



In Conversation with Tim O'Neill of Reed Arts

Big corporations and small businesses alike find rewarding and creative ways to support and collaborate with the Wexner Center. Tim O'Neill, the owner of Reed Arts, talked with Corporate Campaign Manager Chris Koenig about his company's partnership with the Wex, which includes sponsorship of this year's Wex Drive-In events.

Reed Arts is primarily a custom framer for artwork. We've been around since 1977, and I'm a third-generation owner. We have home décor and artwork for sale in the store, and we provide art restoration and repair services. We care deeply about art and what happens to it, and about our customers. Our customer base revolves around those who consider art a necessity in life, not a luxury. That's something our customers and Wexner Center audiences have in common—and one of the reasons we're interested in supporting and working with the center.

Member News & Events

Over time, we've developed close relationships with local galleries, as well as with the Columbus Museum of Art and the Wexner Center. Our biggest framing job for the Wex was for *Julie Taymor: Playing with Fire* (1999–2000). That was a huge and hugely popular show, and it was really neat to be a part of it and to see the complete exhibition. *Andy Warhol: Other Voices, Other Rooms* (2008–09) was another of my favorite exhibitions.

I'm also a part-time musician, and as a musician, I really enjoy the unique music the Wex brings to town. So much of it—like the Tiger Lillies last fall—is rarely found elsewhere. I'm a big movie fan, too, and last summer we began contributing to the Wex Drive-In series. Those screenings are very fun and social events, so to get involved seemed like a no brainer.

Our business depends on our customers' passion for the arts, and we can nourish that passion through our own active participation in the city's cultural life. By contributing to the Wexner Center, we demonstrate our commitment to the vitality of Columbus and central Ohio while also enhancing our company's visibility. I encourage other small business owners to sample the exceptional art experiences the Wexner Center offers—and to join us in our support for the center.