

PFM

PICTURE FRAMING MAGAZINE

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**CONSUMER TRENDS
THE STATE OF RETAIL
GLAZING SALES TIPS
FALL FRAMER'S CHECKLIST**

\$5.95

Design of the Month

By Teresa Pezzullo



A Frank Sinatra Shadowbox

We often associate crying, screaming fans with the Beatles—but before the British Invasion, there was Frank. Frank Sinatra’s swooning fans, known as the “bobby soxers,” crowded performances crying and fainting with admiration for the crooner. Their obsessive crushes were fueled by fan clubs, celebrity magazines, and movies. Sinatra merchandise capitalized on that obsession. Our client brought two of these fan items to be framed by us: a record-shaped vanity purse and a belt made up of small, record-shaped links.

The client is an avid collector of vintage Sinatra memorabilia. We have framed dozens of pieces for his collection over the years, from silk handkerchiefs that Sinatra would hand out at performances, to magazine covers, advertising ephemera, albums, and autographed artwork. We’ve even seen Cal-Neva branded lighters, money clips, and tie tacks that Sinatra would personally dole out to promote his Cal-Neva Resort and Casino.

The purse and belt piece would be joining several other pieces we had framed for the client’s game room, which also features a juke box and a pool table. A design that helped showcase the items and complement the décor of the room was needed.

Borrowing from the theme of the items, we created a layout that would mimic the shape of an album by laying the belt flat and centering the purse in the middle. A double mat was then cut on the Wizard CMC with a circular opening and an open v-groove to give us an album outline. We chose a black suede for the top and a gold mat for the reveal to enhance the detail of the vanity purse. The items were then hand-stitched



The client chose this red glitter frame from Bella Moulding to frame his Sinatra memorabilia, but the frame wasn’t deep enough to hold the items. The solution: creating a shadowbox by stacking the glitter frame with a simple mat black profile.

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down to the mats to hold them in place without compromising the integrity of the items themselves with glues or adhesives.

As always, we not only want to create a beautiful design, but a framing environment that will preserve the items being framed. Only acid-free matting and foam board are used and pH neutral thread to keep the items securely in place.

The client was drawn to Bella Moulding's red glitter frame from their Vegas line. However, this profile was not deep enough to hold the items we were framing. To solve this problem, a shadowbox was created by stacking the red glitter frame with a simple mat black profile, giving us the room we needed for the purse. A gold fillet was then

added. The walls of the shadow box were lined with the same black suede matboard as the background. The piece was finished with Conservation Clear glass to block out as much UV light as possible.

This design allowed all the links of the belt to be displayed and gave the piece some whimsy and fun. It now holds its own on the game room wall with all the other pieces we have framed for this client. We think Frank would approve. **PFM**

Teresa Pezzullo learned her craft as a picture framer at an after school job while in high school. That experience led to her managing a picture framing franchise shop in college. In 2005, while working as a successful Realtor, Teresa had the opportunity to purchase the shop grow the business, change locations and re-brand it as Art House Custom Framing. Along with her many years of experience as a picture framer, she also has a degree in Liberal Studies with a focus on art history and interior design.

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CALENDAR OF EVENTS

ABC SCHOOL OF PICTURE FRAMING (West Islip, NY) offers a hands-on, 4-day course. One-on-one and advanced classes offered. Visit www.abcsofpictureframing.com or call 800-810-8849.

AMERICAN PICTURE FRAMING ACADEMY 2- and 4-day Basic and Advanced classes feature technical, business and design training. Call 888-840-9605 or visit www.pictureframingschool.com.

ART TO BE FRAMED (Mt. Shasta, CA) is an instructional and educational custom picture framing retreat. One-on-one instruction, beginners through advanced. Visit www.arttobeframed.com or call 530-926-3609.

AUSTRALIAN INSTITUTE FOR CONSERVATION OF CULTURAL MATERIAL (Victoria, Melbourne) hosts a 3-day symposium on traditional frames by Degas for artists, historians, and conservators. Contact loubradley@bigpond.com.

B.L. HAYMOND SUPPLY (Ukiah, CA) offers hands-on, one-on-one, 2-day Oil Painting Restoration Workshops with an experienced conservator. E-mail: blhaymondsupply@pacific.net or visit www.blhaymondsupply.com or call 707-462-4221.

CHARLES DOUGLAS GILDING STUDIO (Seattle, WA) offers a 3-day intensive in traditional water gilding with an experienced professional. Call: 206-795-8376 or visit www.gildingstudio.com.

COMPLETE FRAMER'S SUPPLY, INC. (Fort Lauderdale, FL). Call 800-330-3263 or 954-581-2444 to register and for class schedule or visit www.completeframers.com.

FRAME TUTOR SCHOOL (Alberta, Canada) offers a 3-week course (90 hours)

hands-on professional training. Weeks 1 & 2 Basic; Week 3: Advanced (Design & Specialties) Call 800-268-0897, e-mail: penny@frametutorschool.com or visit www.frametutorschool.com.

JAYENESS MOULDING offers hourly tutoring (3 hour minimum). Call: 206-292-9664 or visit www.jayeness.com.

PRESTIGE FRAMING ACADEMY offers classes. Call 617-285-0855 or visit the website, www.framingacademy.com.

REED'S GOLD LEAF (Nashville, TN) offers 2-3 days Gold Leafing/ Gilding classes by appointment only. One-on-one or max. 2 students. Call Micki Cavanah at 615-294-6113 or send e-mail to rglstudios@bellsouth.net.

SEPP LEAF (New York, NY) offers 1-week traditional water gilding, glass gilding, and Kolner Gilding Method classes. Visit www.seppleaf.com or call 212-683-2840.

SHUPTRINES GOLD LEAF DESIGNS offers 1-day seminars for artists, professionals/ designers and 2-day gilding and restoration classes. Call: 423-266-4453 or visit www.shuptrines.com.

VALLEY MOULDING & FRAME (N. Hollywood, CA) offers 5-day Basic classes and 1-day advanced class. Visit www.valleymoulding.com or call 818-769-5656.

WEST COAST ART & FRAME EXPO sponsored by Picture Framing Magazine, Jan. 22-24, 2018, at Paris Hotel & Casino, Las Vegas, NV. Held in conjunction with **THE NATIONAL CONFERENCE** seminars and workshops Jan. 21-24, 2018. Call 800-969-7176 or visit www.wcafexpo.com.