

# PRICING CUSTOM PICTURE FRAMING

by: Picture It Framed



Compare the cost of standard-size picture frames and custom framing and you will find a huge discrepancy. You will pay considerably more if your picture does not fit in a standard frame size. What gives?

The simple answer is that proper picture framing takes time, skill and top-quality materials.

Glass is cheap! Matboard is not that expensive but putting it all together in a way that complements and protects the piece requires skill and experience. Price is about materials and labour. Custom-framing a valuable takes time, meticulous work, appropriate materials and specialty equipment. Supplies are acid-free and very high quality.

The price of custom framing can be shocking, but as I began to spend more on artwork and really wanted it to look good, I realized that framing was part of the investment. I am talking about proper framing - the kind where your artwork is protected from sunlight and elements and sits beautifully inside a frame that just works well on your wall.

If something is worth framing, be it of monetary or sentimental value or to even to complete a look, it pays to have it professionally framed. Keep in mind, even if it is not a priceless work of art it is priceless to the person you are framing it for.

So taste, knowledge, selection and skill are the main variables you are looking at with custom framing. I would not argue with professional framing for original artwork ... that is a given. However, a good frame job can make inexpensive pieces look great. At first it might seem crazy to spend \$300 to frame a \$30 print, but if the end result looks amazing then you've really spent only \$330 for a product that will be appreciated for a lifetime!

If you have spent hard-earned money on a piece of artwork, expect to pay a fair percentage of the piece's cost on framing. Framing is generally thought of as "presentation" when the other major consideration is about preservation or protecting your investment from damage or breakdown.

My recommendation is to work with a Certified Picture Framer who has a range of price points, develop a relationship and respect the integrity of the piece that you are protecting.

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