

Creating a Picture Wall

Whether your customers come to you with a collection of traditional prints or a host of family photos, suggesting a picture frame wall as a striking way to display framed pictures, could help you not only sell more product, but position you as being knowledgeable in exemplary design techniques.

With thousands of picture frame and mount products available on the market, the options for creating standout artwork with the use of a picture wall are countless. However, there are a few simple rules to ensuring a collection remains looking arty, and not just random.

You should suggest that your customer line up all the pictures they are going to hang to get them thinking about sizes, colours and themes. If they are still unsure, ask them to consider cutting full size paper templates the pictures which can be laid directly in the space available. Once they are happy, you should discuss frame sizes and designs with them, and advise regarding styles which will best complement their home (do not be afraid to ask questions).

When it comes to style, the collection must have a common element running through it. It could be that they all have the same frame, or, if it is a mixture of frames, they might all be the same size. Perhaps they are all black and white photographs or watercolor paintings by the same artist. Either way, go through the art work with your customer before framing and decided what that relationship should be.



Make sure your customer has chosen an area in their home where there is lots of space to display the collection, and advise if you think it sounds too small (perhaps suggest they bring a photo in to show you). A wide lounge wall is ideal, or maybe even or staircase. Make sure there is enough room for people to walk past without knocking the frames, and explain that by using a plain wall rather than one with pattern, it will help their collection to stand out.

Here are some standard designs that could be considered.

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Stepping Up

The pictures should be spaced so they follow the line of the steps going up. Measure from the first step up to the bottom of the first frame. Use this measurement every few steps to place the next picture and so on. If they are small frames, create a collection of 2-4 before moving up the stairs.

Growing Display

Start with an imaginary line running across your wall. Place the pictures above and below this line, growing outwards in a circular motion. You can add to this design over time but be careful not to let it get too big. If the pictures start to get too high or low for you to comfortably view it is time to start a new picture wall. This works well with a mixture of traditional style frames, to give a vintage feel, or sharp, clean frames such as aluminium for a stylish contemporary display.

Contemporary Square

Arrange your frames so they fit together to create a square or rectangle design on your wall. Leave approximately 5cm between each frame so you can see the collection without it being squashed. This design works especially well if your pictures have the same style frame in different sizes.

Traditional

The top row should start just above your sight line and be made up of the smaller or lighter pictures in the collection. If your pictures are all the same style and measurement, put portrait shaped ones on this row. The second row should be made up of darker, larger and landscape shaped pictures.