefit you, the framer, feel free to pick and choose between the activities or, of course, take part in them all. **But don't forget there is £1,000 up for grabs for the overall winner...** So what are you waiting for? If you have framed something particularly interesting recently, get in touch and Get Framous, it really is that simple. **Either tag us in your entries on social media with the #GetFramous or email them to getframous@larsonjuhl.co.uk.** We can't wait to see what you've all been up to!



3. Emerald Frames - Medical instrument



2. Foursticks Framing - Scorpion



5. EasyFrame - 110 badges

WHY NOT TAKE SOME INSPIRATION FROM SOME OF OUR FAVOURITE ENTRIES TO DATE?

1. Fellow Framing - Posterior teeth! Look right.
2. Foursticks Framing - Scorpion
3. Emerald Frames - Medical instrument
4. VizBiz Design - Car parts (panel from a car door used to make the inner frame background, mounted steering wheel, embellished with car badges, chassis plate etc.)
5. EasyFrame - 110 badges



1. Fellow Framing - Posterior teeth!



F



Master of the Fine Art Trade Guild Jo Palmer took up the role in May and has already injected her own brand of energy and passion into the organisation, bringing new momentum and purpose while building on the work to date. 4walls was keen to hear about her priorities.

FIRST FEMALE FRAMER TAKES ON GUILD MASTER ROLE

Jo is the first female framer to chair the Guild. She is passionate about talking up the industry, promoting the sector, innovation and embracing the opportunities that are out there.

In between her duties with the Guild, Jo runs The Framing Lot in Dawlish with her husband Alec. They are both huge advocates of professional standards and invest considerable time and money into keeping up to speed with new developments and qualifications.

Alec had worked in his family picture framing business in London in the 1990s. Having started a family (they have two sons now in the military), they decided to move to Devon in 1998 and then Alec and Jo launched their own framing enterprise in 2006. They joined the Guild in 2013. Jo passed her GCF exam in 2014, upgraded to GCF (APF) in 2016, and qualified in two Advanced levels – conservation and textiles – in 2018. Textiles is a particular area of interest as Jo does her own stitching.

Jo became a director of the Guild in 2014, joined the Framing Standards and Qualifications Committee in 2016, and was elected Members' Warden and a member of the Executive Committee in 2016, followed by Chair & Master of the Guild in 2019.

AMBITIONS AND PRIORITIES

Jo told 4walls that: "I am really keen to turn the focus back on it being a 'member owned and member run' organisation. We are an outward looking body, keen to get as many members as possible actively involved in our programmes.

"We will continue to promote the Guild's standards and qualifications. Indeed, it has already been wonderful to see the regeneration of the GCF programme in the UK that the Larson-Juhl Scholarship has brought about. The Scholarship and the publicity around it has encouraged more framers to consider the GCF qualification.

She added: "Having a trade association that represents the whole art and framing industry allows our members to have those conversations and interactions that otherwise might not be possible. All our members are part of the Guild Family."

The Larson-Juhl team has been hugely impressed by Jo. Marketing manager Pauline Hutchinson said: "Jo is a brilliant ambassador for the sector and has already made a huge contribution to promoting best practice with three round tables in Chester, Brighton and Newmarket – which we were delighted to sponsor. I love the fact that she takes opinions on board with a genuine desire to learn, adapt and embrace change – always with the industry's best interest at heart."



GOT YOUR BAKU!

Russell Bremner and his team at Project Framing specialise in providing a world class selection of artwork to the interior design industry, and specifically the hospitality sector.



Contracts vary far and wide in terms of remit, geography and scale and recent commissions have included the supply of 190 framed pieces of artwork for an upmarket venue in Baku – involving a large public restaurant area alongside a members' lounge and VIP section. Other jobs this year have included luxury cruise liners which can take huge numbers of pictures per boat. One of Russell's specialisms is working for American-owned businesses who want to appeal to European consumers.

"Often," he told 4walls, "this type of customer chooses the art before the interior design."

Project Framing has a sister business called Artwork4All that sells directly to the end-user and 4walls was delighted to hear Russell takes delivery of Larson-Juhl mouldings on a daily basis to fulfil all his framing needs.

Find out more at projectframing.com

Despite the broad spectrum of locations and facilities, Russell always looks to create a spectacular result.





FRAMING SMALL OBJECTS

A MASTERCLASS WITH
Lyn Hall GCF (APF) Adv

In this masterclass I will be framing six small cars, all of which were designed for the 2012 Olympics. The customer requested them in a box on little glass shelves – a process I really enjoyed!



Image 1

1. Firstly, I considered how to attach the cars to glass shelving. The easiest way to do this was with a glue gun because I did not want to hinder the wheels. I attached small plastic strips on the base of the cars, which were eventually stuck onto the glass.



Image 2



Image 3



Image 4

2. I chose to make three shelves, each holding two cars. The depth of the shelves was calculated at 3.5cm; the height space between shelves was 6cm, and the glass shelves were 32cm wide to fit into the rebate of the frame (6cm + 20cm + 6cm). The diagram shows all elements for this piece of work. These figures were taken from my mount size calculation. (32cmx34cm)
3. I then cut three strips of glass (3.5x32cm) and polished the edges, taking care not to polish the top and bottom sides of the glass. When positioning the cars on each shelf of glass, I used a sheet of paper underneath with pencil marks to space all cars equally.
4. Next, I glued the cars on using the glue gun. I used a piece of wood as a spacer to ensure all cars were evenly glued.



Image 5



Image 6

5. It was then time to cut my chosen frame (ensuring that it was deep enough to take the shelves) and glass. I used Clarity 70% because its invisibility speaks for itself!
6. For my frame, I used Larson-Juhl 233127000 which is 2.5cm wide with a depth of 4.9cm. The frame was cut at 32.1x34.1cm.
7. You could then cut either a single or double mount, clean your glass and place the finished mount into your frame facedown. On my double mount, I used a marquetry technique for the corners. I also reduced the size of the inner mount by 1.2cm all round. This is where the fillets eventually sat into.

The directions for marquetry can be found in 4walls Issue 24 in an article called Value Added Techniques. The mount was cut on a Keencut Future Ultimate Gold.



Image 7

8. Next, you could cut either wooden fillets or foamboard fillets, to line the rebate of the frame. I used 10mm foamboard which I covered with a black fabric to match my black backboard. I chose Suede Board Ebony 8521. A strip was cut off the mountboard sheet from which I removed the fabric surface. This was then used to cover the foamboard fillets using a very high tack double sided tape. My fillets were 4cm wide, which sat into the rebate and still allowed for front glass, mount and backing board to fit.



Image 8



Image 9

10. I then cut a piece of board to sit behind the shelves and, finally, fitted a backing board.

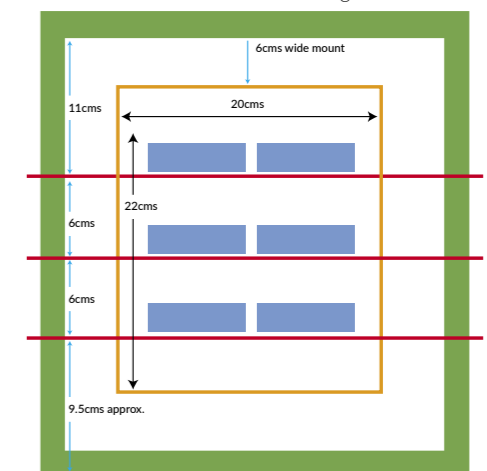


Image 10



Image 11

Frame inner workings



VICKY'S NEW VENTURE



While Wildwood Gallery in Ewell has only been trading for three months, owner Vicky Kirby brings over 20 years' experience to this new art and framing shop and has, not surprisingly, hit the ground running. 4walls caught up with Vicky recently and was hugely impressed by her energy, creativity and stunning new gallery.



Vicky's first job in framing was as a Saturday girl with Frame Express back in the Eighties. She was a manager at 18 and then set up her own business - The Framing Workshop - in Ashted at the age of 23. The Framing Workshop thrived for 15 years. Vicky sold the shop in 2010 when the family relocated with her husband's job to Belgium and then the US.

Fast forward to 2019 and the Kirby family has been back in Surrey for three years. While busy with two teenage children and two dogs, Vicky noticed that a gap in the market had emerged. The framing shop in Ewell Village had closed, as had three outlets in Epsom. She saw that some lovely high street premises were available and took the plunge!



The still relatively new Wildwood Gallery was launched with a stylish logo and store design, with a commitment to showcase and champion local artists and to offer expert picture framing.

"Business has initially been from passing trade. Local people are telling me they love being able to come in and browse artwork, as well as having a destination for their bespoke framing needs," she says. Vicky works very collaboratively with her chosen Surrey talent and while she earns commission on paintings, having local creativity on show really helps with her framing offer and the overall experience that she provides for her customers.

Her favourite work includes the imagery here featuring Twiggy, various Hollywood greats and the legendary David Bowie.

One of Vicky's favourite Larson-Juhl mouldings is Senza - featured here framing her beloved Sprölliador Bronte! (Springer Spaniel crossed with a Collie/Labrador - what a gorgeous combination!)

Vicky knows Larson-Juhl from her previous framing enterprises and says very kind things about her area sales manager Derrick Hicks, who she says is: "A very unsalesy salesman! My go to man whenever I need some advice. And he knows I am always good for tea and Hobnobs!" We know this is a relationship business so it is great to get feedback like this!

While Wildwood Gallery's high street presence is bringing in plenty of custom, Vicky is also using Facebook and Instagram to proactively promote her business and has just invested in a Google 360 video tour.

We are sure that Wildwood Gallery will go from strength to strength. Great job, Vicky!

Follow Vicky on Instagram and Facebook @wildwoodgallery

gallerywildwood.co.uk



CONSTRUCTING A MOUNT PACKAGE

A MASTERCLASS WITH JON PRICE GCF (APF)

If there is anything that's guaranteed to make me rant like Basil Fawly, it is the number of incorrectly mounted pieces of artwork I see. I would estimate that 95% of the pre-mounted pictures and framed pieces that come through my door are mounted in a way that has damaged or will damage them. This includes works self-mounted by artists and photographers but also those mounted by professional framers, which is why I persuaded Larson-Juhl that one of their new 'how to' videos should be on constructing a mount package.

Although this is visually the least exciting of the six videos, I would say that it is the most important. Knowing how to mount a piece of paper-based artwork is a fundamental framing skill that should be utilised with all artwork. In this video I demonstrate how to; construct a mount package consisting of a hinged window mount and under mount, attach artwork to the mount using T-hinges (which allow the artwork to expand and contract and therefore reduce cockling or buckling), seal the whole package and glazing together to help prevent insect infestation and reduce potential damage by airborne pollutants.

With the emphasis of this video being on technique rather than design, we were more conservative with our choice of window mount and frame. The mountboard used was the classic 8065 Hayseed with its textured finish. The 406335110 Sable moulding's Teak veneer beautifully matches the colour, tone and texture of the hare print being framed. The overall result is tasteful and classy.

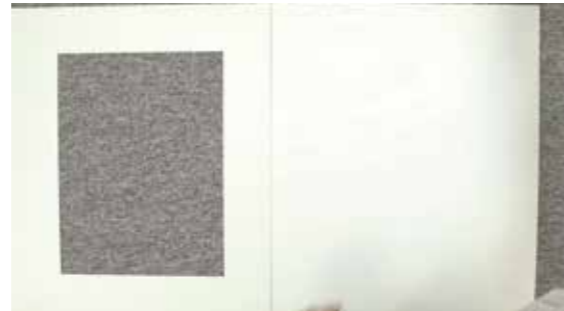


Figure 1 - Measure and cut a window mount as required. In this case the border dimensions were 80mm top and sides and 95mm at the bottom. Cut an under mount (LLL008950) of the same external dimensions as the window mount.

Place the window and under mounts side by side on a flat surface with the longest sides butted up against one another. For portrait mounts the top edge should be placed against the under mount, on a landscape mount it should be the left-hand side.

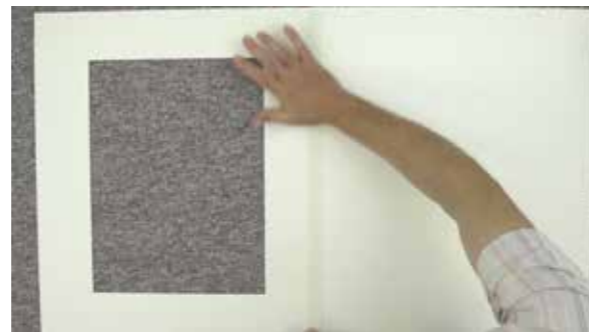


Figure 2 - Cut a piece of white gummed conservation tape (999000026) a few millimetres shorter than the long edge of the mountboard. Dampen the tape using a sponge or brush and deionised water. Place it along the join of the window and under mounts with half the tape on each mount. Burnish with an artist's bone.



Figure 3 - Cut two pieces of the same gummed conservation tape to about 30mm long. Dampen the end 5mm of the gummed side using the deionised water. Attached the 5mm of dampened gummed tape to the top edge of the back of the artwork a quarter of the way in from each side. These are the uprights of the capital 'T' that forms the T-hinges.



Figure 4 - Fold the window and under mounts together along the hinge and carefully adjust so they sit together well. It may help to run an artist's bone along the hinged joint.



Figure 5 - Open up the mount package and place the artwork between the under and window mounts. Close the package and adjust the artwork so it sits in the correct position. Use a paper weight to hold the image in place while you open up the mount. Cut and dampen two 75mm pieces of (999000026) gummed tape.

Secure the artwork by placing these pieces of tape across the pieces of tape you previously attached to the back of the artwork. Leave a gap of a few millimetres between the top of the artwork and these cross pieces which are the capital 'T' of the T-hinges.



Figure 6 - Sealing the glazing, window mount, artwork and under mount. Cut and clean the glazing. For all of the Larson-Juhl 'how to' videos I used Larson-Juhl Clarity AR99 (CLF915122).

Having made sure the mount is dust and blemish free, place the glazing on top of the mount package. Cut four pieces of the white gummed conservation tape. Each piece should be cut to slightly longer than each of the four sides of the mount package. Dampen one piece using the deionised water.

Place the dampened piece of tape along one edge of the mount/glazing package overlapping the edge of the glazing by a few millimetres (remember the tape needs to be covered by the rebate lip once the package is placed in the frame). It is easier to do this with the edge being taped protruding off the edge of a workbench.

Smooth the tape down with your finger and then an artist's bone, bending the tape slightly around the edge of the glazing/mount as you do so.



Figure 7 - Smooth the dampened tape along the outer edge of the package using your finger and then a bone bending the tape around the bottom edge as you go. Smooth the tape along the underside of the package.



Figure 8 - At both corners cut the tape in a way that overlaps the left and right edges of the package. This reduces the chances of any gaps once all four edges have been taped. Repeat on all four sides taping opposite sides first.



Figure 9 - Using Evacon R Conservation Adhesive (SUEVAR0001) glue down any corners of the gummed tape that haven't adhered properly. Place the mount and glazing package in the frame. Cut a backing board (999110000) and secure with a Fletcher Framemaster (999000083), framers points (999000084) and brown gummed paper tape.

Where I live on the North Devon/Cornwall border, insects like Thrips, which have a reputation for getting into framed pieces between the glazing and the window mount, are not common. Therefore, I only tend to seal the mount and glazing package for higher end conservation and museum level framing. Constructing a mount package, however, is something I do on a daily basis. If you don't mount and T-hinge most of your paper-based artwork in the same way, you are not only doing it long term damage, but also may well be the cause of some of my Fawly-esque rants.

For more information on T-hinging and constructing a mount package please refer to my articles in 4walls Issues 32 & 33 or go to 'How to mount your art and photography' on my website handmadepictureframing.co.uk.

Jon Price owns Handmade Framing and Gallery near Bude, North Cornwall. Jon is Cornwall's only Guild Certified Framer. His clients include national museum groups, art conservation and restoration companies and private collectors.





PICTURE PERFECT PARTNERSHIP

Larson-Juhl is incredibly proud to be working with the British Journal of Photography (BJP) for this year's International Photography Awards, which looks to discover the best in contemporary photographic

talent. The BJP, alongside a judging panel of key industry leaders, award and promote work with a captivating narrative, featuring images that demonstrate a fascinating project on any topic.

Congratulations to the two candidates that have now been chosen for the Larson-Juhl Scholarship scheme's second intake of 2019! We are incredibly proud to sponsor Laura Hemsley of Sapphire Framing in Okehampton, Devon and Oonagh Main of Irish Art Plus in Antrim, Northern Ireland, who are the two talented winners.

TWO NEW SCHOLARS ANNOUNCED!

The scholarship scheme, first launched in April 2016, is aimed at existing framers who already own – or are hoping to own – their own business. The scholarship includes the GCF(APF) examination and examiner's fee, GCF(APF) study guide, and free access for one year to selected seminars, study days and workshops held in the Fine Art Trade Guild office in London.

The award has been instrumental in transforming the lives of previous winners and shortlisted photographers, and acts as an amazing entry point into the photography industry. This is all made possible by the extensive industry exposure the winners receive, including a solo show, opportunities provided by the judging panel, global media coverage and features in both print and BJP-online.

This year's winner, Jack Latham, showcased his winning series 'Parliament of Owls' at his solo show in the renowned contemporary art gallery TJ Boulting, based in Fitzrovia, London. This fascinating exhibition was framed in partnership with us here at Larson-Juhl.

In 'Parliament of Owls', Latham explored the effects that information vacuums can cause, focusing on Bohemia Grove - the elite men's club in California. Surrounding the dangers of conspiracy theories and fake news, the club's secret antics have been associated with devil worship and mock human sacrifice - neither of which are featured in the photos themselves!

In fact, the photos give only a glimpse into Bohemian Grove, offering black and white views of the club's grounds from the perspective of somebody hidden amongst the trees - further adding to the mystery. As the images give no

answers of their own, they have themselves been labelled as a vacuum of context.

Larson-Juhl is thrilled to have been part of this compelling exhibition, and we think Latham's choice of the TouchWood Wenge moulding was the perfect fit for his fantastic photographs. To see more of Latham's work, visit his website, jacklatham.com.

Make sure to keep your eyes peeled for our next partnership with the BJP, as we are supplying the framing for the Female in Focus show, an award that celebrates women photographers, opening on 14th October 2019 in Dumbo, New York.

For more details, visit the BJP website Bjp-online.com



Laura



Oonagh

We were intrigued to find out more about the scholars, especially surrounding how they got into the framing business. We spoke to Oonagh, who told us: "My initial involvement stemmed from a desire to support my parents in their art business. Progressively, this grew from taping and stringing pictures in the early years to the complete framing of artworks following my formal training at Down School of Picture Framing in more recent times."

In terms of where Oonagh finds her inspiration, she told us: "My main inspiration comes from the challenges each day brings in selecting suitable materials in which to present each item or artwork, the sense of achievement upon seeing the finished piece, then presenting it to a hopefully delighted customer."

As for her plans for the future, Oonagh is looking to eventually operate as a "fully trained, competent, well respected and sought-after picture framer – recognised by and affiliated to the Fine Art Trade Guild."

We wish the best of luck to both Oonagh and Laura for their future in this industry, and to all those who apply as candidates for next year's intake of scholars!

We were thrilled to hear about Laura's experiences of being welcomed into the industry, as she told us: "Everyone in the framing industry has been so friendly and keen to share ideas. I can't wait to learn more and attend more workshops, events and training courses. I have finally found what I want to be when I grow up!"

Oonagh also gave us some insight into her observations so far, stating that she finds her work in this industry both satisfying and rewarding. She went on to say: "I have observed a great level of support and fellowship particularly within the framework of the Guild and look forward to further participation with them in the future."

GCF SCHOLARSHIP PROGRAMME TRAINING

By Lyn Hall GCF (APF) Adv

Having trained students for well over 25 years, I was delighted to be chosen as a trainer for the Larson-Juhl Scholarship GCF training programme!



Initially, we spent a fair amount of time discussing the format of the Guild Certified Framer examination with me answering a host of questions. The rest of the course was spent undertaking all relevant aspects of the exam including:

1. Stretching canvases
2. Stretching and blocking textiles including lacing
3. Painted lines which are required for the conservation piece
4. Accurate mount cutting with V grooves
5. Hinging and understanding tapes and their uses.

It is important to remember that the pieces submitted for the exam should be examples of the best framing possible at the required level. I think after two days my students (who were already very accomplished) were achieving just that – high quality work which would stand up to close scrutiny by whoever was their examiner on the day.



My training school has always emphasised the importance of quality and correct framing, so being approached by the Fine Art Trade Guild to work with new scholars felt like a natural partnership. I think it is an amazing scheme and one which is thoroughly appreciated by the people who have received scholarships in the past.

I have recently had the pleasure of working with Justin George of George the Framer and Laura Hemsley of Sapphire Art who were the latest scholarship students. The two day course for these individuals was conducted on a Sunday and Monday to avoid two working days.



And Laura wrote the following:

“Thank you so much Lyn for the two days training. Right from the start there was a friendly welcome and I immediately felt at ease. The training was relaxed but highly focused on teaching us the correct methods and materials for conservation framing. In instances where I had been taught incorrect methods, or ways which could be improved on, you handled it sensitively and with a sense of humour. I have learnt so much from you and went back to my workshop with a great big shopping list of tools and tapes to ensure I work to the highest standards. I now feel totally prepared for my GCF exam in September. I thoroughly enjoyed the course and feel very lucky to have gained the Larson-Juhl Scholarship which enabled me to train with you.”

As a trainer, it is very unusual but extremely useful to receive feedback. Justin wrote:

“I was delighted to have been awarded the Larson-Juhl Scholarship. The course was extremely helpful in terms of reviewing my current techniques, which are based on previous training courses (with other trainers) and working from professional picture framing books. I was surprised at how many techniques I needed to fine-tune or completely change to correct some bad habits. It was disappointing to learn that some of my previous trainers had not given me the instruction that I had paid for.

It’s a testament to Lyn’s knowledge and experience in the industry and her ability to impart information in such a friendly and relaxed manner. I am very grateful to have had the opportunity to spend two days with such an experienced framer, in her workplace and in her home, where I was able to view so many extraordinary examples of her unique mount work. I have returned home feeling much more prepared for the GCF exam, and a sense that Lyn has put me back on track. I can thoroughly recommend applying for the Scholarship”

Comments like those from Justin and Laura make it all worthwhile. It just remains for me to continue with more scholars as they move through the system and I wish each and every one of them great success with their businesses - but most importantly attaining the Guild Certified Framer qualification. It is a useful qualification offering credibility and professionalism to all their clients.

fringearts.co.uk

Our main image needs no caption! (Apollo 11 team).



MOONSTRUCK!

Cheshire-based Premier Image has a fantastic reputation with photographers, which is where its core offer lies, but just recently they have developed a new specialism around all things lunar – and beyond!

4walls was blown away by these NASA images in particular, and we know there are many Star Trek fans amongst the readership - so we thought you would like to see some of that work too!

All this intergalactic memorabilia work has come via self-confessed space geek Richard Garner whose Space Collective website is an Aladdin's Cave of all things related to space travel – fact and fiction. This includes NASA memorabilia from the Mercury, Gemini and Apollo programmes, as well as the Space Shuttles, alongside stellar collections of Star Trek and Star Wars images, props, materials and souvenirs.

Enthusiasts will spend up to £10,000 on some of these truly unique pieces – like genuine moonrock, Apollo screws and beta cloth patches!

The top image shows Apollo 13 memorabilia being assembled under Larson-Juhl's school grey mountboard prior to framing.

We have also featured an original Death Star surface panel, as seen in the production 'Star Wars: A New Hope' – which is framed with a door to allow fans access.

Mike Sweetman and Jonathan Redden lead the team at Premier Image and are passionate about their work. They use a wide range of Larson-Juhl mouldings with Coastal Woods a regular favourite - as is the case for many photography specialists.

ABOUT PREMIER IMAGE

Premier Image's main activities are digital photographic printing, handmade framing and the assembly of contemporary artwork. They specialise in Epson Digigraphie printing which allows reproduction of work to a very high quality specification.

Mike and Jonathan believe that membership of the Fine Art Trade Guild gives buyers extra confidence in both the quality of the artwork and the framing.

Find out more at premierimage.co.uk or on Facebook @PremierImageLtd



Some people want to display their favourite photos in a digital photo frame – as well as on their social channels, of course - but there is a growing demand for images of special family occasions, significant events, pets, children's milestones and the like to be professionally framed, often on a considerable scale, and then given significant wall space.

Bedford-based The Picture Gallery, owned by Graham and Joy Brealey, is a business that is hugely benefitting from this trend with a combined printing and framing service available nationally online via picturegalleryuk.com. The process starts with the consumer uploading digital photos, choosing a mount and a frame, and then Joy and her team do the rest. Customers can alternatively select an image from a choice of over 11 million stock photos to then have printed and framed as wall art.

All photo printing and framing is done on site in the Bedford workshop by skilled craftspeople, using the best quality photographic paper and light-fast inks which are guaranteed for up to 100 years! Every image is then dry mounted so that it does not ripple in the frame over time. The photograph is then framed professionally, and a hanging cord attached, before being despatched.

SHOP OPTION

As an option, local customers can print their photos either via the Fuji App or by coming into the Bedford shop where the Brealeys have invested in three Fuji Photo Kiosk instant printing machines. Photos can be printed from a smartphone, memory stick, memory card, CD, or directly from Facebook, Instagram, Google Photos or Dropbox accounts.

DEVELOPING PHOTOGRAPHY SALES

While people take all their photos digitally these days, and old fashioned photo albums full of hand fixed prints are a thing of the past, a fantastic new market has emerged for framed photography.



There is then a selection of ready-made frames, canvas or gift formats: mug, cushion, keyring, fridge magnet, mouse mat, coaster, table mat and chopping board, to name a few!

The Picture Gallery offers passport and visa photos, and also has a large and very impressive studio which is used for all sorts of shoots from babies to family groups, and corporate work with models to formal portraits.

The final area of growth is around archive or 'heirloom' images that people want restoring, converting from negatives or slides, enhancing and/or preserving for future generations.

Joy told 4walls: "We are very pleased that all the different aspects of the business are proving so popular. The Fuji kiosks really completed the offer to make it full service. And having quality frames is a big part of it!"

picturegalleryuk.com
picturegallerybedford.co.uk
 Facebook @thepicturegalleryandframingcentre
 Twitter @picturegallery

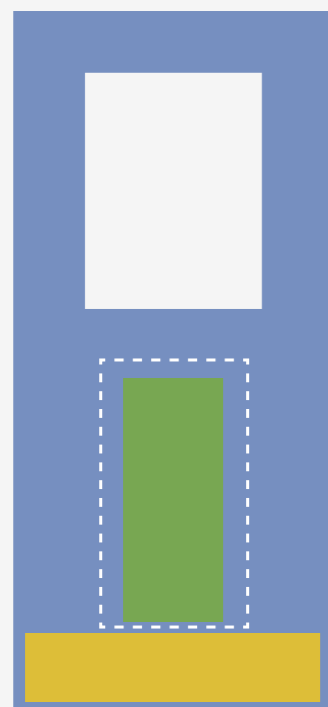
Ask the experts

Framing Heavy Items

By Lyn Hall GCF (APF) Adv

Q. I need advice on how to frame a heavy dance trophy next to a certificate for a customer, please.

A. The weight is the main issue and requires a belt and braces approach to safety. I would make a box from 151000127 Coastal Woods slip which could sit fairly close to the edge of the object. The moulding is 6cm wide and is about 7mm thick, so it is easy to cut on the Morso and join with an underpinner. I usually glue and pin both mitred ends to ensure that it is strong.



This photograph shows a display box made to carry two large ceramic figures sitting on a bench. Similarly, you could make a structure like this to carry the trophy. The trophy could be sat on the base on a bed of silicone which would flatten out the "pimples" and, if applied carefully, is pretty discrete. It would be easier to sit the trophy at the bottom of a portrait presentation, and a mount cut to cover the edges of the box and take the certificate should work well.

The dotted white line on this diagram shows the box hidden behind the mount with the object shown in green standing on the bottom ledge. Build up the area below the box with a second smaller box like the one shown (yellow). This fills the space and adds strength.

There are a whole host of calendar and awareness days that have the potential to bring all kinds of opportunities to your framing game. Between October and Christmas, we've picked

out a few to keep in mind. Jumping on board a timely event could not only allow you to get creative within your marketing activities, but it could also increase your businesses profile.

Days to keep in mind...

31st October – Halloween

Halloween has become a key date in many retailers' diaries! From merchandising and events to competitions and displays, however big and scary you decide to go, don't forget to include #Halloween in your social posts as an easy way to increase your reach during this celebration.



27th October – The end of British summer time

It's time to celebrate all the memories your customers have made over the summer months, and what better way to do so than through framing and preserving their special moments captured in time to last forever?! It could also be time to mix up your display and give your shop a more autumnal feel to mark the end of the summer season. Perhaps try warmer tones to attract customers through the door?



23rd November – Black Friday

This is one of the biggest shopping events in the UK calendar. If you are considering offering a discount or any special offers, make sure your customers are aware beforehand. Create a buzz across your social media and use the hashtag #blackfriday along with any framing terms you usually hashtag to reach any customers looking for framing deals.

24th November – Small Business Saturday

This is a very important day for many framers out there, a day to not only remind customers that supporting a local business is good for the community but also a day to be proud of your own successes! Use the hashtag #smallbusinessaturday on your social channels to celebrate this important event.

Remembrance Sunday – 10th November



All of December

On the approach to Christmas we know you'll be very busy but it's also a good time to make sure local people know that you are the framer for all of their festive framing needs. After all, framed items make a fantastic personal present and if people are stuck on present ideas, your window display or social media posts could be the inspiration they need.

It is also very important that customers know any last dates for guaranteed pre-Christmas delivery to avoid any disappointments. Another date to mention is when you plan to close for that well-earned break over the Christmas period.

The period before and after Remembrance Sunday brings some truly stunning preservations to honour those who have fought for our country. Could you offer a discount to veterans looking to frame their medals or uniform during this time? Maybe even donate a percentage of sales towards The Royal British Legion or another appropriate charity? Showcasing war memorabilia or poppy collections across social media using #lestweforgetUK or #PoppyAppeal is yet another way to join all those showing their gratitude during this period.

RECOGNISING OUR LONG-SERVING WORKFORCE



Staff from left to right: Barry Smith, Steve Tyrie, Elwyn Jones, Dave Page, Paul Benson, Dom Barbarino, Robert Pacitti

Here at Larson-Juhl, we've always been proud of our team and we recently realised that the company has an increasing number of long servers - so we decided to put a gallery together to pay tribute to these men and women, whose passion and commitment to the sector really is amazing. Huge congratulations to these 25 employees.

12 members of our team have been with us for over 20 years:

- Franco Rinvenuto - Warehouse Operative
- Paul Witt - Management Accountant
- Jon Matthews - Team Leader
- Tracey Masters - Call Centre/Customer Service/Credit Control Manager
- Robert Pacitti - Warehouse Despatch Administrator
- Mark Davis - IT Systems Developer
- Debbie Fraser - Director of HR and Administration/ Company Secretary
- Matthew Bailey - Warehouse Operative
- Dom Barbarino - Warehouse Administration Manager
- Paul Benson - Warehouse Operative
- Elwyn Jones - Warehouse Operative
- Toni Colangelo - Purchasing Co-ordinator and PA to VP Global Supplier Management

Six have been with us for over 25 years:

- Barry Smith - Chop and Join Operative
- Andy Cole - IT Administrator
- Cara Solomon - Marketing Assistant
- Derrick Hicks - Area Sales Manager
- Dave Page - Chop and Join Supervisor
- Steve Wright - Warehouse Operative (25 this year)

Seven employees have been with us between 30-40 years:

- Paulo Botrugno - VP, Global Supplier Management
- Steve Burke - VP, Global Sales
- Alex Rolfe - QC/Sales Support Operative
- Pauline Hutchinson - Marketing Manager
- Chris Tobin - Warehouse Manager
- Steve Tyrie - Warehouse Manager
- Graham Miller - Field Sales Director.

Managing Director Jonathan Burrage commented: "It is the Larson-Juhl team's dedication and commitment to our customers and the trade that makes us different. I am so proud of these people. Great work and thank you!"

DIRECTOR OF ARTSHAUS' 5 GOLDEN RULES FOR CHOOSING ARTWORK FOR YOUR INTERIOR

4walls was delighted to read Daniel Lee-Jacobs' article in The Art of Design outlining five golden rules for choosing artwork for your interior. His tips are really informative and he has kindly given us permission to share them with our readers! Daniel is the Director of ArtsHaus. Follow the QR code at the end of the article to find out more

02 Colour match or colour crash

In a room where there is already a good measure of colour, it proves wise to choose artwork with complimentary colours – perhaps picking out two or three accents from the furnishings and looking for this in the artwork you buy. In rooms which are quite neutral in colour, incorporating whites, creams, greys or light woods, artwork can be your opportunity to provide a heady hit of colour.

03 Choose artwork based on the atmosphere or tone you want to achieve

Look for artist's work which mirrors the sentiments you'd like to portray – whether that's sophistication, elegance or just a bit of fun! Whilst in the bedroom we might look to create a calming and restive environment, the living room might be a space for energy and vivacity. Neutral or pastel colours, or simplistic line drawings can be more restful whilst pops of colour or more expressive brushstrokes will provide a sense of dynamism.

05 Don't overlook the finishing touches.

Once you've found the perfect piece, ensure you take the time to apply the finishing touches. The choice of a frame can have a huge impact on how a piece of art fits into its environment – and sometimes the frame itself provides an added decorative effect. The choice of material in particular can be used as the bridge between the artwork and the interior. Natural wood frames can match with wood furnishings whilst gold frames can provide a vintage feel or a touch of glam in a more modern interior.

01 Start with the practical

Art is so incredibly diverse that when you first consider finding a piece for your project, it's best to start out with a few practical considerations. You should be thinking about the space and what size artwork (or group of artworks) might fit the space comfortably without looking cluttered. Make a decision whether you'd like a large individual piece or perhaps a gallery wall of smaller pieces. Your budget will feed into what type of artwork you should be considering. If you've decided you need a metre by metre artwork then consider that most framed paintings will cost at least £800. Alternatively, limited edition prints can be more cost effective.

04 Look for consistency in line and form

Just as you would look for complimentary shapes, lines and angles throughout your furnishings, the same applies to artwork. If your furniture features soft curves and fluid lines, choose artwork that incorporates sweeping strokes or flowing movement also. Furniture with more hard, angled or industrial edges will instead match artwork with more defined lines and crisper detail like those of geometric abstracts. It's all about making sure that nothing jars and everything is in sync with each other!



Conclusion

When it comes to choosing art for interiors, sadly artwork is often relegated to an afterthought. But if you take the time to find something which truly fits the environment it can be an incredible focal point and discussion piece. Discover quality, affordable artwork at artshaus.co.uk

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