




# What's New on Fifth Avenue?

July 2007

## REED ARTS

FINE CUSTOM FRAMING • EXTRAORDINARY OBJECTS



art creation yourself?! Reed Arts is working with DigitalCustom of Cincinnati, who can transform your "ordinary" photo into a Pop Art masterpiece! DigitalCustom can also restore or colorize photos, and print them in many sizes on paper or canvas. Stop in to see samples of their work today! 

### Pop! Goes the Window

Our summer window display was designed by our long-time friend Chris Prater, and features the work of Andy Warhol, the American artist who became central to the movement known as Pop Art. Warhol has been the subject of numerous retrospective exhibitions, books and documentaries,

and some of his work was included in The Columbus Museum of Art's recent exhibit "Optic Nerve". Andy Warhol is generally acknowledged as one of the most influential artists of the twentieth century.

Did you know that **YOU** can be a pop



### "You Framed What?"

Reed Arts has been a supporter of the Columbus AIDS Task Force for many years, so we were happy to donate our services again this past May for Elle Decor's "Dining By Design" event to benefit CATF. Supermodel and "Project Runway" host Heidi Klum donated an autographed Victoria's Secret bra, and the challenge was to create a suitable framing display to generate a sizeable bid at silent auction. We secured the bra to a clear plastic form, framed a photo of Heidi to match, created a brass plate to document the occasion, and encased everything in an acrylic display box. We're happy to announce the winning bid brought \$400 to CATF!



## FINE CUSTOM FRAMING

### American Framing Styles: South American, That Is!

Reed Arts is very excited to offer some unique framing styles from the Americas...our neighbors to the South, to be precise!


**MerTrade Leather Frames** come to us from Lima, Peru. The artisans who work on these hand-wrapped leather mouldings formerly worked crafting saddles for the horsemen of "El Caballo de Paso," or the Peruvian Paso, a breed of horse considered to be the smoothest riding horse on earth. Now crafting in the picture frame and furniture industry, these leather experts use only the highest quality products, creating beautiful hand-tooled patterns in the leather. Their workmanship is simply amazing. Available in moulding widths from 2" to 6", with three leather styles, seven colors, and more than 45 finishes to choose from, the possibilities are endless to make your frame truly unique. Stop in to view the mirror frames we have on sale. These leather-wrapped frames will create a cherished heirloom, borne out of centuries of Peruvian craftsmanship.



**San Marcos Frames** is a Cali, Columbia company established in 2000 by Gustavo, Santiago and Julian Sinisterra, entrepreneurs with an artistic family history. Because of their dedication, sense of beauty and ability to create a team of uncompromising artisans, they have been able to place their products in international markets with incredible acceptance in a very short time. "We are a company exporting beauty," says Gustavo. "We work with nature using resources carefully from companies that feel the same way regarding ecology in

the world we all share. We are always developing new designs, products and artisan technology, offering our customers a truly unique product."



All of these South American frames are handmade, and exemplify the term "custom". They are created and sized specifically for *you*, and take about six weeks to arrive, but the incredible artistry makes it worth the wait! We have a selection of corner samples on display representing both of these moulding lines. 



**EXTRAORDINARY OBJECTS**

**Artist Spotlight:**


**Aggie Zed**

Born Emily Agnes White in Charleston, South Carolina in 1952, Aggie is the eldest daughter of Zed Lecates and Emily W. White. She grew up on Sullivan's Island, South Carolina, a barrier island outside of Charleston, with seven brothers and sisters and so many dogs, donkeys, ponies, and other animals that her neighbors wished they grew up on a farm. Aggie received a BFA in Painting and Sculpture (cum laude) from the University of South Carolina in 1974. In 1976 Aggie moved to Richmond, Virginia where she came to enjoy the camaraderie of members of the faculty and students of the art school of Virginia Commonwealth University. In Richmond Aggie discovered a natural environment in which to work as an artist, developing her ceramic sculpture as well as her painting with which she has been able to make a living for over twenty years. Aggie received a Virginia Commission for the Arts Professional Fellowship in 1982 and a National Endowment for the Arts professional



Fellowship in 1986, both of these for sculpture. Since 1998 Aggie has lived with her husband in Louisa County, Virginia. She has participated in numerous and various group and one-person exhibitions over the years, and her work is included in collections worldwide.



Her work is shown in a number of galleries across the country, including B Deemer Gallery in Louisville, Kentucky. Reed Arts President Tim O'Neill first saw her work there, and was convinced it would be a perfect addition to the Reed Arts showroom. "Aggie's work has a distinct personality to it," Tim says. "I'm very pleased our clients have responded so strongly to her work." 



**Copper Garden Accents**

Haw Creek Forge has been creating whimsical and unique copper garden sculptures for over ten years.



Located in the Blue Ridge Mountains in Asheville, North Carolina, founder Catherine Murphy prides HFC in continuing the tradition of "handcrafted in the mountains." All Haw Creek Forge creations are handcrafted and designed for outdoor use, and will weather beautifully in your garden. Catherine says, "from working as a construction welder building power plants and paper mills, I have managed to use my creative skills in the medium of metal. Attending craft workshops and welding schools led me to the beauty of copper, combining my technical skills and love of metal with my favorite school project as a child – an insect collection! My inspiration has grown to include all of nature, allowing me to find creativity and satisfaction." See a selection of Catherine's creatures in our showroom today! 






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*open weekdays 9am - 5:30pm*  
*Saturday 9am - 4pm*  
*closed Sunday*

solid birdseye & curly (tiger)... maple frames... 24 karat gold frames... finished-corner frames... frame restoration & repair... sports jersey display frames... sports ball display frames... letter-shaped frames... oval & circle frames... convex (bubble) glass... UV-filtering glass & acrylic... anti-reflective glass & acrylic... custom mirrors... fabric-covered mats & frame liners... french matting... acrylic display boxes... formica box mounting... plaque mounting... canvas stretching... painting restoration & repair... picture lights... floor & table easels... print catalogs... photo restoration... hand-crafted collectibles by Ohio artists... on-site consultation & installation...

## If It's So Important, Why Is It In A Box Or A Drawer?

Get your vacation memories out of that box, out of that album, and put them on display to enjoy and share! The son of one of our clients spent a summer in Europe on a work-study trip with some of his classmates. We thought a great way to document his experience was the custom frame pictured at right. Instead of filing photos, train passes, and flight tickets away in an album, we float-mounted all his memorabilia on top of a map of Europe, grouping items together close to their locations on the map. It's all out on display for everyone to enjoy, most especially our young world traveler himself!

Planning a vacation this summer? Let us help you create a vacation display that's truly unique to your experience. Out of sight, out of mind...a vacation memories frame lets you stay in vacation mode long after you're home! 



Reed Arts is a member of **PPFA**, the Professional Picture Framers Association, the international trade association for the art and framing industry. **PPFA** members strive for excellence in framing, and have access to the most current products and trends available to the trade.