

What You Should Know...

Hanging Your Artwork

When your custom frame project is complete you will want to take steps to ensure your valuable artwork is protected from naturally harmful elements – light, heat, and moisture. Three key considerations follow:

- ▲ “The less light the better” is the general rule and it applies to all works of art. Those framed with glazing require conservation glass, which filters harmful ultra-violet rays by 97%. Never hang valuable artwork in rooms with excessive amounts of light.
- ▲ Paper fibers are damaged by extremes of heat, as a result the paper becomes brittle, accelerating the aging process. Never hang artwork above or directly across from a frequently used fireplace, near furnace ducts, or a radiator.
- ▲ Hanging artwork in rooms producing or containing large amounts of moisture could result in condensation collecting under the picture frame's glass and be absorbed into the artwork. Air circulation around the art is key. It is important for the piece to breathe. Hyatt's has mounted your artwork in a way to allow this to happen safely. The “Bump-ons” placed on the frame's back bottom corners will allow the necessary airflow.



Following are some tips on placement of your artwork:

- ▲ Composition is key. Keep in mind the balance, line, rhythm, and scale of the art to be hung. Work out an attractive arrangement on the floor first. Trace an outline of each of the pictures on scrap paper and use these as guidelines for wall placement. This eliminates unnecessary nail holes in your walls.
- ▲ Hang pictures so that they form at least one vertical line and one horizontal line. Stair-stepping pictures is discouraged unless you are hanging them on a stairway wall. Triangular arrangements can be interesting but you must maintain the balance of size and height. Color and texture will affect the balance. Try to keep the weight of your composition well balanced.
- ▲ Let it “hang together”. Spacing between pictures should not be any more than the width of your hand. The arrangement should feel unified, too much space disrupts the eye.
- ▲ Your art should be hung at an average eye level height – about 4' 8" centered and not more than 6-8" above any piece of furniture.
- ▲ Rhythm can be achieved by combining a variety of shapes: large and small squares, rectangles, and ovals. Vary the shapes and sizes throughout to add contrast and create visual interest.

Since 1959

A Guide to Fine Framing

HYATT'S

All Things CreativeSM

Experts in Fine Framing

Buffalo

910 Main Street
Buffalo, New York
Free Parking off North Pearl
716-884-8900

Clarence

8565 Main Street
Clarence, New York
1/2 Mile East of Transit Road
716-632-0001

Rochester

937 Jefferson Road
Henrietta, New York
Between Kinko's and Bugaboo Creek
585-292-6500

HYATT'S

All Things CreativeSM



Since 1959 Western New Yorkers have trusted Hyatt's – All Things CreativeSM to professionally frame their works of art, treasured memories, and special documents. Our well-trained professional staff can guide you through the many options and choices involved in creating the look that matches your vision. We are proud of the high level of workmanship our staff provides and guarantee your satisfaction.

A custom frame project involves so many choices. Many consumers are overwhelmed with all the decisions. So many different retailers offer framing services, how do I select the one that will best meet my needs? What mouldings, mats, and glass will showcase and preserve my treasure? At Hyatt's – All Things Creative, we help take the mystery out of the custom framing process.

Our reputation is based on providing customers with the highest levels of quality and service. We provide quality at a reasonable price. We approach each framing job from a quality first perspective. We use and suggest only the finest materials for moulding and mats and also the less noticed mounting and backings.

Special services are available for corporate customers. We understand short lead times and delivery requirements. Corporate customers with standard needs can even place their orders by telephone. Most of all, we understand the personalized attention necessary to help the corporate customer save time and know that the job will be done right.

Hyatt's is Proud to Serve...

Artists and Craftsmen

- Paintings • Drawings • Needlework • Crafts •

Collectors

- Sports Jerseys • Military Memorabilia • Maps •
- Concert and Event Tickets • Posters •

Corporations

- Awards • Plaques • Office Decor •
- Mission Statements •

Families

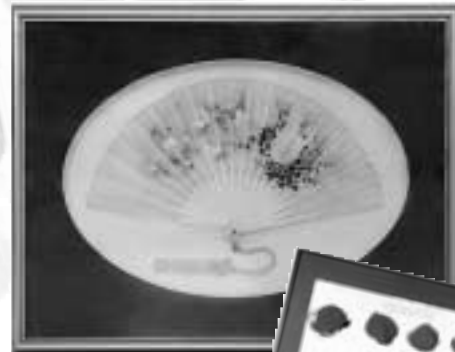
- Wedding Invitations • Child's Artwork/Handprints •
- Heirlooms • Vacation Photos •

Professionals

- Diplomas • Proclamations •
- Certificates/Awards •

Interior Decorators

- Fine Art • Antiques • Mirrors •



Safeguard Your Treasures!

Expert Custom Framing



Mouldings

Typically, the first decision made in framing is the moulding. Along with the selection of wood or metal, color and style, is the decision of custom cut or ready made. Generally, custom mouldings are of higher quality, better fit and greater selection. When selecting a moulding, size and balance can be of equal importance as style and color.



Matting

A mat isolates the artwork from its surroundings while preventing the glass from touching the artwork. Matboards predominantly fall into two categories: standard paper mat and acid free or archival. Generally, a standard paper mat is less costly, however, it may yellow the artwork over time.

Glazing

The use of glass or Plexiglas in a frame protects the artwork from atmospheric pollution. For many projects, conservation glass is the most desirable because of its clarity. In certain lighting situations, non-glare glass is desirable, however, the tradeoff is less clarity. Plexiglas is an acrylic sheeting that is extremely durable and lightweight. Sometimes the use of Plexiglas is recommended, especially for pieces that are being shipped. Additionally, public access areas in some buildings limit the use of glass. In these cases, Plexiglas is an excellent substitute.

Mounting

Dry mounting is the most often used mounting system in framing because of its consistently smooth and permanent results. Since heat is used in dry mounting, some artwork is not suitable, thus a cold mount may be substituted. Additionally, since the mount is permanent, it should not be used on artwork with significant financial value.

Construction

A skilled framer with a thorough knowledge of materials and techniques can create a finished product that not only is a pleasure to view but preserves and protects the items within the frame.



Assembly is a process done almost entirely by hand.



Careful attention to detail, as in this shadow box, ensures the customer will take home a piece that provides years of enjoyment.

