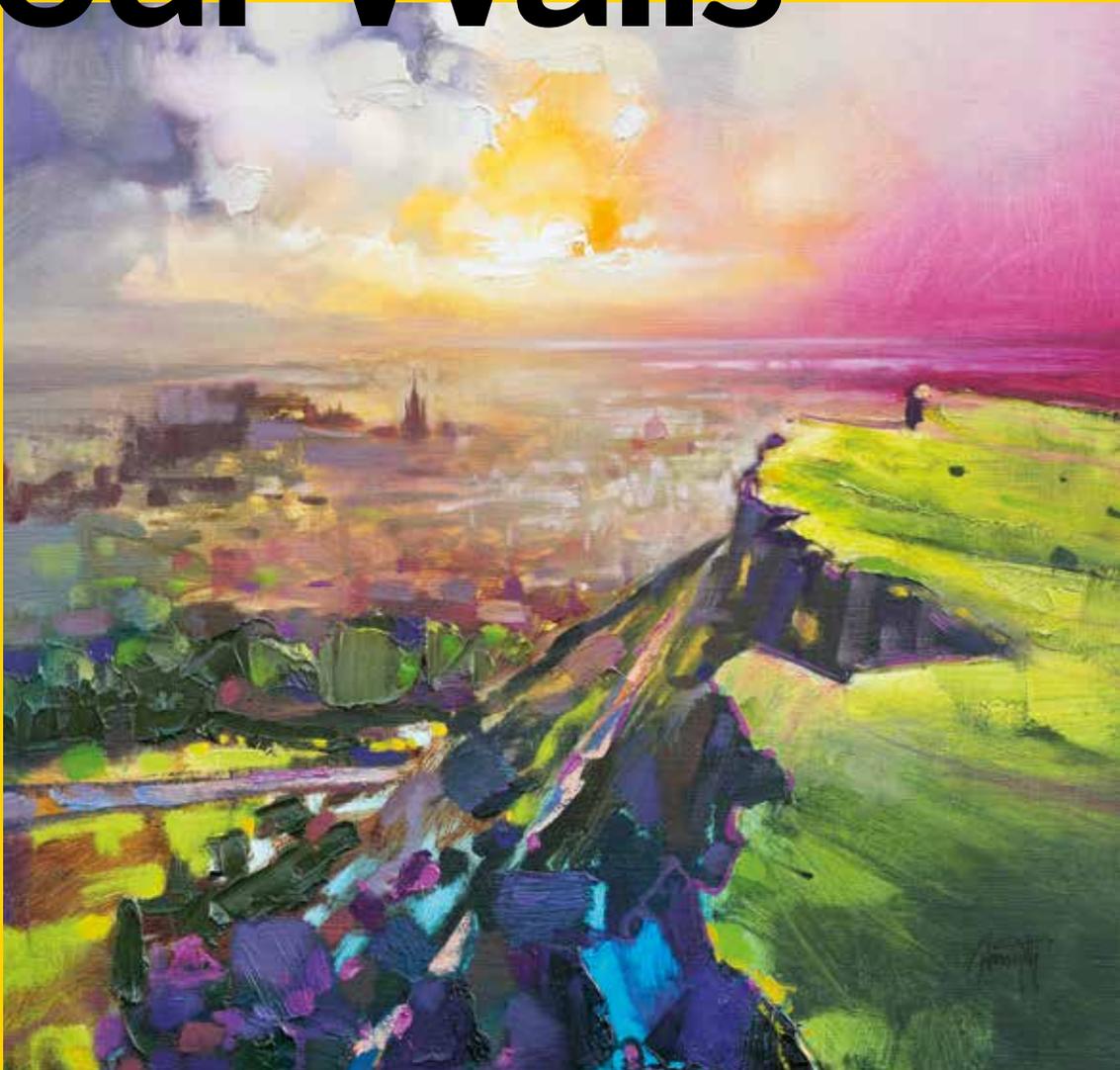


One Wall  
Two Walls  
Three Walls  
**Four Walls**



**Scott Naismith,**  
Salisbury Crags

THE ART AND FRAMING MAGAZINE FOR PROFESSIONALS

NO. 31. 2019

Brought to you by

LARSON · JUHL®

## WELCOME!

Welcome to a new year, a new name and a new look 4walls - we hope you like it!

Much has changed in terms of appearance but we are still totally focused on supporting you, the framer, in any way we possibly can and that includes bringing you a magazine packed full with ideas and inspiration.

Our cover artist is Scott Naismith – just what we need to brighten up the dark winter months. His full story is on pages

6 and 7. Alys Bryan gives us her thoughts on current trends on pages 4 and 5, and Richard Atkin tells us about his training business on page 15. We have the second of our new look masterclasses from Jon Price on pages 22-23 and a whole range of suggestions for marketing and social media on page 27.

Our social media channels have evolved into variants of @4wallsbyLJUK – but you hopefully already know that!

As always, we would love to hear from you with feedback about this issue and suggestions for the next one.

Here's to a colourful and successful 2019!

### Pauline

Pauline Hutchinson, Editor  
pauline.hutchinson@larsonjuhl.co.uk

 @4wallsbyLJUK  
 @4wallsbyLJUK  
 @4wallsbyLJUK

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## NEW YEAR

# NEW PRODUCTS!

The latest ranges from Larson-Juhl have a European theme and embrace a number of current trends.

Riviera features a stripped wood effect that is popular with many interior design enthusiasts, with a choice of eight stunning colours that range from the subtle to the vibrant.

A tidy 27mm in size, this stunning new moulding brings endless opportunities for the creative framer. There is potential for a whole plethora of different pieces to be given a truly individual finish from art to photography to memorabilia, from antique to modern, from discreet to overt.

The finish for this moulding is produced by a process of applying two base coats, sanding in between and then adding a hand finished surface. The colour options are black, white, green, turtledove, blue, red, grey and dark grey.

[Chevron sets and a chop service apply to these two new collections, like all Larson-Juhl wooden mouldings.](#)



### FSC accreditation

Geneva has been launched partly in response to the demand for more FSC accredited mouldings. It also offers a deep rebate and unusual profile that brings added depth and interest. With three classic colour combinations of gold/brown, grey/silver and black/silver, Geneva will enhance a very broad range of artwork. Made from finger jointed pine wood and with its hand painted little 'step', this range – which comes in 32mm and 55mm – shows real craftsmanship.

The soft brush technique will help avoid any quality issues in transit. Also, all foils have a dégradé patina from outside to the inside. Being darker on the outside, together with the metal lip, brings the eye to the centre and to the artwork – ideal for showcasing hero pieces.



# 2019 TRENDS



Celebrating the legacy of Bauhaus and protecting our future with sustainable design are just two trends which will dominate the year ahead. Taking a lead from 2018 colour trends, yellow will also bring our interior schemes to life during 2019. Furniture designer Alys Bryan takes a closer look at these three trends.

## Yellow:

The wonderfully excessive Maximalist trend from 2018 introduced us to a vibrant colour pallet. Vivid yellow will be one colour which stays with us through 2019, bringing with it an air of positivity.

Interior designers have already begun to show us how yellow can be used to dramatic effect. At Sleep + Eat 2018 Angela Dapper, partner at Denton Corker Marshall, placed a completely yellow colour blocked bathroom in the centre of her room set installation paying tribute to West Ham United FC.

Yellow is not restricted to being used as a block colour. In textile designs we will increasingly see an optimistic shade of yellow being used as an accent colour or as the dominant colour within a pattern.

To compliment a yellow rich colour scheme, artwork could be framed to match, our LJ En Vogue Moulding and LJ Confetti Moulding collections both include wonderful tones of yellow. You could also choose to provide a contrast with a black frame, from our LJ Coastal Woods collection that retains its wood grain texture which adds another level of interest. Alternatively, our natural timber finishes compliment yellow beautifully, including LJ TouchWood Art Moulding Walnut.



Fresco Moulding 339502426

## Bauhaus:

In 1919 architect Walter Gropius founded Bauhaus in Weimar, Germany. Bauhaus is considered the most influential art and design school in history, despite only being in operation for 14 years.

Bauhaus was not focused on a single discipline. Alumni included typographer Herbert Bayer, textile artist Anni Albers and sculptor Marianne Brandt, and teachers including artist Wassily Kandinsky, designer Piet Zwart, and architect Mies van der Rohe.

During 2019, the centenary year of Bauhaus, celebrations will transcend from exhibitions, installations and discussions into a strong trend for Bauhaus inspired product designs, patterns and colour palettes.

New textile collections will take advantage of archive collections as well as incorporating the Bauhaus ethos and colour palette into their new designs. We will see a flurry of new collections launched at the start of 2019.

When framing artwork to compliment the Bauhaus trend simplicity is key. Our extensive Confetti collection provides a wide colour choice with an elegant profile.



LJ Touchwood Unique



## Sustainable Design:

During 2018 we looked at the ongoing trend of natural and biophilic design, with natural finishes being used for flooring, architectural features and furniture to incorporate nature into an interior scheme. This trend forms part of the important trend for sustainable design, a trend which can be addressed in a number of ways.

The use of natural materials which have been sustainably grown and processed will continue to be part of our home and hospitality environments.

At Dutch Design Week, Studio Klarenbeek & Dros en Atelier Luma was presented with the New Material Award for their Algae Lab Luma. This project harnesses algae as a raw material in the large-scale production of polymers, creating a truly innovative material which can replace non-biodegradable, fossil oil-based plastics and simultaneously absorb carbon dioxide emissions. We will see interior schemes increasingly incorporate these brand new sustainable materials either through surface finishes or as part of the furniture specified for the space.

Vintage furniture will also have a home within the sustainability trend and we will see this longstanding trend become increasingly prominent within hospitality interiors.

In November 2008, Arqadia received its PEFC and FSC Chain of Custody accreditation from BM TRADA Certification Ltd. This category contains all FSC or PEFC certified mouldings.

Our PEFC and FSC framing solutions include our LJ Petite Moulding PEFC which has a beautiful bevelled cushion profile, LJ Zen Moulding PEFC and the newly launched Geneva.

LJ Confetti Moulding 130632000



# A VERY DIFFERENT VIEW



Edinburgh Arts has been publishing Scott's work for many years. His portfolio is available to view at [edinburgharts.com](http://edinburgharts.com)

The very dynamic Scott Naismith is a truly inspirational creative talent. His work exudes energy and his back catalogue is totally stunning. 4walls caught up with Scott as another exclusive show had just opened and thoughts were turning to an upcoming exhibition in Paris in the spring.

Having studied at Duncan of Jordanstone College of Art, Dundee, Scott graduated in June 2000 with a BDes in Illustration and Printmaking. The very next year he got his first solo exhibition and he has not stopped since!

His inspiration comes from three main sources: Turner for atmosphere; Matisse and his principles of freedom of colour; and Abstract Expressionism – specifically freedom of expression. Matisse said: "I don't paint things. I paint the difference between things." Scott has totally bought into this sentiment.

While undoubtedly a fantastic talent, Scott's profile has also been escalated by an early adoption of all things digital. His work has enjoyed huge online success for over 10 years now and he has posted all sorts of content on YouTube which has resulted in the build-up of over 28,000 subscribers.

Despite not having time to produce new videos at the moment, Scott is still getting 1,000 hits a day from people looking at his work, views of the world and tutorials. His posts on 'the truth about colour' are especially popular.

Scott is a big fan of all social media and even had shares in Facebook! Although it is Instagram that he loves best from a visual point of view, like many artists.

Unsurprisingly, Scott is attracting a lot of interest from traditional media and other influencers too. He featured in an Australian TV programme called 'Colour in your life' which can be found on YouTube and is well worth a watch.

## Science and art?!

Art and science are generally seen as polar opposites, but Scott has a real passion for geology, physics and other such subjects, from which he takes much inspiration. His investment in a drone has helped here in terms of getting a different view of rock formations, landscapes, coastlines, etc. (He is on his third one mind, after the first two met untimely ends....). The results are awesome!

## Working on instinct

Scott is really on a roll now, but he remains committed to working on instinct, without fear, without too much of a plan, and with a very healthy attitude. He has a number of very down to earth mantras. For example, he says: "If it's not good enough – you didn't use a big enough brush...or you didn't paint it quickly enough!"

He produces around 150 of his beautiful landscapes a year, ranging in size from 12" x 12" to 2m x 1m! Many of these pieces have earned critical acclaim including 'Primary Sky', 'A Different Perspective' and 'Optimism Scotland', to name a few.

His work largely uses only cyan, magenta and yellow - with a total commitment to the belief that: "The purpose of the artist is to make others see the world differently." He loves contrasts. Vivid colour alongside black and white, and/or grey. Light against dark. He likes to mix acrylics with oil, large with small, and texture with flat.

The passion Scott has for his native Scottish countryside, for life, for art, shines through so very strongly; and combined with his energy, positivity and creativity he produces incredibly powerful and emotive artwork. We love it. We love his talent, but we also love the optimism that it exudes. And we could all do with more of that!



4walls can't wait to see his next collection.

Follow Scott @scottnaismith (Instagram and Twitter)  
@scottnaismithartist (Facebook)

[scottnaismith.com](http://scottnaismith.com)



Passionate about all things arty, Chris Williams has built up a fascinating bespoke framing business in the creative district of Portsmouth, with the emphasis very much on variety. 4walls was keen to showcase this stunning outlet that simply brims with character.

# LESSONS IN CRAFTSMANSHIP

Graduating with a Masters in Fine Art, Chris taught permanently excluded teenagers for a number of years before deciding on a career change following a chat with one of his artist friends. He took over an existing business in the first instance, then moved into premises that previously traded as a delicatessen in April 2018. Chris has kept many of the store's original features, with beautiful woodwork and mirrors producing a quality, eclectic style.

Chris carries out much of his craftsmanship in the main shop, so customers get a real feel for his skills and talents. This really helps, he believes, in demonstrating the value that bespoke framing brings. They also get a welcome from Piglet – a Beagle/Rottweiler cross!

He enjoys being based in a very dynamic part of the city, thriving on variety and an array of unusual briefs. He told 4walls: "I am really lucky to have framed so many different objects and artwork, from an original Picasso to one of Grayson Perry's creations."

His most unusual commission was to frame family ashes in with a cross stitch needlework, closely followed by one customer's X-ray and medical debris following a shattered leg reconstruction!

One of his favourite recent jobs was King Of The Woods (see below), with its beautiful gold leaf work. Painted by local artist Alison Lawley, and sold to an enthusiastic buyer, the piece was then to feature in an exhibition at the cathedral, except it was stolen. The new owners were thankfully very understanding and commissioned another painting, followed by a request for a copy of the original piece.

Given Chris's breadth of work, it is not surprising that he has such a cross section of moulding favourites. "I love the metallics and the woods." He also uses a lot of Confetti and Komodo. "And I love the distressed frames like Brittany. Stunning!"

[chriswilliamsbespokeframing.co.uk](http://chriswilliamsbespokeframing.co.uk)  
[@chriswilliamsbespokeframing](https://www.instagram.com/chriswilliamsbespokeframing)



With a background in marketing and a passion for creative arts, it is no wonder that Jules Sainter and her business Lovingly Framed are both thriving.

In Issue 30, 4walls featured the hugely talented Carol Fulton, who was very keen to praise Jules for her part in Carol's own success. Jules also came to our attention as a runner up in last year's Fine Art Trade Guild (FATG) Scholarship Scheme. So, we thought we should find out more!

Jules spent 27 years in the corporate world, working for a number of household names and healthcare companies in senior marketing roles. Having always had an interest in art and craft, Jules attended a picture framing evening class back in 1999, originally as a hobby. From then on, she was hooked. "While I am no artist! I love all things visual," Jules told 4walls. "After these first evening classes, I attended courses at the wonderful West Dean College of Arts & Conservation near Chichester. I then set up a business on a part time basis in 2010, before going full time in 2014."

Jules is now looking forward to completing her FATG accreditation, and really sees the value in having a formal qualification that endorses her skills and professionalism - things that customers are happy to pay more for.



## Networking

Jules's local marketing activity has been very successful. She joined a networking group which meets monthly and only allows one member per profession. As a result, she has secured all sorts of commissions – making up around 40% of her business, which is a phenomenal result. She says: "People buy people. They also appreciate quality work. And if they see it first hand, they are happy to make recommendations."

The local parish magazine Contact Church and Community Newsletter has also been very fruitful in terms of generating leads – which for £130 for twelve issues, across 12 months, is fantastic value for money. It may be low-tech, but it works! Jules comments: "People hold on to their parish magazines. And there is also a growing commitment among local communities to 'buy local' – which is great news for me!"

Regarding mouldings, Jules has particularly welcomed the extension of our chop service, and is planning to use lots more Larson-Juhl products in the future. Her favourite thing about her new career is: "Turning what is not so special into something amazing!" We certainly hope to play a part here going forward!



# FRAMED WITH LOVE – AND PASSION

# IN THE MAINFRAME

Lahore based MainFrame is the brainchild of Shahzad Saeed Ahmad and Ejaz Saeed, both of whom are committed to exceptional design, competitive pricing and professional, friendly service. They have built their collection over the last two decades, which includes numerous rare and immensely valuable artworks – providing a platform to the upcoming as well as established artists to present their works to the global art arena. MainFrame’s product portfolio consists of museum quality glass and mountboards, high quality wooden and plastic frames, and cutting edge machinery - which remains unmatched in Pakistan.

MainFrame the Gallery has recently opened up a second branch in the city of Karachi. Shahzad told 4walls that venturing into a new market is always tricky: "Policy changes by the new government has left a lot to be desired. We count ourselves to be extremely lucky to have a well-aware clientele that can recognise quality products and services.

"It has been a packed maiden year. We became the official partners for the Second International Water Colour Biennial. Another project that I am particularly happy about is an upcoming exhibition in Mohatta Palace Museum. A renowned private art collector and anthropologist will be exhibiting his formidable collection of artworks at the iconic venue. Not only are the frames being used for this show going to add beauty but they will also serve to prolong the life of invaluable works.

An additional prestigious commission was the framing of Werdha's artwork which was selected for the Jamil prize at the V&A gallery.



Shahzad Saeed Ahmad and Ejaz Saeed

## Larson-Juhl

Shahzad has been a very loyal customer over the years: "I started my business 20 years ago with Larson-Juhl as my supplier. Four business ventures later, that included two art galleries and two framing facilities, they are still where I get the majority of my supplies. Quality of course has been key. But what I believe is an even bigger reason for sticking with them, is that I never had a cause not to. Customer care is always exceptional. I am forever thankful to Ms. Yve for having the patience for all my last minute additions and changes. And prices are competitive. What really affects my business, though, are the customs and import policies. I have always found the management to be very accommodating."

In terms of a favourite product, Shahzad is a big fan of Clarity glass. He says: "Conservation framing is still quite a new concept in Pakistan and what has really helped me is that all related products are conveniently available. I think it is also important to mention that the website is extremely user friendly and I have a great time exploring the sundries and other items that are new to me. I have also found the range of designs and material of moulding and mountboards to be unmatched.

Some of Shahzad's favourite artwork is by a Pakistani master artist: "I have had the pleasure of re-framing a few old paintings by Ustad Allah Buksh and I think the Chambery by Larson-Juhl has added to the charm of this canvas.



"I read somewhere that a frame is the final layer that you could add to a painting. I think this is an absolutely beautiful thought. There are times that you find this statement playing out itself in front of yours eyes. It's like some frames are just made for the painting. There is no doubt that the right frame can add a lot visually to any piece."

In terms of upcoming trends in the market, and predictions for 2019, Shahzad comments: "I can safely say that archival and conservation framing is slowly gaining momentum in the local market. I also see a preference for a more organic appearance of the wooden frames. In terms of style, most of my clients are opting for a fuss- free look with clean lines."

Shahzad is rightly enthusiastic about the potential for future growth, and there is more about his story on his website.

[mainframethegallery.com](http://mainframethegallery.com)



# WAR HORSE

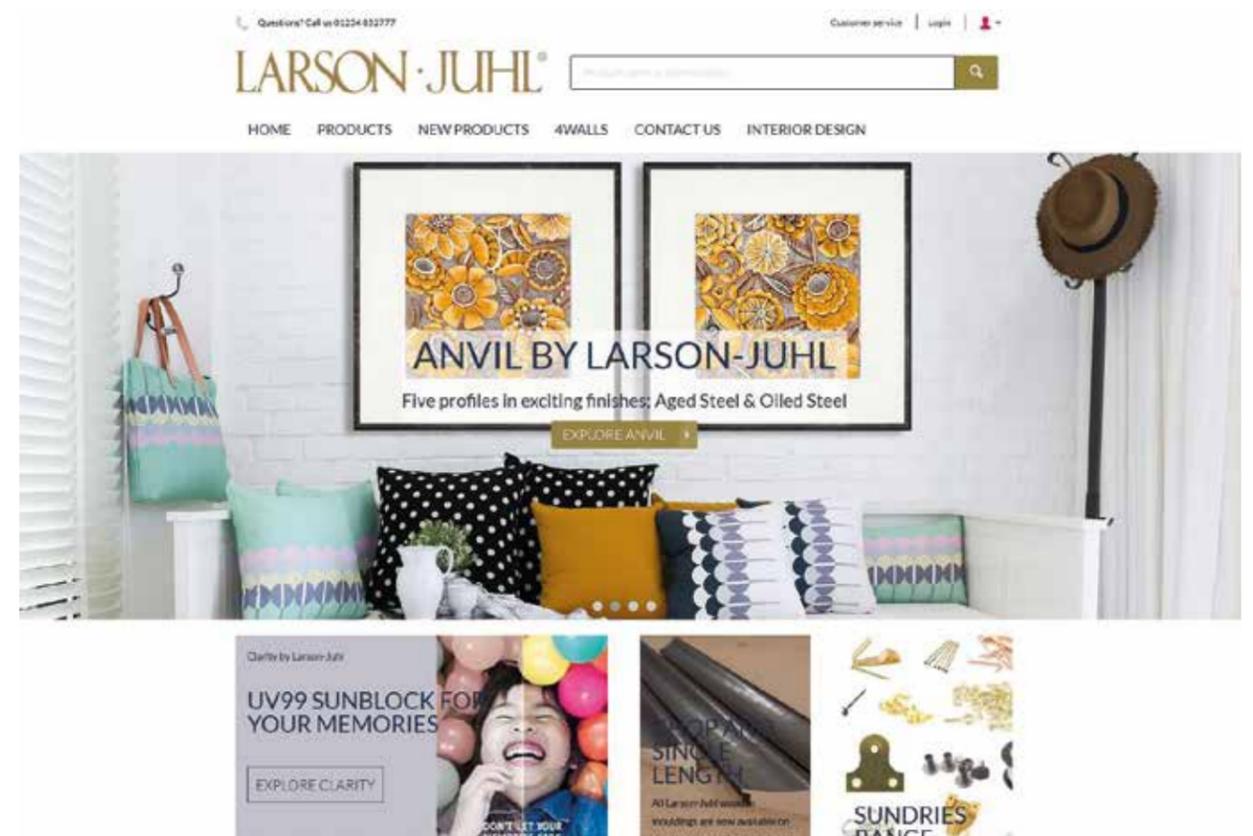
Apart from framing, Lyn Thompson from Whistlefish in Cornwall is also passionate about horses, and particularly Clydesdales. As part of last November's Armistice Day activities, she and one of her favourites, Whitehills Bleu, took part in a spectacular and very moving memorial event that paid tribute to the eight million horses and countless mules and donkeys who were lost during the conflict. The gala raised funds for The War Horse Memorial Fund - which Larson-Juhl was very pleased to support. Donations can still be made via [thewarhorsememorial.org](http://thewarhorsememorial.org).

# CONGRATULATIONS!

Congratulations to the two latest winners of the Larson-Juhl scholarship. First place went to Justin George from George the Framers, Crymch in Wales.

Second place was awarded to Dee Davidson from Dancing Light Art Gallery & Picture Framing in Edinburgh.

[fineart.co.uk](http://fineart.co.uk)



# VISIT US ONLINE!

Along with our new Larson-Juhl branding, our new website went live earlier this month - and we would like to thank all of our customers for helping address the few but critical issues we had in its launch! We have also received a number of suggestions from across the industry as to how we can further evolve its new workings. Rest assured, we continue to listen and we will continue to improve and enhance the site throughout the year.

So what do we know? Our online presence is now much more visual, and ordering products can take just a few clicks. Showcasing our product portfolio is a key priority but with more and more customers ordering online, we wanted to be able to offer a more intuitive journey.

Optimised for mobile phone or tablet, the new site makes transactions really easy and we are pleased to be able to offer many

more options for customers to do business with us. Credit card ordering and payment of invoices by credit card, whilst problematic in the early days of the year, are fully functional and we are getting great feedback. Ordering by uploading a CSV file rather than entering all the required items is another enhancement that has received positive feedback in recent weeks. Product return requests can be done online rather than via the call centre - although the customer service team are still very happy to hear from you during business hours, of course!

It is still early days, with more new functions to follow, but do please let us know what you think!

[larsonjuhl.co.uk](http://larsonjuhl.co.uk)



# THIS GIRL CANFORD

4walls is always keen to hear how new ventures are faring. We reported on Lucy Shapland and Annabelle Dodd's enterprise Canford & Co back in 2016, when they opened a small shop in Fulham, West London, offering framing and antique china and glass.



They quickly outgrew the shop and have recently moved to a larger one around the corner in Lillie Road, in the middle of a line of 20 antiques shops. Interior designers and picture dealers come shopping down the street, so the duo are hoping to benefit from increased footfall and new customers. Annabelle told 4walls that: "Making large frames is now logistically much easier than in our little old shop!"

Good luck with the next chapter!

[canfordframes.co.uk](http://canfordframes.co.uk)

# A CLEAR OPPORTUNITY



Our glass sales have increased significantly in the last few months following the launch of our UV99 promotion. This unprecedented offer (with prices starting at just £7.81 per sheet!) has no doubt been part of the reason, but there also seems to be an increased understanding of the benefits of premium glazing products.

As a reminder about the Larson-Juhl range, we sell UV99, AR70 and AR99:

**UV99** – sunscreen for your memories! With 99% UV protection, crisp image resolution, zero distortion and displaying neutral colour from all angles. UV99 helps prevent the fading of artwork,

photography and memorabilia.

**AR70** – the difference is clear. A non-glare picture glass, AR70 offers 70% UV protection and less than 1% light reflection. It is easy to clean and abrasion resistant.

**AR99** – combines sunscreen with clarity. This top quality glass is unique in combining the features of being virtually invisible with less than 1% residual reflection, while offering the highest UV protection.

## THE FACTS:

Meets requirements of the standard ISO 18902

Conservation grade glass according to Photographic Activity Test (PAT) ISO 18916

Follows Fine Art Trade Guild and Professional Picture Framers Association standards.

To place an order, simply visit [larsonjuhl.co.uk](http://larsonjuhl.co.uk) or call the customer service team on 01234 852777.

# TRAINING IN ACTION



Over the last two years alone, Atkin Framers Ltd has run 72 training days so there is no doubt that this business has built fantastic momentum.

Training runs alongside equipment sales and bespoke framing, giving owner Richard Atkin three aspects to his operation.

Richard originally worked in the framing business back in the 1970s, running a small framing shop and gallery in Surrey. In fact, he traded with Arquati as we were then known!

During the Eighties he worked in the corporate world, holding a number of very senior positions and moving up to Fife along the way. Then in 1988, he decided it was time for change, and the prospect of returning to the framing profession seemed very attractive. Over the last 20 years, with the benefit of significant investment and FATG support and tuition, the business has grown significantly, producing a whole new generation of framers – not only from the UK but also Norway, France and Italy.

The training modules cater for hobbyists and professional framers and cover:

Picture Framing – several courses, Fabric, Morso Maintenance and Blade Change, Mount Cutting and Decoration, Canvas Stretching and Framing, Guild Certified Framer Preparation, Sport Shirt Framing, Memorabilia - Box Framing.

Richard's wife Monica was originally a healthcare professional, but latterly has also got into framing. She loves stretching tapestries, for example, but also looks after the admin.

In terms of marketing, Richard produces and distributes leaflets under the strapline: "Raising the profile of professional framers" – which works really well in terms of driving sales leads.

"We sometimes offer workshops for budding framers free of charge, where we get four to five people together for a taster session. They often then sign up for a full course!"

[atkinframers.com](http://atkinframers.com)



"Interestingly, the most successful students, in my opinion are women!" says Richard. "Women tend to plough on regardless of challenges!" We couldn't possibly comment!



“The Larson-Juhl Confetti range has recently generated a lot of excitement, introducing vibrant colour to the range and having a great effect with customers personalising mirrors and print collections with an injection of colour. We are finding there’s a lot of enthusiasm for framing at the moment and it seems regarding coloured framing combinations, anything goes - yes framing can be fun too!”

The highly regarded Lucy Carey’s pictures+ has a very broad portfolio of clients – from the University of Leeds to Leeds Town Hall to interior designers specialising in hotels and high end show homes. As passionate about visual arts as about customer service, this family business has built up an enviable reputation over 35 years in the framing business. pictures+ is an agile, creative business that does not get phased by short lead times or demanding clients!

## PICTURE THIS

“We thrive on a challenge,” Lucy told 4walls, “which I guess is why we get so much repeat business and why we are lucky enough to have such a diverse range of customers.”

Recent pictures+ commissions have included the multi award-winning Spa at Ridding Park Hotel North Yorkshire where Larson-Juhl’s sleek bronze aluminium designer moulding range was used to frame mirrors, thus complementing the ultra-modern interior.



Lucy has framed a vast supply of artwork for expanses of university faculty buildings and also provides framing services to graduates at end of year shows for the many prestigious art and photography faculties Leeds offers.

When it comes to show homes, a typical brief will involve the requirement for frames that can enhance furniture or fixtures and fittings in a subtle, stylish way. The photograph shows an aluminium moulding that picks out the tubular shelving unit (below left).

Lucy likes to work with Larson-Juhl on a whole range of commissions because she has peace of mind about having an appropriate choice of moulding, which embraces current trends as well as covering the classics. She knows that the images online are accurate depictions of the products – which is helpful for mood boards and general planning. She also knows that once ordered, stock will arrive, regardless of how big the delivery might be – which is especially critical for show home projects that can have very tight deadlines.

The finishes on the premium ranges are exactly what high end interior designers are looking for. She says: “I know with Larson-Juhl I will always have what is on these valuable customers’ wish lists when they arrive for design meetings.

“When it comes to providing consistency to a national builder we provide repeat design schemes for, the competitive pricing and reliability of supply from Larson-Juhl is incredibly important. There is no flexibility for budget ‘stretch’ in a tightly costed job and reliable supply is invaluable when it comes to being able to allow clients to reinforce their brand which speaks quality and style.

“Finally, Larson-Juhl provides a really reliable and supportive service to me and my team, which makes dealing with them really pleasurable,” adds Lucy.

[picturesplusuk.com](http://picturesplusuk.com)



# WELCOME TO LARSON-JUHL UK!

KEEPING LOCAL – WITH GLOBAL BENEFITS

Managing director Jonathan Burrage talks to 4walls about 2019 and beyond.

“It has been an interesting start to the year for us following our rebranding to Larson-Juhl UK. As promised, many of the changes are subtle and ‘behind the scenes’. However, we are painfully aware that our new systems, whilst critical to the ongoing success of both our business and each and every one of our customers’ own businesses, got off to a very rocky start. Whilst we expected the inevitable bumps in the road, we were overwhelmed with unforeseen issues in the first 48 hours of going live. I would like to take this opportunity to personally apologise for the disruption caused to our customers’ businesses at the start of the year. The Larson-Juhl team and I are immensely grateful for the support we had from so many of our long term, loyal customers as we sought to address all of the issues as quickly as we possibly could.”

“The engine that supports our infrastructure needed to be upgraded and, behind the scenes, our internal operations are now fully aligned with our global sister companies which is enabling us to share ideas and opportunities very easily. We can now react to new trends and introduce new ideas faster than ever before, with access to a wider product offering, creating greater choice for every one of our customers.

“With our service levels firmly back on track, I wanted to take this opportunity to re-emphasise that the heart and soul of our business remains truly local. We are very proud to be the only company in the market with a dedicated regional sales team and this group of people has the determination, drive and ambition to support the framing community in as many ways as possible. Many of these people have been with us, serving the industry, for many years – and they are all really excited about this new era.

“Having overcome the early issues with our new website, I believe, and I hope that our customers agree, it is visually and functionally leaps ahead of our previous site. Orders can be placed faster, enabling our customers to shop how and when they want. This is just the first of many customer-focused changes throughout 2019 that illustrate our promise to maintain our 100% commitment to each and every one of our highly valued customers and business partners.”

“We maintain our relentless commitment to serve our industry, the market and each and every one of our customers in a way that ensures we remain and enhance our position as THE go-to supplier of choice. We continue to listen and learn from our customers about how we can improve all and any elements of our offering to the market.

“As an example of this, we adapted our operations in the last quarter of 2018 to enable customers to purchase our market leading range of wooden mouldings via our own in-house chop service. This came from open dialogue at one of our Round Table events earlier in the year. In 2019, we will continue to flex our operations to best suit all our customers and I am pleased to confirm that 100% of our wooden moulding ranges are now available in whatever configuration best suits our customers - chop, length, pack or box. That’s over 3,000 individual mouldings. Our customers wanted flexibility and we listened.

“As the year progresses, we will continue to demonstrate the benefits to our customers of our being part of the Larson-Juhl family. Look out for new products, new services and new marketing initiatives all aimed at driving growth for all our customers.”

“It is the people in our company and across our industry that define who we are and how we behave. It is this ‘DNA’, this culture, which remains unchanged – but now with new energy and a real appetite to drive growth with our loyal, long standing and committed customers.

“To all of our customers, I thank you for your years of support and I promise that each and every one of the Larson-Juhl team is 100% committed to making your 2019 a successful year. I am really excited about the year ahead. I hope you are too!”

# FROM GORMLEY TO PURE EVIL!



In Issue 30 of 4walls, we reported on how Craig Arbuckle from Hambleton Framing in Dorset had received a commission to frame 50 pavement slabs. Here is the full story!

Helium London art dealer Jennifer McCormick and the influential underground art publication Pavement Licker ("King of zines" according to i-D magazine) partnered to create an exhibition during Frieze week. This charitable collaboration offered buyers a one-off opportunity to acquire an original artwork, each using paving slabs instead of canvas. All the same size, all the same price, each slab was sold in a blind sale and featured work from internationally acclaimed and up-and-coming artists, including Robert Del Naja, Ralph Steadman, Pure Evil, Robin Eisenberg, Anthony Lister, Rhonda Drakeford (Darkroom London), Vhils, Henry Holland and Anthony Gormley!

The artist behind each unique piece was revealed at the 'Pavement Licker' private exhibition – and as you can see, it was quite a show!



## About Pavement Licker

Josh Jones and James-Lee Duffy are the founders of Pavement Licker, which recently celebrated a sell-out book and featured in the recent 'Tearing It Up' show at Somerset House. The publication's proposition continues to influence their mission – to give artists a voice and a platform without agenda. Pre-dating the age of social media influence, Pavement Licker has been documenting underground art since the beginning of this century. Contributors to the publication have included Banksy, Jamie Hewlett, David Shrigley and Shepard Fairey.

## About Helium London and Jennifer McCormick

Contemporary art dealer Jennifer McCormick, 43, is the founder and figure head of Helium London. Jennifer studied sculpture, establishing the business in 2003 when she set up a gallery next to the British Museum. Fifteen years on, Jennifer's client list includes some of the most influential business figures on the global stage, as well as other high profile individuals. Jennifer is a rarity among art dealers, having developed her business at a time "when buyers could purchase art on credit cards" and has a keen appreciation of what artists and investors need and want from both a creative and commercial perspective.

[heliumlondon.com](http://heliumlondon.com)



## GET FRAMOUS!

Get Framous is a brave new marketing campaign from Larson-Juhl UK - which is intended to help bespoke framer customers get consumers through your doors, visiting your websites, engaging with you on social media, and ultimately placing orders.

Get Framous comprises a programme of 12 promotional initiatives that you can test, try and expand in your own businesses, and we will then reward the best examples with a prize of £1,000 for the overall winner.

Later this month, the first activity will be launched - with an invitation to framers to get involved, showcase your work and join a nationwide campaign to champion best practice bespoke framing.

Watch this framed space!



David, Tracey and Ivan, who are collectively the English Framing Co., are enjoying growth of over 30%, as they build their retail business in an area that is ripe with artistic talent.

Success is coming across the board, from artists, photographers, galleries and consumers, through a mix of strong product offer and excellent quality, advice and service. Tracey says their framing work is mainly original fine art, prints, photography and artefacts, though it does stretch to more unusual jobs – one example being a bridesmaid's dress!

In terms of trends, black and white are still perennial favourites with customers, however, David says they have seen an increase in demand for metallics, and also in ornate mouldings, mixing contemporary art with classic decorative frames. For their artist customer base they use a lot of canvas tray mouldings and also deep rebated frames, allowing them to float the artwork.

# YORKSHIRE GOLD

English Framing Co goes to events and exhibitions in terms of promoting the business to new customers but they also benefit a lot from word-of-mouth and by being active on social media.

The team at English Framing Co are optimistic about 2019 and 4walls was delighted to hear that they are extremely pleased with the service they get from Larson-Juhl. Ivan says: "You generally have a lot of stock, you turn things round quickly and if there is ever an issue, which is very rare, it is quickly sorted with no fuss." Regional sales manager Richard Clayton added: "That is great to know and I am delighted to hear that English Framing Co is optimistic for the year ahead. We hope to play a part in bringing that potential to fruition."

[englishframing.co.uk](http://englishframing.co.uk)



# NICOLE'S AUSSIE ADVENTURE

Following our story in Issue 30 about Nicole Wall's triathlon plans, here is her latest report!



When I'm not picture framing I'm training for my sport of triathlon. Larson-Juhl was kind enough to sponsor me in the form of a GB tri suit after I qualified for a place in the World Age Group Triathlon Championships. This year they were held on the Gold Coast in Australia. There were several other reasons besides racing to travel so far, the most important of these being to visit my son Howard.

I was one of 5,000 athletes from around the world competing in sprint or standard distance triathlons. I was one of five ladies in the GB team in my age group and finished in 2 hours 43 minutes, 39th of 58 overall. I was pleased with my race although in reality knew I was there to compete and not be a front runner. You always wish you'd been faster but it was a privilege to represent my country in a sport and returning to Australia made it very special.

After the race we had another three week's action packed holiday at the end of which we returned to Brisbane. It was here I had one last place and person to visit.

When first starting out as a picture framer four years ago, a customer

bought in a football shirt for framing. Unsure how to approach this I turned to YouTube. A video I selected has led me to an internet/email connection to David Schummy and his store Fix-A-Frame in Brisbane. I became a member of his Framers Club, giving me access to all his instructional archive videos to a huge range of framing challenges. David also broadcasts a monthly webinar which often goes out live although for me in the UK it means watching at about 4.30am in the morning. During these you are able to ask questions and I always found I learnt something new with different subjects and challenges tackled every time. David has followed my journey with the FATG and gaining my qualification and has always answered questions I may have had when unsure how to tackle something.

So it was a visit to Fix-A-Frame and to finally meet David before flying home. He was generous with his time and I was able to give him a gift of a picture I had framed. I also had a framing task rolled carefully in a tube for David to complete as a gift for my son's birthday. We used his visualisation software to compare mat boards and frames which was fabulous and I could really appreciate how this must help the customer with their decision.



David is not only a picture framer but has another unique Aussie skill. He holds the world record for the longest Boomerang throw of 237.2 metres and has competed all over the world in competitions. He generously signed a special wooden handmade boomerang made by another famous boomerang thrower Bob Burwell and presented it to me as a gift. David has built Fix-A-Frame up into a busy successful business employing a handful of friendly, knowledgeable staff. He has also developed and published training for college courses, adult education and the Australian government. Along with books, DVDs and his framers club it was an impressive set up and a far cry from my old small prefab, pre-war, one woman run industrial unit. It was a special meeting that completed a wonderful time in Australia for us.

# Stacking Mouldings (Coastal Woods)

Master Class – Jon Price GCF (APF)

Larson-Juhl's Coastal Woods range is an unusual concept. In the context of our industry, I'd even call it 'left field'. However, until recently I've been guilty of having taken very little notice of this unique range.

Like me, you may not have given Coastal Woods the small amount of time necessary to understand how it works. Having spared it only a quick glance, you may even have wondered what the point of the Coastal Woods range is. So, let me explain. The point is, it's innovative, it's versatile and, most of all, it looks awesome.

Coastal Woods was brought to my attention when Larson-Juhl suggested I use the range to frame a canvas for the 'Stacking mouldings' video destined for their new website. Having framed the piece and completed the filming, I put the finished result on display in my shop window. Although I was pleased with the framed piece at the time, the film crew and I were keen to move on to the next video and so, once again, I didn't give Coastal Woods the attention it deserved. Fortunately my customers did. The positive comments and requests I have received for 'A frame like that one' have been numerous enough to finally make me take notice and see the Coastal Woods' light.

In fact, when I stopped to think about it, I realised the Coastal Woods range has many aspects which appeal to me. A combination of off-set mouldings, spacers and standard mouldings available in a number of colours and profiles that are designed to be mixed, matched and stacked is a really clever concept. Joined together or used independently, the range can be utilised to frame canvases, objects, textiles or art on paper. The collection has a choice of 104 different components, including deep rebate options and the off-sets offer any framed item a great deal of added width and presence. In other words, the Coastal Woods range is innovative and versatile. But most of all



it's eye catching, it's fun and it's funky. Personally I think the world of picture framing needs all the 'funky' it can get.

As a general rule, I base my mount and moulding choices on the colours, textures and feel of the artwork being framed. The canvas chosen for the 'stacking mouldings' video is a modern winter scene, the main colours of which are shades of white, grey and black. Although a white frame would work, I feel that the black is much more dramatic and makes a statement, without detracting from the picture. The woody grain of the Coastal Woods range sits well with the trees in the mid-ground of the scene and also works with the texture of the canvas. I chose to stack a combination of the 34mm wide, 42mm deep 482 000 167, the 12mm high 117 000 167 spacer and the 53mm wide 537 000 167 offset moulding, which manage to provide a beast of a frame and yet doesn't overwhelm the picture. I really like the way the canvas sits towards the front of the frame and then the combined pieces of the stacked mouldings drop away and then out by nearly 4cm before finally coming forward again to sit just a little higher than the canvas. The simple

bevel on the 482 000 167 softens the otherwise square edges and the fact that the spacer then sits in a few millimetres from the rebate edge of the moulding adds another little detail. The overall effect is modern, stylish and somehow simple and complicated at the same time. No wonder my customers like it so much!

I started the framing process by stretching the canvas using Larson-Juhl's Arrow-Head system. It's straightforward, quick and ideal for open edition canvas prints.

FIGURE 1



The Coastal Woods off-set mouldings are measured and cut just like any other

moulding. However, like an L-shape, you need to underpin the different heights of the moulding with different length v-nails. With the 537 000 167 off-set I pin the inside (closest to the aperture) of all four corners first, using a 15mm v-nail, then the middle and the outside once I've changed to shorter 7mm nails.

FIGURE 2



Once the offset has been joined, the outer moulding can be measured against it and then cut, glued and underpinned. Because both mouldings are made from the same wood and have the same finish, no expansion space is needed and a tight fit between the two mouldings can be achieved. The spacers can also be cut at this point and glued into the rebate of the outer moulding.

FIGURE 3 & FIGURE 4



When the glue has dried and all four spacers are fixed into position, place the off-set in position inside the aperture of the outer moulding. It should come to rest on the spacers.

FIGURE 5



The offset can now be joined to the outer moulding. Using the 12mm spacer means that the offset sits in just the right position to make joining easy. I used my trusty Fletcher Multimaster for a neat professional finish.

FIGURE 6



To make sure the off-set sits centrally in the aperture of the outer moulding, I use off-cuts of mountboard placed into the gaps between the offset and the outer moulding on all four sides.

FIGURE 7



Finally, the canvas can be fixed into place. Again, pieces of off-cut mount or backboard can be used to ensure even spacing. There are lots of ways to hold a canvas in position but the 22.5mm rebate of the 537 000 167 off-set, combined with the 721 500 000 stretcher bar leave enough space to use framers points. These should be placed a maximum of 15cm apart.

I'm a big fan of stacking mouldings to offer a unique and individual frame. Customers can buy cut-to-size frames from a range of mouldings for very little over the internet. So, the more design-oriented and bespoke a framer can be, the better and the more they'll find customers willing to pay for that service. Coastal Woods fits right in with that philosophy. It's innovative, different and very noticeable, making it perfect for the modern, design-conscious framer trying to stand out from his or her competitors.

**Jon is Cornwall's only Guild Certified Framer and a member of the Fine Art Trade Guild's Framing Standards and Qualifications Committee.**

[handmadepictureframing.co.uk](http://handmadepictureframing.co.uk)

#### Products used:

[Stretcher moulding 721 500 000](#)

[Off-set moulding 537 000 167](#)

[Spacer 117 000 167](#)

[Moulding 482 000 167](#)

[Wood glue 999 000 090](#)

[Screws 999 000 094](#)

# THE ART OF RESTORATION

For over 50 years, Plowden & Smith has enjoyed a formidable reputation as one of the greatest restoration companies: conserving and restoring pictures, objects, furniture and much more, as well as framing and display mounting works of art and objects for galleries and some of the greatest museums. Many things have changed over that time. For example, the worldwide growth of contemporary art can test contemporary restorers, due to the materials used in some conceptual artworks. But other things have endured, including the company's insistence on delivering the highest quality, and their widely-acknowledged reputation for innovation. Today, Plowden & Smith is run by Kevin Smith and Camilla Hughes-Hunt, who have gathered a team of some of the very best specialists in conservation and restoration.

Camilla and her team have carried out all sorts of framing projects within their restoration remit, from actually making frames and framing artworks to restoring damaged gilded frames. Camilla told 4walls: "Some of the most memorable include working with Kensington Palace in framing fashion sketches for two exhibitions: Fashion Rules featuring designs for the Queen and Princess Margaret and Diana: Her Fashion Story. The sketches for Diana had been annotated by her, so it was very special to see her involvement which led to the final creations.

Another favourite job of Camilla's involved a number of oil paintings from Prideaux Place in North Cornwall, a historic house used in the filming of the Poldark TV series. The artworks had been badly damaged by water and came in for a complete programme of restoration. The portraits were surface cleaned and re-lined to stabilise the flaking paint, the losses were then filled and retouched and a final layer of varnish was used to help protect the paint layer from further damage and to give a cared for appearance. The large, decadent gilded frames required surface consolidation to prevent loss of gilding, missing sections were made up in plaster and fitted into position and then were reworked to match the subtle tones of the original material. It was very satisfying to see both paintings and frames returned to their former glory.

## Trends

Camilla has noticed that there is an increasing trend towards hanging multiple pictures together, which is being championed by various interior designers, this is a departure from the more recent fashion for a more minimal approach. She added: "We are also seeing more contemporary art in our studios, artists use unusual and delicate materials such as plastic, resin and wax which are often susceptible to damage and have inherent weaknesses. Whilst many conservators shy away from these more problematic projects, Plowden & Smith rise to the challenge!"

While Plowden & Smith handmade some of their frames, they are fans of the Larson-Juhl Barefaced range amongst others, as they have the expertise to provide a bespoke finish and love the versatility these products offer.

Looking to the future, the team has just moved to new purpose-built studios, which they designed themselves. Camilla is very excited about this: "The move will allow us to continue to grow our business and take on a greater number of large conservation and restoration projects. 2019 will be an exciting year for Plowden & Smith!"

Before



After



## TO RUSSIA WITH LOVE

Larson-Juhl was recently involved with a fascinating international brief that Plowden & Smith had in from Qatar. A photographic exhibition that celebrated the history of the region was scheduled for St Petersburg. The problem was that some of the work was not framed. A team solution saved the day, when international sales director Steve Burke and his colleagues suggested a number of suitable framers. Camilla spoke with Jon Price in Cornwall who accepted the challenge and joined a Plowden & Smith paper conservator in Doha. Jon used Larson-Juhl moulding and Optium acrylic. The works then went to St Petersburg, Russia and the client was delighted with the work!

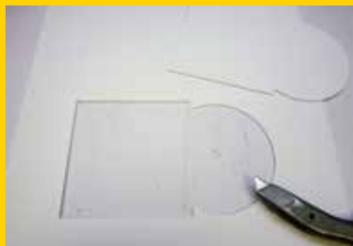
[plowden-smith.com](http://plowden-smith.com)

# Ask the experts

—Jon Price GCF (APE)

**Q:** I've been asked to frame a vinyl record and its cover. They are quite valuable so the process needs to be reversible and to protect the record from damage. What's the best way to do this?

**A:** The record and sleeve can be framed in one aperture (as in the picture shown) or in separate mount windows.



Place the record and sleeve on an archival foam board sheet that's as thick, or slightly thicker, than they are. Position the record and sleeve as you want them displayed in the frame. Draw around them and cut out the outline so they fit snugly into the aperture. The window mount should be cut to slightly overlap the edges of the record and sleeve. This is placed on top of the foam board while a conservation under mount goes underneath. Together they hold the record and sleeve in place. Once the window mount is cut and positioned the outer edges of the foam board can be trimmed to the same size. As always, make sure the moulding used is deep enough to hold the whole package plus glazing and backboard. In this case I'd use UV filtering conservation glass.



GET MORE AWARENESS FROM

# AWARENESS DAYS!



There is a plethora of calendar events and awareness days that offer a great opportunity to get creative, become involved in a campaign and to increase the profile of your business. Here are some of our favourites from January to March, with lots of ideas for promoting picture framing along the way!

## 21st January #Blue Monday

The third Monday of January has been awarded this gloomy title due to a combination of post-Christmas blues, cold dark nights and the arrival of unpaid credit card bills. So how can you cheer your customers up on this depressing day? Can you organise some in-store activity to lift their spirits? How about a one day only discount?

## 14th February #Valentine's Day

A piece of bespoke framing makes a very thoughtful Valentine's gift – a photograph from a significant event, mementoes from a very special day, artwork from a loved one's favourite artist... We can feel the love already!

## 17th Feb #RandomActOfKindnessDay

Can you surprise a favourite customer with a little treat? How about including a handwritten thank you note in an order? Or sending out some unexpected discounts to customers via email or social media? Small gestures make a big difference!

## 20th February #NationalLoveYourPetDay

This is a day set aside to give extra attention to your pets. We've seen some really innovative ideas for pets – from framing and mounting collars to engraving their names into the frames. How can you best showcase your customers' furry friends?

## 1st March St David's Day

A day to celebrate all things Welsh. Showcase some of your favourite Welsh artists and pieces of art and consider injecting some Welsh pride into your window displays!

## 8th March #InternationalWomensDay

A day to celebrate the amazing social, cultural, economic and political achievements of women. Why not showcase some of your favourite female artists in your store? If you're a female framer, today's the day to shout about it and be proud of the work you do!

## 17th March St Patrick's Day

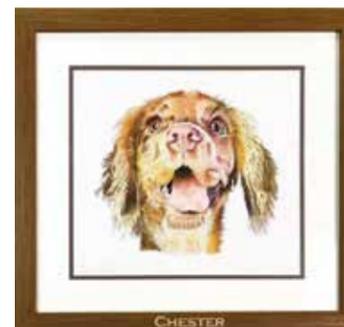
A day to celebrate all things Irish! Why not go green for the day in your displays and in store? Or play around with a "Luck of the Irish" promotion for your customers? Whatever you do, make sure it's great craic!

## 20th March #FirstDayofSpring

The dull winter days are fading away! Showcase some of your favourite spring prints and think about the best products you have to help the beautiful spring colours pop. Our personal favourite is (example of work in L-J frame).

## 31st March #MotheringSunday

A day which offers a number of framing opportunities! Get in front of your customers early and remind them how special a custom-made gift can be. Extra touches can go a long way, so think about offering a deal or discount and adding a note or inscription to your framed item.



# Everything changes and yet, reassuringly, nothing does.

Larson-Juhl. The new name for Arqadia.

We'd like to announce that Arqadia has  
rebranded as Larson-Juhl.

We will continue to offer the same great  
service that you've come to expect.

You can get in contact with us, the same  
people, in the same ways you always have.

Our range of fantastic products is still  
available and we'll continue to offer the same  
value you've come to expect.

So, other than a new name and logo,  
(looks good by the way doesn't it?) you'll  
find it all feels reassuringly familiar.

[larsonjuhl.co.uk](http://larsonjuhl.co.uk) | 01234 852777

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