



Volume 1, Issue 2

May 2012



tf Gallery News

Greetings from the Editor

*"The world's favorite season is the spring. All things seem possible in May."
- Edwin Way Teale*

Inside this Edition...	
A Little About...	1
The Finer Aspects of Custom Framing— <i>What are mats?</i>	2
Atlanta Happenings	2

Dear Friends,

Welcome to this month's newsletter, on the subject of matting. We hope you find these little bits of advice useful, whether you already know something about matting or are interested in learning something new.

Also, we here at TUXEDO FRAME GALLERY would like to wish all the mothers out there a *Wonderful Mother's Day!*



Courtesy of Larson Juhl



We also would like to congratulate all the new graduates and wish them luck on their future endeavors :)

Also, we are excited to welcome Fran Baskin, who has recently joined our team here at TFG. Be sure to look out for next month's issue to learn more about Fran's extensive framing experience.

Finally, don't forget to visit the Tips n Trends page on our website www.tuxedoframegallery.com for inspiration and ideas on custom framing.

Sincerely,

Siraj

A Little About...

Larson Juhl - Mouldings par excellence

Larson-Juhl is the largest moulding manufacturer in America. It has been making beautiful custom framing materials for well over 100 years. Larson Juhl's designers and manufacturing teams work hand-in-hand to bring you enduring frame designs in all of the popular home furnishing styles.

Larson-Juhl is devoted to bringing you fresh choices in timeless classics as well as new, innovative styles. Their top of the line products include beautiful water gilded mouldings from France. Other factories round out broad selections with ornate patterns, unique colors and American Hardwoods in a wide range of colors, styles, sizes and prices.

Larson-Juhl also cares about the world we live in. It is the first custom framing manufacturer to offer environmentally friendly FSC and PEFC certified products. Recently, it introduced a new product line of high quality customized art reproductions, called Artaisance. This exciting venture allows customers to browse an extensive online gallery of over 150 artists and more than 3,500 images! Customers can

shop from the comfort of their own home and custom-size their art to fit their space, as well as choose to get their image reproduced on high-quality paper or on canvas.

You can visit www.larsonjuhl.com to learn more.

LARSON · JUHL

Tuxedo Frame Gallery

the fine art of framing

3800 Roswell Rd
Atlanta, GA 30342
Phone: 404-261-5570
E-mail: tuxedoframegallery@gmail.com

Stop by our shop:
10-6 M-F
10-5 Sat

Established in 1990, Tuxedo Frame Gallery is a full service frame shop and gallery, conveniently located in Buckhead, just south of Chastain Park. Tuxedo Frame Gallery has built a reputation on service and quality by using the finest archival and framing materials available.

Our designers have over 60 years of combined framing experience. We take great pride in the craftsmanship and detail that goes into every frame we build. Our services include: custom framing, fine art restoration, conservation framing, shadow boxes, framed mirrors and archival services. We proudly carry original art by local artists as well as a selection of antique prints, posters, photo frames, mirrors and ready-made frames.

Stop by our store today and see how our talented designers can assist you with all your framing needs.

Mention this newsletter
and receive 50% OFF
archival matting on your
next framing order.

Atlanta Happenings

4th Annual ARTLANTIC Arts and Music Festival. Saturday, June 2, 10:00am to 7:00pm. Druid Hills Baptist Church.

Chastain Arts Spring Show and Sale. May 17—June 2. Chastain Arts Center.

“Civil Rights Photography, 1956-1968.” Ongoing. High Museum.

“The Art of Golf.” Feb 5—June 24. High Museum.

“Revisiting the South.” June 2—Oct 7. High Museum.

“Rising Up: Hale Woodruff’s Murals from Talladega College.” June 9 - September 2, 2012. High Museum.



the finer aspects of custom framing

What are “mats”?

A mat is used either as a border between the art and frame or as a background to set art or an object on. It provides an area of visual relief between the art and surrounding room, and can add color as well as texture and pattern to a frame design.

Mats may be single layer or multiple layers. They can have multiple mat openings to combine a number of pictures into one frame. Mats should be understated enough so that they don't overpower the art.



Mats today are available in hundreds of colors. Sticking with neutral colors adds to the longevity of frame designs. However at times a colored mat is needed. Colorful mats may be used to add accents under a predominant mat. One tip is to blend the mat to the background colors in the art. Many times the most detail and interest in the art is near the foreground. By coordinating the mat color with the background, those details will stand out.

Here at Tuxedo Frame Gallery we will guide you through every step of the design process. Please visit the FAQ page on our website www.tuxedoframegallery.com and look under What are mats? to learn more about matting.

Visit us on the Web!

www.tuxedoframegallery.com

