

REED ARTS



FINE CUSTOM FRAMING
EXTRAORDINARY OBJECTS



HAPPY BIRTHDAY TO US!

REED ARTS CELEBRATES ITS 20TH BIRTHDAY

MAY 2006

HAPPY BIRTHDAY TO US!

A Brief History...

In 1986 John Reed sold his framing business to Barbara Baker, who incorporated the **Reed Arts** name. After researching the market in Columbus, Barbara decided that **Reed Arts** would concentrate on custom framing for clients whose artwork was an integral part of their lives, thus making framing a necessity and not a luxury. The store was reorganized, redecorated and advertising to the targeted market began. The client base expanded to include galleries, museums, architects and designers, as well as corporate, commercial and individual collectors. By 1989 a second store was opened in Dublin, adding additional clients from the expanding northwest area of the city. In July 1992, the second location was moved four miles north to Shawnee Hills. In October 1993, **Reed Arts** was provided an opportunity to relocate the main location to its current space at 909 W. Fifth Avenue. The new location provided **Reed Arts** with a more visible street presence, and a dramatic front showroom, along with an increase in shop work space. The decision was made to close the Shawnee Hills operation and consolidate all of **Reed Arts'** services into one, easy to find, central location. In July 2003, Barbara Baker made the decision to step down as President of **Reed Arts**, in order to devote more time to her many other interests. Her business partner Tim O'Neill purchased the remaining shares of stock in the company, and is the current President of **Reed Arts**. It is Tim's goal to continue **Reed Arts'** history of quality workmanship and design in the industry, and he and staffers Celeste, John, Jen and Drew pledge to provide Central Ohio consumers with the finest framing products and services.

“Picture It First” Visualization Software Lets You See What Your Finished Frame Will Look Like!

Often, we have clients who have a difficult time visualizing what their finished framing project will look like from just working with the matting and moulding corner samples. Our *Picture It First* software makes picture frame design a breeze. Digital cameras suspended over our design tables capture a picture of your artwork and our moulding and matboard samples. A few clicks later on our computer, and you can see what the completed project looks like.

Picture It First makes it simple!

**Go
from
this...**



**...to
this...**



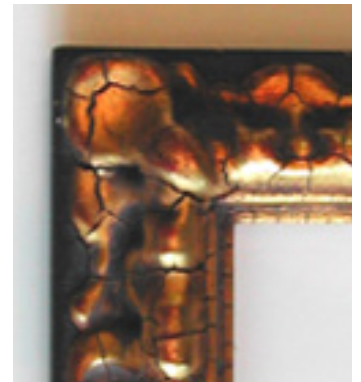
...in seconds!

Once we've created an image, we can save it for future reference or even email it to you!

See Into The Future With “Picture It First!”

“Concerto” Frames From Larson-Juhl Create Tomorrow’s Heirlooms

Concerto, a new line of frames from Larson-Juhl, is based on designs from five cultures: Italian, Spanish, French, Dutch and American. The frames span styles made popular from the 15th-18th centuries, hand-crafted in Larson-Juhl's century old workshop in France. The historical accuracy of these designs is dead-on, and the craftsmanship is impeccable.



Gilded picture frames can turn a personal art collection into a museum-quality display for your home or office. For original art, a picture frame design representative of the time period or style can maintain authenticity.

But *Concerto* frames are not limited to only museum quality artwork. Cherished family photos, memorabilia, and personal collections can also be surrounded by the finest frames available to create tomorrow's heirlooms.

Larson-Juhl has chosen select businesses in the country to show the *Concerto* line, and **Reed Arts** is your Columbus source for this beautiful finished-corner frame series.



Reed Arts is a member of the PPFA, or the Professional Picture Framers Association. The PPFA is the international trade association for the art and framing industry.

Extraordinary Objects By Extraordinary Artists

Reed Arts not only offers the expert framing services you know, but we also like to highlight some of the area's working artists. Currently we feature the following artists' work in our showroom -- stop in to learn more about these extraordinary people!



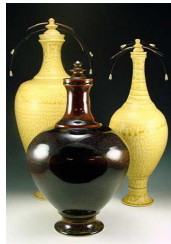
Diana Bjel



Rob Colgan



Bernice Koff



Sandy Miller



Campbell Paxton



Mark Yasenchack

Come Celebrate Our Birthday With Us, and *You* Get the Present!

During our birthday month of May, we're giving our clients the presents! Place a custom picture framing order, and choose a gift envelope that contains a discount certificate worth 10% to 40% off your framing materials! It's our way of saying thank you for being a **Reed Arts** Client!

REED ARTS
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