



## Greetings

Dear Friends,

**Welcome to this month's newsletter!** We can't believe it's already September! The summer seems to have flown by. We hope your summer went well and you were able to take some time out to relax.

For those of you preparing for back-to-school, hope it is going well and children are settling back down into their old routines again.

We hope you enjoy reading this month's newsletter, on the topic of **moulding**. Although there is no "correct" way to frame a piece of art, we hope these guidelines will help you choose a frame that will display your art in the best possible way, according to your particular style and taste.

Also remember, we here at Tuxedo Frame Gallery, will guide you through every step of the design process. Come by and let us show you how a carefully chosen frame can help enhance your favorite piece of art. You can visit the FAQ page on our website [www.tuxedoframegallery.com](http://www.tuxedoframegallery.com) to learn more about custom framing design techniques. While there, you can also check out our Blog for design tips and advice.

Finally, remember that we carry **Gift certificates** and beautiful picture frames that are great for displaying on your mantel, and make great gifts.

Sincerely,

Siraj

"The breezes taste  
Of apple peel.  
The air is full  
Of smells to feel-  
Ripe fruit, old footballs,  
Burning brush,  
New books, erasers,  
Chalk, and such.  
The bee, his hive,  
Well-honeyed hum,  
And Mother cuts  
Chrysanthemums.  
Like plates washed clean  
With suds, the days  
Are polished with  
A morning haze."  
- John Updike, September



Courtesy : Larson Juhl



### Inside this Edition...

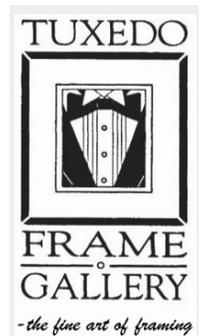
A Little About...	1
The Finer Aspects of Custom Framing	2
Atlanta Happenings	2

## A Little About...

Teresa— *Fine Art Specialist, Expert Picture Framer*

Known affectionately as the "store perfectionist," or "Gran-dee" by her grandchildren, has amassed over 25 years of picture framing experience. Teresa is a fine art specialist, and has worked at various art galleries and frame shops. Additionally, she has earned several certificates in picture framing, and has attended seminars held by Vivian Carli Kistler and Linda Wassell, among others.

She has a keen eye for detail and is an expert designer. In her spare time, Teresa enjoys gardening and spending time with her grandchildren.



Visit us on the Web!

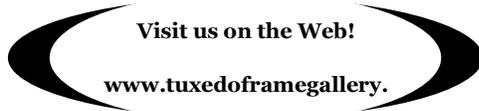
[www.tuxedoframegallery.com](http://www.tuxedoframegallery.com)

# Tuxedo Frame Gallery

*the fine art of framing*

3800 Roswell Rd  
Atlanta, GA 30342  
Phone: 404-261-5570  
E-mail: [tuxedoframegallery@gmail.com](mailto: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 25% OFF framed cork pin boards!**

With a maximum discount of \$75.  
Offer valid until Oct 6. Not valid with any other coupons or specials.

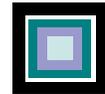
## ***Atlanta Happenings***

**“European and American Impressionism.”** Through Sept 20. High Museum.

**“Michele Mikesell—Upon the Wheel.”** Sept 22. Alan Avery Art Company.

**“Katharina Grosse.”** Ongoing. High Museum.

**“Burden of Proof: National Identity and the Legacy of War.”** Ongoing. Oglethorpe University Museum of Art.



## ***the finer aspects of custom framing*** ***How do I choose the right moulding?***

There are thousands of mouldings available in frame shops. How do you choose one moulding out of hundreds of options? It can be confusing and time-consuming. One simple tip is to go according to color, scale and style. You should also consider the type of look you are going for, as well as the one that will look best with that particular piece.

Some common questions to consider are:

**What is the mood of the art?**

**What is the era of the art?**

**Is the art light or dark?**

**What is the focal point?**

**What are the predominant colors of the art?**

Use a moulding the same color as the area in the art that is the center of interest. This helps to tie the moulding to the most vivid part of the art.

**What is the color scheme of the art?**

Ø Warm colors (pinks, oranges, reds, yellows) tend to look good with gold frames, wood tones such as mahogany or other warm colors.

Ø Cool tones (blues, greens, purples) look good with silver frames, grayer wood tones and cool colors.

**What is the overall size of the art?** The wider the piece of artwork, the wider the mat margins and moulding width.

**What is the size of space where the art will be displayed?** If the space is tight, you might have to adjust your plans to incorporate a smaller moulding or mat. Artwork should be framed to suit itself, not to the room where it will be displayed. Always choose the frame moulding and mats to compliment the artwork taking into consideration where the art will be displayed.

**Can depth be used to enhance the design?** Deeper frame mouldings can add drama to the finished presentation of the artwork. A deeper moulding can either project the artwork out from the wall, making it appear more prominent, or the artwork may be recessed deeper into the frame giving it a more three-dimensional perspective.

Lastly, remember to choose a moulding color that coordinates well with the art it surrounds, without competing for attention with the art.