

# HIGH-END FRAMING

## PERCEIVED VALUE OF FRAMING WITH FABRIC

When fabric is added to a framing project, regardless of the value of the art, the perceived value of the piece increases. "That is the gospel we are preaching here," says Larry Neuberg, president of Framing Fabrics, a division of Neuberg & Neuberg Importers Group Inc., a Los Angeles-based company in business for over 30 years.

The mission of Framing Fabrics is to make the process of custom framing with fabric mats and liners as accessible as possible to both the retail framing community and to art galleries that offer their customers framing services in terms of the practicalities of framing with fabrics and in making it an affordable option.

Mr. Neuberg points out that framing with fabric mats and liners is no more expensive than other select, high performance products such as Museum Glass from Tru Vue, artisan-created mat-board from Crescent, or high-end moulding. "There is probably a disconnect that fabric is far too expensive, and also that it is difficult to do the work—all of which we can address."

Earlier this year, the company announced its totally revamped website: [www.FramingFabrics.com](http://www.FramingFabrics.com) designed to better present its ex-

tensive lines of fabrics and liners, along with instructions on how to apply them; and a



full ordering service where the gallery or frameshop submits dimensions and Framing Fabrics provides the finished mat and/or liner.

The emphasis now is on encouraging art galleries to

the business of framing with fabrics—by empowering galleries to have more influence over the framing design for the artwork they represent. "I am a l w a y s

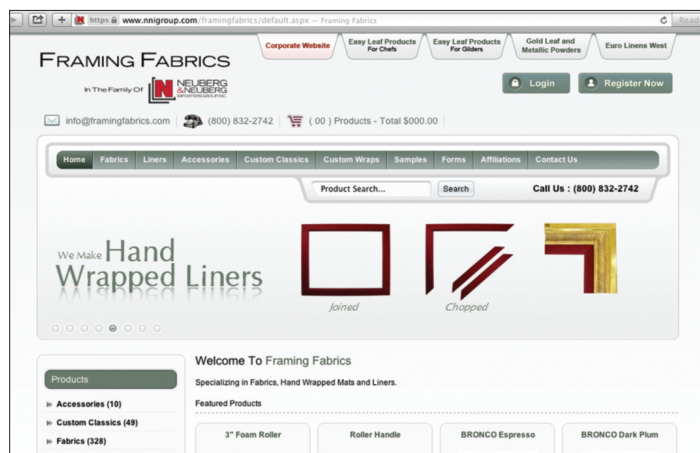
going to say that a frame should have a fabric component because it will sell it for more" he observes.

Prior to the website revamp, it was more difficult for art galleries to under-

stand their options for framing with fabric. They tended, says Mr. Neuberg, to be dependent on custom framers who were doing the work for them to provide the information. "Now, the website offers a window into the high end of framing where fabric is key. Galleries can see they have to have a silk mat or linen liner because they know it is available. They can say to their framer, 'This is what I want you to do.' And as the gallery owner, they can set the standard for how they want their gallery hung—with framing incorporating fabrics.

"Galleries can have more control over the design and contribute something to the conversation—and not rely entirely on the framer for the outcome of the framing. We are providing galleries with a perspective into how it is done. And I think that is a very important marketing element that we want to tell galleries: 'You have a viewpoint into how your frames are made.'"

Through the website, a gallery has the ability to order custom hand-wrapped mats and liners directly. "If they want to replace parts of an existing frame, we can help them do that. If a frame has a paper mat and they want to change it out for linen or silk to give more perceived value, they can give us the mat size and we will custom wrap it in any one of our fabrics for them and ship it. If you want the frame to look really rich and beautiful you need a fabric



**A screen shot of a portion of Framing Fabrics' website: [www.FramingFabrics.com](http://www.FramingFabrics.com). Featured are hand-wrapped liners in 100% Dupioni Silk, 44 inches wide, available in 20 colors with India Wine, shown.**

join its customer base and promote higher end custom framing through the use of fabric. "There's no doubt," he says, "that the website has become a forum for galleries." And that is how he intends to grow the art and

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