



## *Creating Mini Frame Models*

**O**ne of the challenges for most frame shops, especially those with limited space, is finding different ways to display new frame styles and framing techniques. It's always a good idea to have as many examples of your work as possible displayed in your shop, not only to show off your talents but also to inspire your customers. It's also easier to explain different techniques if you can simply point to a finished example of a piece of art that's floating, for instance, or show how a raised mat adds depth and dimension to framed artwork and photographs.

Of course, there's only so much real estate you can sacrifice in a retail frame shop for "display-only" items. One easy solution is to create mini models to show off as many different styles, techniques, and products as possible.

All of the examples shown in this article use a frame with a rabbit size of 6"x6". The small square frame was chosen specifically because it looks custom. It's the same number of united inches as a 5"x7" but that size immediately looks and says ready-made. The small size also allows you to create mini



*This simple yet elegant frame design is created using a Bainbridge New Threads 4097 Camel top mat and an Alphamat 8528 Garnet bottom mat. Both are raised above the artwork with a 3/16" Spacer. A Nurre Caxton 42331 Maple frame completes the picture.*

***Small display  
samples let you showcase  
many different framing  
techniques,  
inspiring your  
customers with real-life  
examples of your creativity***

models using scrap pieces of matboard and moulding, unless there's a specific new product you want to show. People are drawn to these minis because they're interesting and unusual, so it's a natural way to display work without sacrificing space. You may actually find customers asking to purchase them, in which case you've created another little income stream.

Perhaps the biggest challenge in creating these miniature gems is finding the artwork. Almost everyone has a decent quality color printer, so it's easy enough to create your own small prints as long as you avoid any copyright issues. If you want signed originals or limited edition prints, there are several publishers who carry miniature etchings and prints and a few that will custom print small quantities to any size you like. You may also be able to find a local artist who will create miniature originals just for you. Another obvious choice, if you want something really inexpensive to show framing techniques, is stamps. The postal service website has a vast array of stamps, any of which could be seen as art. Whatever you choose to frame—wallet size photos, stamps, artwork, or objects—try to keep the mat opening size to 3" or less. That will give you a 1-1/2" wide mat that looks proportionately correct in this small format.

### Traditional Approach

The tiny signed and numbered red-and-gold floral giclee on the opening page has been framed in a pretty straightforward traditional manner. It has a neutral linen mat that blends softly with the natural frame. The red bottom mat has only a 1/8" reveal but in the photograph appears larger because there's no frame of reference. That's the case with all of these examples. This one also shows a raised mat with a spacer between the bottom mat and the artwork. There is a degree of difficulty in creating these minis, which is that everything must be perfect. The slightest flaw, the tiniest overcut, is magnified. Take the time to cut a new mat if there is even the slightest hook in the corner because it will stand out.

### Contemporary V-Groove

This charming photo of a boy and his puppy is surrounded by a bold contemporary framing design.



*This dramatic presentation uses a Nurre Caxton 96404 Frame and a black core 8307 Frost Alphamat. The mat has a V-groove placed 1/2" from the mat opening.*

While it's usually a framer's intention to draw attention to the artwork and not the framing, the opposite is true and practically unavoidable with these minis. You want to draw attention to the framing and technique, and nothing makes it stand out more than this small format. That's especially obvious with this treatment that has a 2" wide black frame and shows a V-groove in a black core mat.

### Floating Sunset

Mini frames are a great way to show off floating artwork because it really stands out. This print of a golden sunset is a perfect example. The artwork is



*The warm glow of this sunset is expanded upon with a Bainbridge Titami Silk 4411 Chai mat and a rich gold Nurre Caxton Adalia 21301 frame. The sunset floats over an Alphamat 8640 Antique White.*

raised off the mount with a 1/8" spacer and the mat with a 3/16" spacer. This example also shows perfect use of color and texture. Notice how the color of the silk matboard pulls the background colors in the print forward and the grain of the silk goes in the same direction as the horizontal lines of the print. Again, use of color and texture are magnified.

## Modern Magic

This fun photo of a floating eye uses two pieces of glass to create the illusion that one small print is suspended above another. The mat is raised above the



*This magical effect is achieved by sandwiching a smaller print between two pieces of glass. The mat is a Bainbridge 8526 Indigo Alphamat with a reverse bevel. The frame is a Nielsen concept prototype.*

lower print, and glass is placed over that. The smaller print is then sandwiched with a second piece of glass placed over it. There appears to be only one piece of glass. This technique could be used quite dramatically in a number of ways. Imagine a small portrait suspended over a beautiful landscape or nighttime sky.

## Grandfather's Watch

This pocket watch is an example of how you can use the miniature format to frame small objects. It will also inspire your customers who were wondering what to do with that memento that shouldn't really



*A grandfather's pocket watch sits in a rich antique setting created with a Bainbridge 4210 Prato Suede Alphamat over an Alpharag 8674 Stone bottom mat. The watch sits on 4225 Fresh Oregano Suede. A simple Nielsen 118-G02 Antique Silver Leaf Frame compliments the antique watch.*

be stuck in the back of a drawer. A dark suede mat and mount were used in this design to create a rich, antique look. Small objects and keepsakes framed this way make unusual accessories for a dresser or

table. Setting up a vignette to show this is a great way to spark ideas for your customers.

## Grandmother's Brooch

This brooch is framed to show another example of object framing and also another V-groove idea. As



*An antique brooch is accented with four V-grooves in a Bainbridge 4154 Targa Suede mat, which floats over a 4213 Chocolate Suede mount. The gold of the antique jewelry carries over into the Nielsen 118-G01 Antique Gold Leaf Frame.*

with the pocket watch, rich dark suede matting makes the jewelry pop. Four V-grooves radiating out from the brooch not only draw your eye to it but also creates a jewel-like quality in the mat itself. This would also make a wonderful tabletop accessory.

## Displaying Mini Models

One of the best places to show off your miniatures is to put them where eyes go most of the time in a



*The Mini Model Bracket can be used with both metal and wood frames. It fits between rows of samples placed as close as 1/8" apart, allowing mini models to float over the frame sample wall. It is available through Nielsen Bainbridge.*



frame shop—on the sample wall. No one, however, wants to sacrifice that valuable real estate to anything but samples. While they're small enough to be placed around the shop to be used as reference when needed, they're really most effective when placed front and center. Adding these minis to a sample wall makes what is normally a pretty uninteresting landscape suddenly interesting and eye-catching. You can also do this by floating the frames away from the sample wall without having to give up any samples.

- You can quickly and inexpensively create this dramatic display using a bracket. It can be used with both wood and metal frames and takes up virtually no space on a sample wall.
- If you happen to have some extra wall space and want to highlight a particular piece of artwork or moulding, you can create interesting clusters that immediately draw attention.
- Also let your imagination go and try to create some miniature frame models that really display everything you can do. They're fun to make and are guaranteed to grab some attention.■



Brackets and mini models can be used with larger art to create interesting vignettes.

**Gibson Glass** has been a framer and frame designer for more than 25 years. As the co-owner of a frame-making company in Soho in New York City for many years, he designed frames for major New York galleries and museums and many well-known collectors and artists. Gibson is currently the framing designer for NielsenBainbridge/Nurre Caxton.

DECOR &

SOUTHERN

BUY the BEST for LESS!



9960  
1 1/4"W x 13/16"H  
**\$0.26/ft.**



8609  
1 5/8"W x 9/16"H  
**\$0.26/ft.**



10573  
2"W x 9/16"H  
**\$0.35/ft.**

NEW



8610  
2 1/4"W x 7/8"H  
**\$0.45/ft.**



9999  
2 1/2"W x 1"H  
**\$0.69/ft.**

OFFSET CLIPS with SCREWS









BULK PACKED - 100

Item	Desc.	1 pack	<del>Now</del>	<b>SAVE 20%</b>
548	1/8"	<del>\$2.75</del>	<b>\$2.20</b>	
549	1/4"	<del>2.75</del>	<b>\$2.20</b>	
550	3/8"	<del>\$3.95</del>	<b>\$3.16</b>	
551	1/2"	<del>\$3.95</del>	<b>\$3.16</b>	
823	3/4"	<del>\$4.05</del>	<b>\$3.24</b>	
824	1"	<del>\$4.15</del>	<b>\$3.32</b>	
825	1-1/4"	<del>\$4.99</del>	<b>\$3.99</b>	

BULK PACKED - 1000

Item	1 for	<del>Now</del>	<b>SAVE 20%</b>
548T	<del>\$20.00</del>	<b>\$16.00</b>	
549T	<del>20.00</del>	<b>\$16.00</b>	
550T	<del>\$29.00</del>	<b>\$23.20</b>	
551T	<del>\$29.00</del>	<b>\$23.20</b>	
823T	<del>\$34.00</del>	<b>\$27.20</b>	
824T	<del>\$35.00</del>	<b>\$28.00</b>	
825T	<del>\$42.50</del>	<b>\$34.09</b>	

All of above include #6 x 3/8" combo head screws



9820  
1 1/2"W x 1 3/8"H  
**\$0.45/ft.**



9821  
1 1/2"W x 2"H  
**\$0.67/ft.**

Tel: (631) 231-5959  
or 1-800-937-1055  
Fax: (631) 231-5034  
or 1-800-937-0006  
[www.decormoulding.com](http://www.decormoulding.com)

Prices expire 10/31/11

Money Back Guarantee