



What's New on Fifth Avenue?

October 2007


REED ARTS

FINE CUSTOM FRAMING • EXTRAORDINARY OBJECTS

Moulding Distributor Teams Up With Designer Jonathan Adler




Our current display window features a new picture frame moulding line created exclusively for Larson Juhl Moulding by designer Jonathan Adler. Adler, the lead judge of TV's "Top Design," has been celebrated for the

mod shapes, vibrant colors and organic eye-popping patterns that are the signature of his work. Adler has transferred his talent for form and shape into a line of high-quality custom mouldings. Adler's eccentric style brings life to any room! 



Countdown to Savings Sale is Nov 24 through Dec 15

This year's 3-week countdown sale begins on Saturday November 24, right in time for the busy holiday shopping season! All in-stock items will be on sale: framed art, unframed art, framed mirrors, photoframes, glass, ceramics, and more. Here's how it works: you save 20% during week 1, 30% during week 2, and 40% during week 3! Wait a while and you save big, but wait too long and that item you've been eyeing could be gone! 

20% 30% 40%

Go Bucks! Reed Arts OSU Collection

With our proximity to the Ohio State University, we can't help but to have some pride in our Buckeyes! Reed Arts has assembled a selection of art and giftware of the scarlet and gray persuasion, and we think we've got a few things you won't find just anywhere. Whether you're looking for a gift for a fan, or are adding to your own collection, we have a selection of prints by Don Huber & John Poole, concrete monuments by Rusty Hopkins, sports jersey frames, stadium prints, game ball display frames and a special "Script Ohio" you just have to see. Let's hear an "O - H ...!"



FINE CUSTOM FRAMING

October is National Art & Framing Month

National Art & Framing Month was created in 1997 to promote the enjoyment of the fine arts and the craft of custom picture framing. In this edition of WNOFA, we'll share with you some tips and guidelines to keep in mind next time you're choosing a new art piece or custom frame design for your home or office.

Six Tips for Buying Art

- Ask questions. Reputable art dealers should "know their stuff" and be happy to share information with you.
- Buy what you like. Unless you are a collector developing a body of work, your choices should be based on what you will enjoy.
- When pricing, compare apples with apples. Artwork may look similar, but may actually be different media created in a different way that affects its value or longevity.
- Read a book or use the internet to learn about different styles in art.
- Go out and see "the real thing." Visit museums, galleries, and local art shows to learn the differences between various types of art.
- Have your art framed properly to help preserve its color and value.

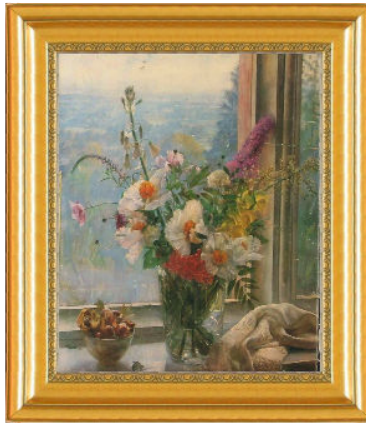
Five Tips for Designing Picture Framing

Here are some ideas to consider when choosing framing for your artwork:

- Look to the art you are framing for clues about color and style: bright? subtle? formal? modern?
- Look at framed pictures in

magazines or on television to figure out what styles you like.

- Try several different mats and frame mouldings until you find the combination you like best.
- Experiment with wide mats or mouldings — they can look great even on small artwork.



- Remember, the goal is a balanced design that enhances and provides a good presentation for the art, without overwhelming it.


Five Tips for Hanging Pictures

- Not too high! Think in terms of eye level, so that the eye of the average viewer falls about one-third of the way down from the top of the picture. This will be 55" to

58" from the floor.

- Be sure to use hangers that are strong enough to hold the weight of the picture. Two hangers are better than one for large pieces—the weight will be distributed and the picture will be less likely to shift.
- When hanging a pair or trio of pictures, group them together so they relate to one another instead of appearing to float in a large space on the wall.
- When hanging a picture wall, create alignments, so the viewer's eye has lines to follow. These visual lines may be horizontal or vertical. If a picture wall contains many pictures, there may be several of these alignments. Any two frames should have a common line, horizontally or vertically. Try cutting out kraft or newspaper models to size and arrange them on the wall first!



- Avoid hanging valuable art in direct sunlight: excess light can damage most types of artwork. Consider medical advice about avoiding the sun—it's the same for your artwork! Use framing glass that filters ultraviolet rays to significantly reduce harm from light exposure. 

EXTRAORDINARY OBJECTS

Artist Spotlight: Bernice Koff



Reed Arts has displayed the work of Columbus artist Bernice Koff for many years, beginning with the solo exhibit "To Market, To Market" in 1995.

While constantly honing her technique, Koff combines diverse imagery, using layers and glazes to create depth and mystery in her works on paper and canvas. A recent solo show last year at the Franklin Park Conservatory paid homage in paint to the glass art of Dale Chihuly and the beauty of the flowers and plants in the Conservatory. Koff's work can also be seen at L'Attitude Gallery in Boston, and on the web at www.bernicekoff.com.

A process-oriented painter, Koff is intrigued with new materials and tools.

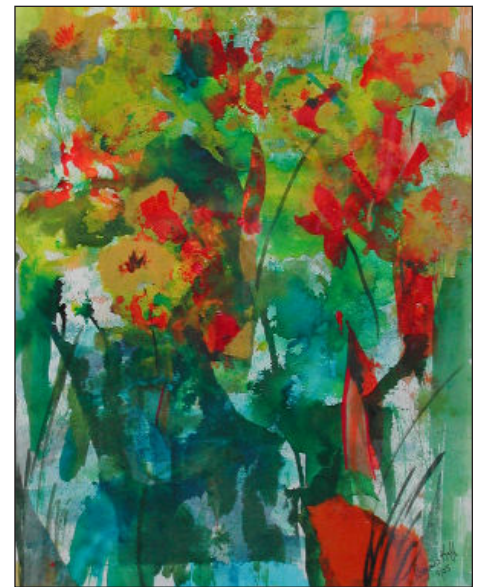
She uses acrylic inks for their dramatic colors, handmade papers and digital photos as both supports and collage elements. Squeegees, toothbrushes and palette knives are as likely to move her paint across the surface as are paintbrushes. She often applies paint first and draws second; as she sees images emerge on the surface, she brings them to life. These images come from imagination, but are often rooted in photos she takes, whether of flowers in her garden or more unique sights seen while traveling. She may use the photo itself as a collage element or merely refer to it while painting.




"I am drawn to theatre, revealing my New York upbringing, to art history, reflecting an education as an art



museum docent, and to the joy I find in travel. While I love nature's beauty, colorful fish, butterflies, and flowers, I more often respond to things manmade: floral arrangements, art objects, wine bottles, and cityscapes."



Koff's other, and strongest influences, are literature and language, her first passions and college majors. Images from Shakespeare, phrases in English, French and Italian, and references to the world of art are the subject of many of her paintings; these references may be recognizable to the viewer or simply part of the subtle emotional content of the work. "While striving to make art that is original and creative, I still consider myself a traditional artist, working on a two-dimensional surface; this is, after all, the time-honored goal of the painter." 



REED ARTS, INC.
909 W Fifth Avenue
Columbus, OH 43212
 614-291-0253
 www.reedarts.com

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...

Reed Arts Collaborates with Wiebold Studio




We're frequently asked by our clients about restorations and repairs, be it an antique frame, a painting, broken

ceramics or porcelain, silver... While we've never had anyone on staff that's a master at all these things, we've teamed up with Wiebold Studio in Cincinnati to make their services available to central Ohio. Since 1945, Wiebold Studio has developed restorative techniques for all the media mentioned above and more. The conservators there are highly qualified

artisans that work on a full array of art and antiques, restoring, replacing missing parts, and preserving original finishes. Museums, dealers and private collectors worldwide trust restoration



and preservation of valuable art objects to Wiebold Studio. For your convenience, Wiebold Studio has scheduled a trip from Cincinnati to Reed Arts the first Tuesday of every month. Your collectibles will be taken to Wiebold, and you'll be contacted directly with an evaluation and estimate for repair. Once your order is complete, Wiebold will conveniently deliver your item back to Reed Arts! 



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.