

Stacking Mouldings (Coastal Woods)

Master Glass – Jon Price GCF /AFF

Larson-Juhl's Coastal Woods range is an unusual concept. In the context of our industry, I'd even call it 'left field'. However, until recently I've been guilty of having taken very little notice of this unique range.

Like me, you may not have given Coastal Woods the small amount of time necessary to understand how it works. Having spared it only a quick glance, you may even have wondered what the point of the Coastal Woods range is. So, let me explain. The point is, it's innovative, it's versatile and, most of all, it looks awesome.

Coastal Woods was brought to my attention when Larson-Juhl suggested I use the range to frame a canvas for the 'Stacking mouldings' video destined for their new website. Having framed the piece and completed the filming, I put the finished result on display in my shop window. Although I was pleased with the framed piece at the time, the film crew and I were keen to move on to the next video and so, once again, I didn't give Coastal Woods the attention it deserved. Fortunately my customers did. The positive comments and requests I have received for 'A frame like that one' have been numerous enough to finally make me take notice and see the Coastal Woods' light.

In fact, when I stopped to think about it, I realised the Coastal Woods range has many aspects which appeal to me. A combination of off-set mouldings, spacers and standard mouldings available in a number of colours and profiles that are designed to be mixed, matched and stacked is a really clever concept. Joined together or used independently, the range can be utilised to frame canvases, objects, textiles or art on paper. The collection has a choice of 104 different components, including deep rebate options and the off-sets offer any framed item a great deal of added width and presence. In other words, the Coastal Woods range is innovative and versatile. But most of all



it's eye catching, it's fun and it's funky. Personally I think the world of picture framing needs all the 'funky' it can get.

As a general rule, I base my mount and moulding choices on the colours, textures and feel of the artwork being framed. The canvas chosen for the 'stacking mouldings' video is a modern winter scene, the main colours of which are shades of white, grey and black. Although a white frame would work, I feel that the black is much more dramatic and makes a statement, without detracting from the picture. The woody grain of the Coastal Woods range sits well with the trees in the mid-ground of the scene and also works with the texture of the canvas. I chose to stack a combination of the 34mm wide, 42mm deep 482 000 167, the 12mm high 117 000 167 spacer and the 53mm wide 537 000 167 offset moulding, which manage to provide a beast of a frame and yet doesn't overwhelm the picture. I really like the way the canvas sits towards the front of the frame and then the combined pieces of the stacked mouldings drop away and then out by nearly 4cm before finally coming forward again to sit just a little higher than the canvas. The simple

bevel on the 482 000 167 softens the otherwise square edges and the fact that the spacer then sits in a few millimetres from the rebate edge of the moulding adds another little detail. The overall effect is modern, stylish and somehow simple and complicated at the same time. No wonder my customers like it so much!

I started the framing process by stretching the canvas using Larson-Juhl's Arrow-Head system. It's straightforward, quick and ideal for open edition canvas prints.

FIGURE 1



The Coastal Woods off-set mouldings are measured and cut just like any other

moulding. However, like an L-shape, you need to underpin the different heights of the moulding with different length v-nails. With the 537 000 167 off-set I pin the inside (closest to the aperture) of all four corners first, using a 15mm v-nail, then the middle and the outside once I've changed to shorter 7mm nails.

FIGURE 2



Once the offset has been joined, the outer moulding can be measured against it and then cut, glued and underpinned. Because both mouldings are made from the same wood and have the same finish, no expansion space is needed and a tight fit between the two mouldings can be achieved. The spacers can also be cut at this point and glued into the rebate of the outer moulding.

FIGURE 3 & FIGURE 4



When the glue has dried and all four spacers are fixed into position, place the off-set in position inside the aperture of the outer moulding. It should come to rest on the spacers.

FIGURE 5



The offset can now be joined to the outer moulding. Using the 12mm spacer means that the offset sits in just the right position to make joining easy. I used my trusty Fletcher Multimaster for a neat professional finish.

FIGURE 6



To make sure the off-set sits centrally in the aperture of the outer moulding, I use off-cuts of mountboard placed into the gaps between the off-set and the outer moulding on all four sides.

FIGURE 7



Finally, the canvas can be fixed into place. Again, pieces of off-cut mount or backboard can be used to ensure even spacing. There are lots of ways to hold a canvas in position but the 22.5mm rebate of the 537 000 167 off-set, combined with the 721 500 000 stretcher bar leave enough space to use framers points. These should be placed a maximum of 15cm apart.

I'm a big fan of stacking mouldings to offer a unique and individual frame. Customers can buy cut-to-size frames from a range of mouldings for very little over the internet. So, the more design-oriented and bespoke a framer can be, the better and the more they'll find customers willing to pay for that service. Coastal Woods fits right in with that philosophy. It's innovative, different and very noticeable, making it perfect for the modern, design-conscious framer trying to stand out from his or her competitors.

Jon is Cornwall's only Guild Certified Framers and a member of the Fine Art Trade Guild's Framing Standards and Qualifications Committee.

handmadepictureframing.co.uk

Products used:

Stretcher moulding 721 500 000

Off-set moulding 537 000 167

Spacer 117 000 167

Moulding 482 000 167

Wood glue 999 000 090

Screws 999 000 094