

New Concepts In Art Printing

DESIGNS FOR THE DIGITAL AGE

In past decades, published art was limited to two basic categories:

1. Limited edition prints
2. Open edition posters

Within the scope of these broad categories, there were different methods of printing images including lithography, serigraphy (silkscreens) and other photographic media. The common elements for these methods, with few exceptions, were that most were available on paper and only published in a single size and format.

THE DIGITAL AGE:

In our digital age, we are escaping the traditional methods of reproducing fine art. Giclee' or digital printing processes are not only more accurate and higher in definition than traditional printing methods but also allow for more customization and editing. No longer are publishers limited to printing "one size fits all" editions because the images are stored in digital files.



Photo from Wikipedia source

CUSTOMIZE YOUR ARTWORK

A new print on demand market has emerged as the new force in art publishing. Most publishers now have the ability to create artwork in multiple sizes and formats.

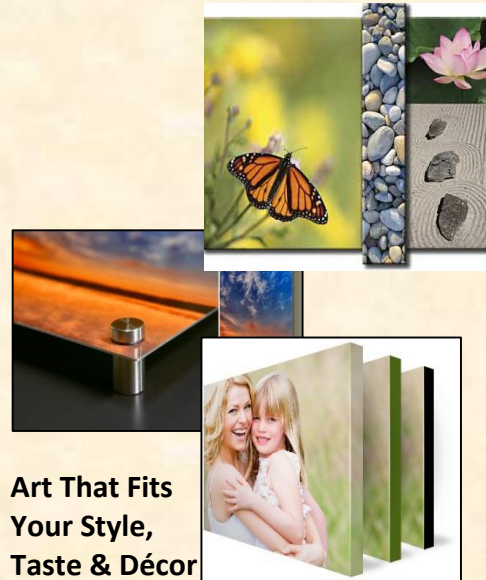
Many publishers have even discarded the traditional print catalogs in favor of on-line catalogs and downloadable images.

NEW MEDIA

Along with this, the new digital printing technologies allow publishers to print artwork on other media including canvas, metal, acrylic, wood and other "strata," creating a unique look and a more stable setting for art images independent of traditional matting and framing.

NEW IDEAS

With the new technologies and media, innovators in the print industry are always developing new and creative ways to present and display artwork. "floated" or "cradled" designs add to established gallery-wrapped presentations of canvas artwork. Unique collaged prints as shown below can also add a third dimension to otherwise flat images.



Art That Fits
Your Style,
Taste & Décor

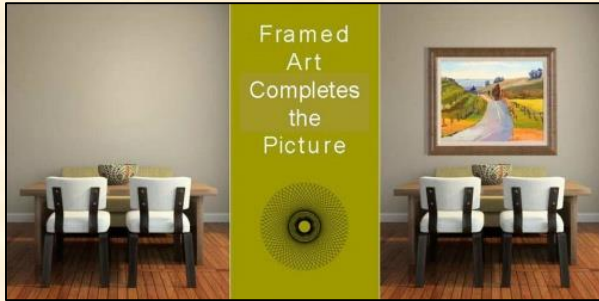
With these new innovations, you can create an art environment that truly reflects your individual taste or Corporate image. Combining these new ideas with a traditionally framed collection can also enhance your décor without breaking the bank.

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Innovative Framing DESIGNS FOR YOUR CORPORATE IMAGE

In the corporate world, the trend has been to put a great deal of thought into creating functional and productive spaces without much effort in making the environment attractive and enjoyable for staff and clients.

A well thought out art environment can affect your business in the following ways:

1. **Support your Corporate Identity**
2. **Enhances your Companies Integrity**
3. **Create more positive Client Interactions**

Once you have selected artwork for your space, it is vital that the framing you choose for each piece contribute to the style and décor elements that you want for your business.

Quality framing design:

1. **Is appropriate for the art style & Subject**
2. **Is appropriate for the décor**
3. **Is appropriate for your corporate image**

***“The best Art can be ruined
by the worst framing”***

When designing custom framing for your corporate art, consider that most corporate art is a somewhat permanent visual context for your business. Most companies don't change the artwork and décor for at least 10 years, so your return clients are interacting with you in the same “space” for a long time.

UPSCALING:

With this in mind, it is essential that your corporate art be framed with longevity and quality in mind. It doesn't take much money to turn a simple design into an upscale work of art. A little extra effort in working with qualified designers can save you money in the long run.

Shoestring Budgets Don't Have to Tie Your Hands

You don't have to spend a fortune to create an interesting art environment for your business. There are ways to stretch your art and framing budget by taking advantage of new printing technologies (*see reverse page*), creative framing methods & corporate incentives available from art and framing shops.

Check out our other Art & Framing brochures for more information or visit our gallery for design ideas and examples.

Corporate Art & Framing is an ongoing effort

Quality beats quantity when it comes to your corporate collection. It's too easy to get caught up in the “Fast Food” art market and buy under-framed, low-cost artworks just to fill space on the walls.

It's better for your corporate identity to build your collection over time with a few quality pieces than to fill your art environment with cheap posters.

We encourage businesses to:

1. **Establish an overall décor plan**
2. **Build in a yearly art budget for at least 2-3 new framed artworks.**
3. **Replace outdated or faded artworks.**
4. **Upscale or re-design existing pieces when possible.**
5. **Rotate existing artworks (if décor appropriate) yearly.**



Need Art?...We Can Help!