

## Debunking the Mystique of Custom Framing

Fact #1: Most art does not come in sizes that fit pre-made frames.

**Reality:** Artists create art to proportions which express their desires and which consider the *art first!*

Fact #2: A business model does not exist to *custom build quality frames* for art at cut-rate prices.

**Reality:** A “cheap” frame isn’t worth making. Customers will be dissatisfied with the results of a poor quality job.  
A *high-quality frame shop* will not cut corners or offer solutions for framing which —while possibly less expensive — will result in a compromise to the artwork.

Fact #3: A large majority of art that is framed cost *less* than the cost of framing.

**Reality:** Frame shops are not responsible for the level of monetary investment in one’s art, or for providing cut rate solutions to match the perceived value of one’s art.

Fact #4: Framing might “look simple” to do: i.e.: a quick and easy operation from start to finish.

**Reality:** Hours of work go into almost every job a framer undertakes. High-quality, expert results require the time to perform them. Please don’t ever confuse what a professional picture framer does with the experience of assembling a pre-packaged *ready made* frame from a store — “popping” in a photo and... DONE! Custom framing is just that ... customized! *Every aspect* of a frame is carefully measured, sized, secured with archival methods, installed and then sealed — all without any dust or debris — and as near perfect as can be!

At Brooklyn Frame Works, it is our goal to provide expert advice, quality materials and fine craftsmanship — using only the highest quality, conservation materials for our client’s fine art and treasured collectibles. We do not “cut corners” or offer “cheap” solutions for artwork, which might result in a compromise to the value or longevity of our client’s work.

Custom framing is a craft and a skill, like many others. Years of

experience go into every frame made. Consider the time we spend with each client in designing a frame treatment, next add the high-quality materials that are used, and then the careful attention to detail that goes into each frame made. Lastly: we proudly stand behind our work and will be happy to adjust any issues, should they ever arise.

While we understand that framing of art may not be an inexpensive venture, we cannot be responsible for justifying when a client might attribute a low value to their art.

The walls of your home deserve the **best!** Trust your professional picture framer to provide you with the best results!