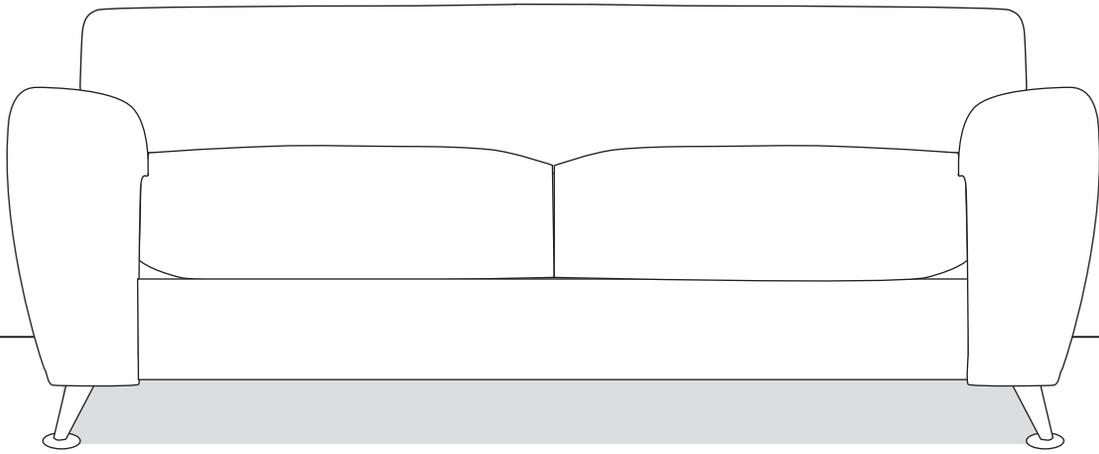


ART IN MOTION



Hints & Tips

a guide on hanging art

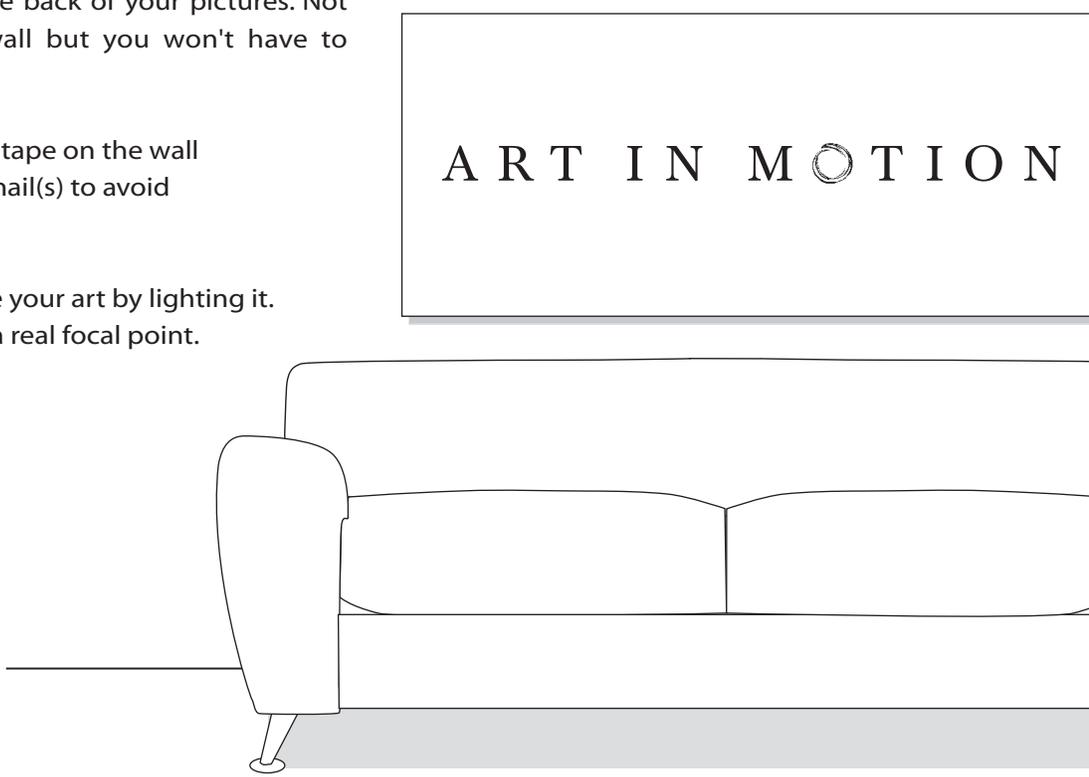
the basics

The do's ... and the don'ts of hanging art

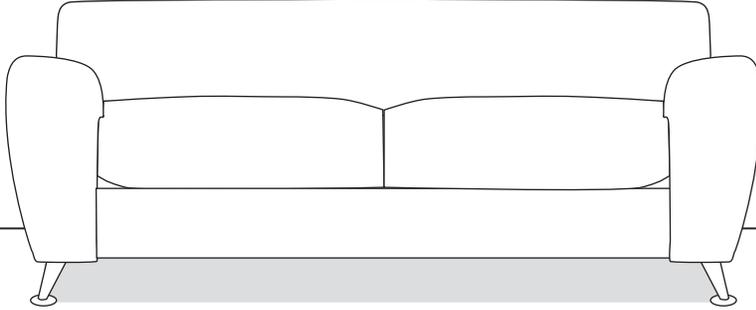
In many homes, offices and interior spaces, art is often a thought in the final stages of a design or as a great way to add a new look to a room. Adding art is one of the best ways to create an atmosphere, enhance a theme or add personality to a room.

There are so many ways to display art. From contemporary to traditional, here are the basics do's and don't.

- Do keep in mind the theme in the room. If you have traditional setting, a large-scale abstract in a contemporary black frame may not create the atmosphere you are looking for.
- Do use art to add color and vibrancy. Your customers may not want to paint their walls red but they could start with art! Add some decorative accessories to spice up the room even more.
- Don't hang one small picture on a large-scale wall. It will get lost and look out of place. Try a grouping based on a theme or hang a large scale piece to fill the wall. **We've included some great sketches in the following pages to help demonstrate different ideas and settings.**
- Do take your time. Try sketching the room setting on a piece of paper. Get inspired. Play around with some ideas before you start hanging. You can test an arrangement by laying everything out on the floor. If you can get some large paper, trace around the frame, cut it out and use low tack tape to attach the paper to the wall. It's a great technique to let you see just how your arrangement is going to look.
- Don't use just nails. It is important that you choose the appropriate hanging system for the size and weight of the piece and the wall you are hanging it on. It can be confusing so the best thing to do is go to your local hardware store and get an expert opinion.
- Do use rubber bumpers on the back of your pictures. Not only will it help protect your wall but you won't have to straighten the picture again.
- Do place a piece of transparent tape on the wall where you are going to place the nail(s) to avoid cracking the drywall.
- Don't forget lighting. Showcase your art by lighting it. It will make it more dramatic and a real focal point.



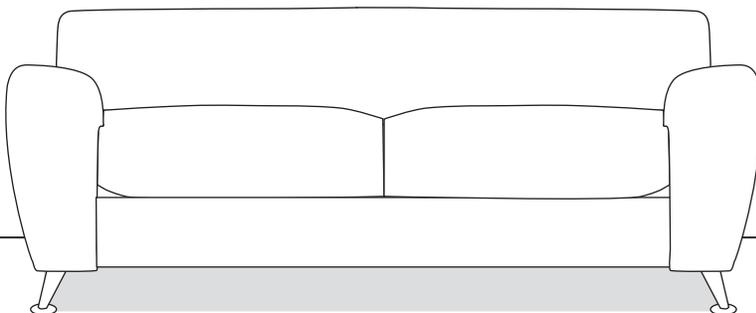
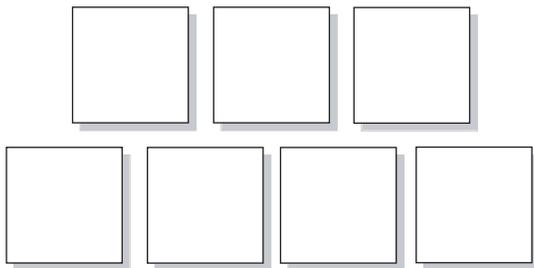
ART IN MOTION



traditional

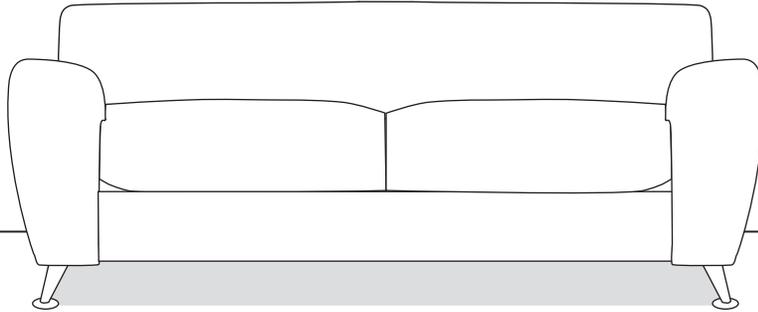
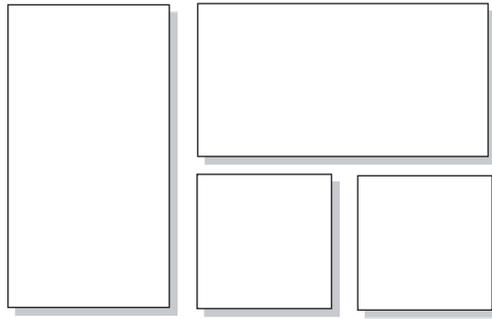
In general, when looking to create a traditional setting the art should not be longer than the width of the piece of furniture.

A general principle to keep in mind is that the furniture piece, (a table, couch, etc.) should be 25% longer than the artwork.



contemporary

You have more flexibility when creating a contemporary setting. Generally an odd number of images works best. Try grouping them in straight lines with even spacing to capture that modern, urban aesthetic.



"get creative" with groupings

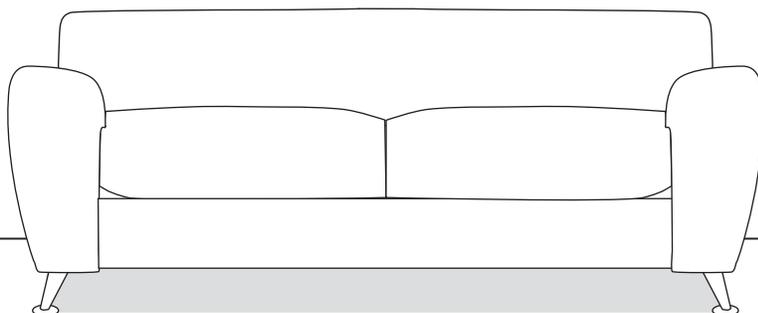
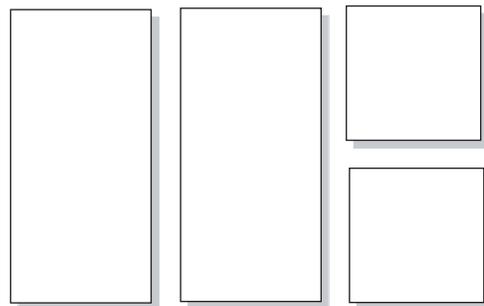
Groupings are a great way to showcase a collection or a favorite subject matter or to add a real focal point to a wall.

- The hardest part is figuring out what to put where. Start by making the right choices from the beginning.

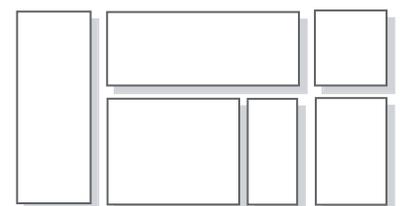
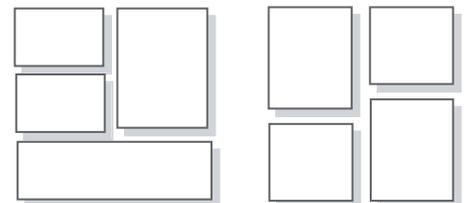
- If you want an eclectic look, choose a variety of styles and frames.

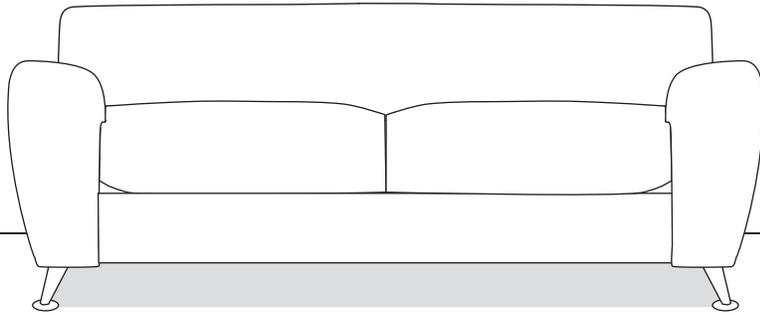
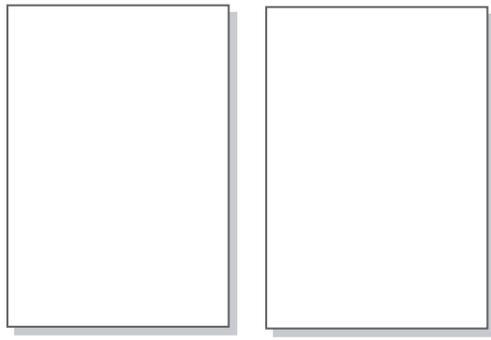
- If you want to keep things more traditional, stick with the same style and similar framing. it will help create a more sophisticated look

- Try sketching out your design ahead of time - you'll save time later by not having to repair your walls!



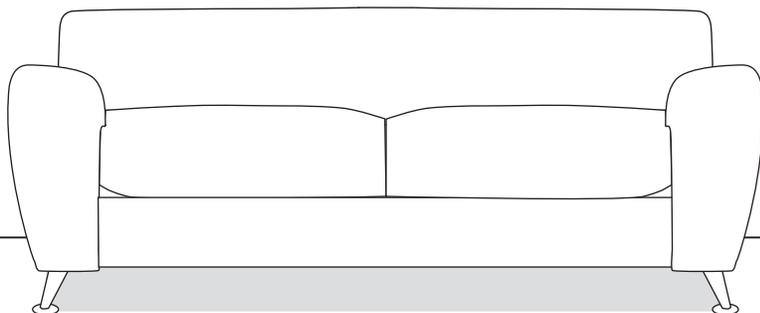
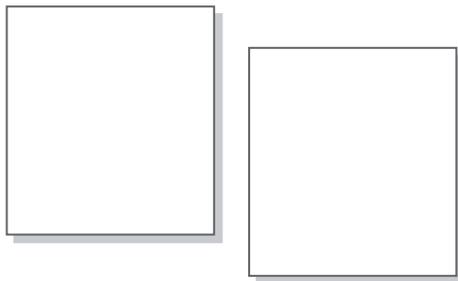
HERE ARE SOME MORE IDEAS ...





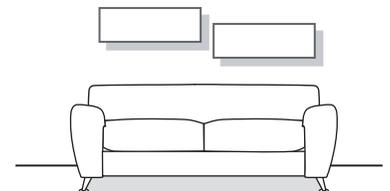
creating height

Have a room with low ceilings? Try hanging prints with strong vertical lines. Another great solution is focusing on art that is framed in a portrait format (taller than wider) It will add to the sense of height.



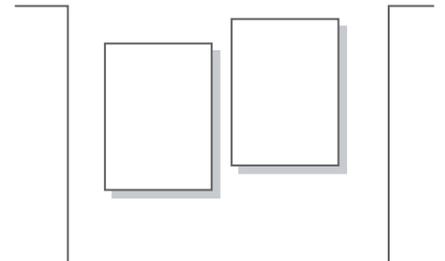
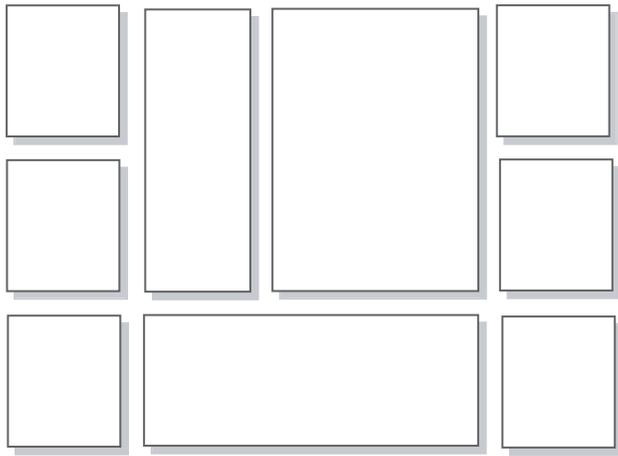
off set

Create a more casual feel by hanging matching artwork off set - one picture slightly above the other. By creating a diagonal line the room will seem more relaxed.



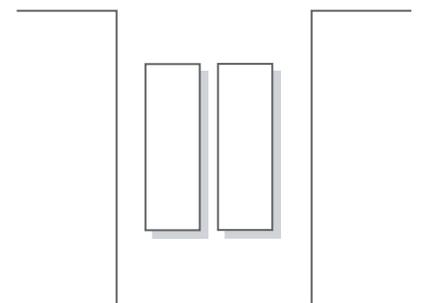
large spaces

A group of pictures framed similarly and hung in a grouping can fill a large space with a big impact. Try groupings based on a theme you love like fashion, florals or wine! Your other option is using 2 large prints hung as a pair.



narrow spaces

In this narrow setting between two doorways, smaller pictures work well to add some interest to the space. You could also choose two large, narrow pieces for a different feel. Try this in a hallway or stairwell.



off the wall!

You don't just have to hang art on a wall. Here are some other interesting ways to display art in a room.

- Lean a large piece on the floor or on top of a large piece of furniture.
- Nestle smaller pieces of art on a book shelf, on top of kitchen cabinets, on the mantle or on top of a dresser. Add decorative accessories for added impact and design.
- Hang a decorative shelf over a bed or couch. Set various sizes of art and accessories to create a designer vignette.
- Hang art over a door.
- Buy a gorgeous easel to display a feature piece.

