

## Seminar Program 2011

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### Thursday, June 23

9.00 am–12 pm

**MCPF Exam**

### Friday, June 24

#### Morning Session

9.00am–10.00am

**Glazing options for the Frame, Rob Markoff, CPF**

**Sponsored by Megawood Larson-Juhl**

Confused by the choices to offer your customers? Learn the features and benefits of the many types of glass and acrylic available so you can help your customers make the right choice.

9.00am–10.30am

**Acid Free Myth, Jim Miller, MCPF, GCF**

**Sponsored by Antons & Peterboro**

This session is all about the differences among the various matboard types, such as “acid free”, alpha cellulose, and 100% cotton. The truth and consequences of using all types will be covered in detail, with emphasis on what’s important for preservation framing, and why. Learn why fiber composition is only part of the story. Definitions of matboard terminology and industry “buzz words” will be included, and we will discuss recommended applications for each type of board.

8.30am–10.30am

**Planning For Profit, Jared Davis, MCPF, GCF**

**Sponsored by Megawood Larson-Juhl & Nielsen Bainbridge**

This seminar offers a modern-day approach that outlines the critical factors that make a custom framing business successful. Utilizing his years of experience working with hundreds of framing businesses, Jared will dispel many of the business clichés that no longer apply in today’s ever changing trade environment. You’ll discover up-to-date retail concepts and ideas that will encourage customer buying & loyalty for years to come. Other topics covered will include: focusing on business priorities and planning; innovative concepts for maximizing profit; pricing and discounting strategies; and time management techniques. This class will provide you with the strategies necessary to help increase the scope of your business immediately while simultaneously ensuring its long-term security.

10.30am–2.30pm

**CPF Exam**

## Friday, June 24

### Afternoon Session

3.00pm–3.45pm

#### PPFA Annual General Meeting

4.00pm–5.00pm

#### Choosing The Right Matboard For Your Job, *Rob Markoff, CPF*

Sponsored by Megawood Larson-Juhl

Learn how matboard is made and the properties of the materials contained in them. Use these criteria to select the right matboard for the job.

4.00pm–5.30 pm

#### Preservation Mounting Techniques, *Jim Miller MCPF, GCF*

Sponsored by Antons & Peterboro

Non-invasive, reversible techniques for preservation mounting paper items are covered, starting with the fundamentals of preparing and using Japanese hinges and starch paste. New and innovative hinge configurations are covered, as well as traditional techniques and materials. We will also discuss non-adhesive attachments that are not only protective, but cost-effective, such as edge supports; and direct contact overlays for dramatic float-mounted presentations.

4.00pm–5.30 pm

#### Identifying and Mounting Works on Paper, *June Andersen, GCF*

To mount and frame paper borne artwork appropriately we must be able to identify the media and substrate used. In this seminar we will:

- Understand the materials used in the manufacture of paper
- Identify various mediums used in creating art on paper
- Examine the inherent problems associated with some media and determine how best to facilitate this in our choice of mounting method
- Discuss the various terms used to describe certain printing techniques e.g. Original Print, Fine Art Print, Giclee, Digital Print, Photographs
- See how to implement reversible mounting procedures for all works on paper

## Saturday, June 25

### Morning Session

8.30am–10.30 am

#### The Lucrative Art of Selling without Speaking, *Jared Davis, MCPF, GCF*

Sponsored by Megawood Larson-Juhl & Gunnar

In today's market, you don't necessarily have to be a salesman to make the best sale. With customers ever more resistant to what they perceive as deceptive salespeople, there is an increasing need to utilize new methods and concepts for selling high-end custom framing. This lecture is perfect for shop owners looking to successfully sell their products to the next generation of consumers. You'll discover innovative techniques to start selling without actually speaking! This class will cover how to use silent techniques such as body language and signage, as well as proven merchandising and display concepts, in order to make a sale. These methods can lead to a satisfied customer base that never feels like they've been "sold", creating long, lucrative relationships for your business.

**9.00am–10.30am**

**Needle Art Framing, From A to Z, *Jim Miller, MCPF, GCF***

**Sponsored by Antons & Peterboro**

Learn about preservation framing of original textile artworks, as well as their unique preparation needs, such as cleaning and blocking. This PowerPoint session covers definitions, value and preservation considerations, substrate recommendations, glazing, protective features, client education, conservation treatment, and more. Preservation mounting instructions are included for lacing, pinning, Newberry, Tight Fit, and Direct Contact Overlay mounting using fine mesh fabrics or acrylic.

**9.00am–10.30 am**

**An Introduction to Framing Theory, *Dr Ian Geraghty, BA(Hons), MA, PhD***

Taking the form of a (loose) literature review, this presentation structures itself around quotes and images taken from a selection of publications that have philosophically pondered the function of the picture frame. The talk will focus on why we frame things and the varying ways that picture frames interact with framed artworks (as well as their own surroundings). It will explain some lesser-known framing terms such as the 'intra-compositional frame' (Pearson) and the 'parergon' (Derrida), and will also look at how artists have used frames to negotiate physical and conceptual space for their artworks. Going beyond technical and historical perspectives, this presentation is guaranteed to push the way we think about framing to a new level.

## **Saturday, June 25**

### **Afternoon Session**

**4.00am–5.30 pm**

**Framing Considerations for Digital Output, *Rob Markoff, CPF***

**Sponsored by Megawood Larson-Juhl**

Digital papers and ink sets have unique characteristics and special framing requirements. Learn how to properly handle, store and frame this new generation of media.

**4.00am–5.30 pm**

**Non-Invasive Object Mountings, *Jim Miller, MCPF, GCF***

**Sponsored by Antons & Peterboro**

Non-invasive, reversible techniques for preservation mounting paper items are covered, starting with the fundamentals of preparing and using Japanese hinges and starch paste. New and innovative hinge configurations are covered, as well as traditional techniques and materials. We will also discuss non-adhesive attachments that are not only protective, but cost-effective, such as edge supports; and direct contact overlays for dramatic float-mounted presentations.

**4.00am–5.30 pm**

**Design Fundamentals, *June Andersen, GCF***

Through a solid understanding of the components of good design the framer can undertake the task of guiding the customer with confidence. Key factors in designing custom framing are covered: Artwork, Suitability, Colour, Proportion, Texture, Structure, Design 'rules'.

## Sunday, June 26

### Morning Session

8.30–10.30am

#### **Strip Lining and Stretching Canvas, *Rob Markoff, CPF***

**Sponsored by Megawood Larson-Juhl**

What do you do when a customer brings in a painting that has been removed from the stretcher and there is not enough selvage to re-stretch the painting? Strip lining using BEVA 371 film and 8XX polyester is the answer. Learn this valuable skill and how to use these materials. This class will also cover selecting the appropriate stretcher bars and the proper technique to stretch a variety of media including Giclees and Gallery Wraps.

9.00–10.30am

#### **Creative Shadowboxes Enclosures, *Jim Miller, MCPF, GCF***

**Sponsored by Antons & Peterboro**

Are you making the most of your opportunities to sell shadowboxes? Expand your range to include innovative frame designs that open and reclose. This PowerPoint illustrated session includes barrel hinges, magnetic closures, and other useful assembly provisions. Learn how to build stacked or fitted frames using standard mouldings with no hinges or latches, such as The Slider and Slip Over styles, as well as Gravity Groove acrylic box frames that open and reclose. The Edge design simplifies assembly of economical acrylic box frames using standard-rabbit wood or aluminum sectional frames, which may also be opened/reclosed. Sales tips and pricing advice are covered, as well.

9.00–10.30am

#### **Introduction to Framing, *June Andersen, GCF***

Designed for those wanting to know the fundamentals of picture framing. We follow the process from the very beginning to completion:

- Liaising with the customer
- Color and design
- Measuring the artwork
- Mounting the artwork
- Cutting and joining the frame
- Fitting-up into the finished frame

11.00–12 .10am

#### **Introduction to CPF Program, *Ormond Williams, MCPFR***

The Certified Picture Framer (CPF) designation is an internationally-recognized credential which recognizes the skills and knowledge of a professional picture framer. This class will help explain the purpose and content of the exam, the benefits of certification and the examination process itself. We will discuss recommended exam preparation materials and how a framer can prepare for the exam to maximize chances of success and how to maintain the CPF designation.

**Sunday, June 26**

**Afternoon Session**

**4.00–5.30pm**

**Selling Artwork in your Frame Shop, *Rob Markoff, CPF***

**Sponsored by Megawood Larson-Juhl**

Rob started his company as a picture frame shop 30 years ago. Then Barbara came into his life and convinced him that his business was too dependent on people bringing in things to frame and Barbara added artwork and art consultation services to their product mix. Now art and framing sales are the bulk of their product mix. Learn from this husband and wife team how adding art sales took their business to a whole new level.

**4.00–5.30pm**

**Maximising Custom Framing Through Design, *Stewart Harding, CPF, GCF***

**Sponsored by Megawood Larson-Juhl**

Ways that the custom framer can maximise each sale, by 'wowing' their customers with design options.

**4:00–5:30 pm**

**Pricing For Picture Framers, *Industry Panel***

This session will focus on how to determine your pricing. Suitable for beginners and advanced framers.

**The Seminar Program 2011 is proudly sponsored by:**

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**To register and find out more:**

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**For Seminar Bookings (from late March) and Visitor Registration go to:**  
**PMA Australia website** <http://www.pmaaustralia.com.au>

**For further information about The Framing Show visit:**  
**The Framing Show website** <http://www.theframingshow.com.au>  
**Follow us on Twitter** <http://twitter.com/framingshow>  
**Find us on Facebook** <http://www.facebook.com/framingshow>

**The Framing Show, June 24–26, 2011**  
**Sydney Convention and Exhibition Centre, Darling Harbour, NSW**

## Our Presenters

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### **June Andersen, GCF**

June is well known to regular readers of Profile magazine for her insightful articles. She has a wealth of experience and has been passing on her knowledge for a number of years at her Sydney Framing School. June is not only an expert on many aspect of framing, she is also a wonderful teacher and presenter. Internationally recognised as a leader in the framing and conservation of art work, June has a knack of explaining and demystifying the identifying, handling and mounting of valuable art work. She is incredibly generous with her knowledge and more than happy to pass on her years of experience with framers. June has been a professional framer for over 25 years. Her work portfolio includes a position at the Victoria and Albert Museum in London. June has taught for the Professional Picture Framers Association in the USA and Canada.



### **Jared Davis, MCPF, GCF**

With over 19 years industry experience, Jared Davis is a well known industry educator; both in Australia (working for Megawood Larson-Juhl), and also at major conventions & shows around the world (on behalf of GUNNAR). In addition to being an author, Jared is a contributing editor to major industry publications around the globe, and has been a keynote speaker and featured expert on industry panels at international events. He supports industry associations, and is a dedicated committee member for PPFA. Jared's dynamic approach to his highly-rated classes is highly motivating, and relevant for anyone looking to keep their business current with changing industry directions. His personal website is [www.jared-davis.com](http://www.jared-davis.com)



### **Dr Ian Geraghty, BA(Hons), MA, PhD.**

Ian has 16 years professional experience in the display and framing of artworks. He has worked for a wide range of organizations including commercial art galleries, public institutions and framing studios in London and Sydney. Ian exhibited widely as an artist from 1995 to 2004, showing his own work in 25 exhibitions, before deciding to focus exclusively on what surrounds artworks and how art accrues meaning and value through its display. He is also a published writer and art reviewer. Ian is currently employed at ASA Conservation Framing (Andersen Shaw & Associates) in Sydney, and also runs the Picture Framing Essentials course at Sydney Community College. He guest lectures regularly at UNSW and has delivered papers on Framing Theory in Australia and overseas.



### **Stewart Harding, CPF, GCF**

Stewart began in the framing industry as a picture framer over 22 yrs ago, hence he has a keen understanding of what is important to framers. During his many years at Larson Juhl, he has worked in a number of different roles including, National Education and Training co-ordinator, and Victorian branch manager. Now Stewart is heading back to his native Brisbane. As well as being close to family, being based at Megawood Larson-Juhl's head office will enable Stewart to take up a number of special projects, including having a hand in the graphics area. He will be very much involved with industry education, and at heart, he will always see himself as a picture framer.

## Our International Guest Presenters

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### **Rob Markoff, CPF**

Rob Markoff, CPF has been framing for 40 years. Prior to starting his own company, Rob worked in a variety of framing venues, from bespoke framers producing hand finished frames to a production framer manufacturing framed wall decor.

For the past 30 years, Rob and his wife Barbara have operated Artra-geous! an art and framing resource specializing in commercial art and framing sales. He has been a consultant to Crescent Cardboard Co. and for Tru-Vue.

Rob serves on the advisory committee of the PPFA and writes extensively for art and framing industry publications. He teaches at framing venues across the US and Canada, most recently at the West Coast Art and Framing Show in Las Vegas.

**Rob will be coming to Australia as a guest of Megawood Larson-Juhl.**



### **James Miller, MCPF, GCF**

James founded ARTFRAME, Inc. in 1988. His storefront business specialises in protective framing, with emphasis on creative framing of three-dimensional objects.

As a member of PPFA's Certification Board in 1999-2001, he helped develop the Master Certified Picture Framer (MCPF) program and as Chairman in 2004, he oversaw a review of the CPF program. As an educator, Miller presents framing courses at educational venues organised by PPFA, Picture Framing Magazine, suppliers and other groups. As a staff writer for Picture Framing Magazine, he has authored numerous feature articles on various framing topics and has authored two popular books for framers: *Mounting Objects with Clear Film* and *The Complete Guide to Shadowboxes*.

**James will be coming to Australia as a guest of Antons.**