

# HOME FRONT

*Buy it / Style it / Live it*

*Edited by Jessica Doyle*



## Frame academy

The right artwork can make a masterpiece of any room – and it's easy when you know how.  
*Emma J Page* shares expert lessons in collecting, framing and hanging



**Take inspiration from Parisian 'salon' style: embrace different mediums, sizes and frames**

### TRICKS OF THE TRADE

'Display art where you will be able to enjoy it best,' advises Alexandra Schafer, founder of art concierge Velvenoir (velvenoir.com). 'That might be a relaxed grouping, featuring several different styles, or a more formal grid format.' To create an informal installation, take inspiration from Parisian 'salon' style – art walls that embrace different mediums, sizes and frames. For an off-the-cuff look, start in the middle of the wall and work outwards. Landings, cloakrooms and alcoves are good spots for groupings like this. Georgia Spray, founder of art platform Partnership Editions (partnershipeditions.com), suggests a bold approach. 'There's no need to match art with your cushions or your colour scheme. Some of my favourite pieces are those that challenge me. Let your art have a conversation with other elements of your home; mix textures and materials and don't be afraid to hang off-centre, as an element of surprise produces an eye-catching result.'



Projects on Walls

*Below* Hang pictures above a feature, such as a sofa, in a relaxed grouping. *Left* Frames of a similar colour can unify disparate sizes and images



The most interesting displays blend highbrow and low for an eclectic feel



Right Don't be afraid of eclecticism when hanging artwork, advises Scarlett Colicci, who designed this display. Below Graphic designs create a more contemporary environment



## PICTURE PERFECT TIPS

Artist Scarlett Colicci, founder of sourcing and curation company Projects on Walls, offers tips on how to buy and hang art

**1** Don't rush your collection: a successful gallery wall should be full of eclectic and interesting pieces that tell a story. I have picked up some of my favourite works in antique shops or markets.

**2** If you fall in love with a particular artist's work but their paintings are out of your budget, ask the artist or gallery if they have any works on paper available. These are often more affordable.

**3** The most authentic walls I've seen are those that have a mix of ephemera; anything can be framed, from a poster purchased at your favourite exhibition, to a menu from a memorable meal. Even small sculptures can be hung. Think outside the box.

**4** Incorporating textiles into a display adds depth and texture. Variety is key, especially if you are filling a large area.

## ART ON A BUDGET

Live by the mantra 'buy what you love'. The most interesting displays combine affordable artworks with a few older pieces, blending highbrow and low for an eclectic, irreverent feel. Prints mixed with framed postcards, sketches and even children's artwork will tell a personal story. If you want to build a cost-effective collection, head to art fairs, visit art schools and check out online galleries – Artspace ([artspace.com](http://artspace.com)) offers thousands of contemporary options, from paintings to photographs, from £50. Snag original, emerging art at New Blood Art ([newbloodart.com](http://newbloodart.com)) and browse pieces by acclaimed artists at the Royal Academy's online art sales ([royalacademy.org.uk/artsales](http://royalacademy.org.uk/artsales)). And for chic, won't-break-the-bank prints and photographs, as well as framing, head to Pretty in Print ([prettyinprintart.com](http://prettyinprintart.com)).



## GET THE HANG OF IT

Displaying art can be daunting, but the key to avoiding mistakes – not to mention multiple holes in the wall – is preparation. Try propping a framed artwork against the wall first, or using masking tape to delineate where you want to hang it. Matt Jones of specialist framer John Jones ([johnjones.co.uk](http://johnjones.co.uk)) suggests laying out artwork on the floor first to settle on an arrangement. A common mistake is to hang art too high – try placing it at eye level where it really becomes part of your decorative scheme.



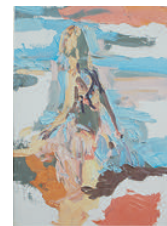
## 4 OF THE BEST Artworks

1. *Stars*, mixed media painting on canvas, by Iryna Kitaieva, £1,200, New Blood Art ([newbloodart.com](http://newbloodart.com))
2. *My Little Swimmer* limited-edition print, by Emma Copley, £150, The Other Art Fair x Habitat ([habitat.co.uk](http://habitat.co.uk))
3. *Hypnagogia XIII*, coloured pencil on paper, 39 x 39cm, by Venetia Berry, £290, Partnership Editions ([partnershipeditions.com](http://partnershipeditions.com))
4. *Black Lipstick*, oil and oil pastel on canvas, by Lee Johnson, £550, Projects on Walls ([projectsonwalls.com](http://projectsonwalls.com))

1



2



3



4



*Top* Pictures don't even need to hang – they can rest on the floor or on furniture. *Above left* Choose coherent images if you are opting for mixed frames. *Left* A simple pair can lend symmetry to a bedroom scheme

## FRAME IT RIGHT

As a frame's purpose is to enhance the overall effect of an artwork, a simple approach pays off. Natural or stained-wood surrounds are classic options, though more adventurous finishes such as patinated aluminium and brass are currently on trend. A clever way of avoiding a 'factory finish' is to choose a less expensive wood and ask your framer to hand-stain it in a dark brown or black ink. This also allows the texture and grain to come through for a more one-off look. Pay attention to mounting too. Leaving plenty of space between the picture and the frame gives art room to breathe, while float mounting – where the artwork appears suspended within the frame – allows textured edges to be seen. For a casual look, eclectic frames can work well, but if you opt for this approach, introduce a note of cohesion through the artworks you are hanging, whether they're a collection of graphic prints, pencil drawings or prints in tonal colours. ◇

