

# FRAME *of* MIND

Ready to fill your home with gorgeous framed art? Here's our inside info for creating the perfect display.



Want to up your frame game? Visit [hobbylobby.com](http://hobbylobby.com) to see our info-packed video tutorial.

## Hangin' Framed Art

{CREATIVE INSPIRATIONS *free* FROM HOBBY LOBBY.}

## CREATING DISPLAYS

What's the key to a purposeful display? It starts with choosing a location. When you know where your arrangement will hang, you can decide how many pieces you'll need and how large they should be.

Ordinarily, the midpoint of the arrangement should be eye level (approximately 60" from the floor)

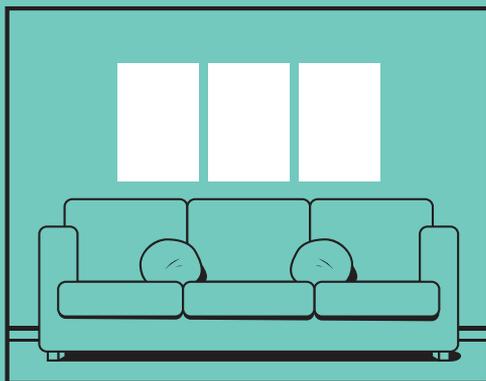
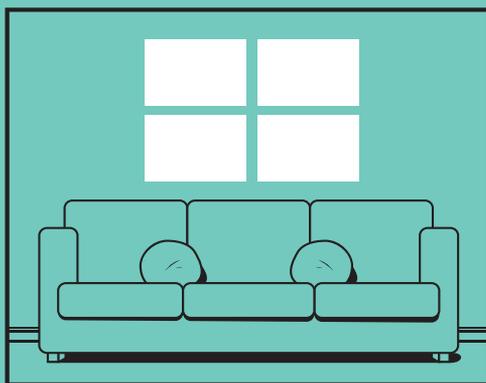
For large walls, a collection of several pieces may prove more interesting than a single large piece. Groupings work best when a common link ties the pieces together. The commonality may be a similar frame style, same-color mat, or imagery with a consistent style or subject.

Even numbers work well when grouped closely together to create a cohesive unit.

For narrow walls, use small art pieces, arranged vertically, or a single larger picture.

Odd numbers will often provide a visually balanced grouping.

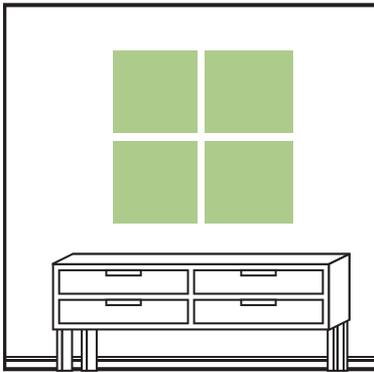
For expansive walls, artwork groupings or large horizontal pictures are ideal.



## ARRANGING DISPLAYS

Pay close attention to balance—whether you're displaying two pieces or five. That means thinking about everything from color to size to theme. Your best bet for doing it well?

Have a detailed plan before you start hanging.



1. Art can be arranged symmetrically or asymmetrically.
  - In a symmetrical display, each side mirrors the other side, creating a balanced effect.
  - Asymmetrical layouts create an eclectic look by combining art of various sizes and orientations. The key is to make sure the display is visually balanced.



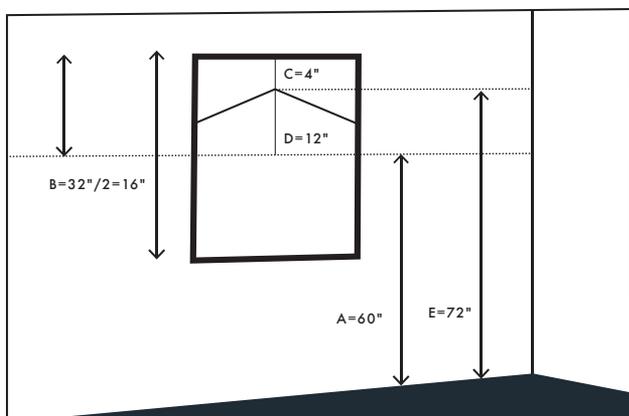
2. A grouping of pictures should be considered one unit. Placing the artwork on a large piece of paper on the floor is often helpful. Develop a pleasing layout that considers the size, format, color, and images. By tracing around the frames, you will create a template to tape to the wall for a preview of the placement of each piece.

## HANGING DISPLAYS

Height matters when it comes to hanging your carefully chosen art. For maximum impact, an eye-level display should be your rule of thumb.

Here's our simple formula for getting it right every time:

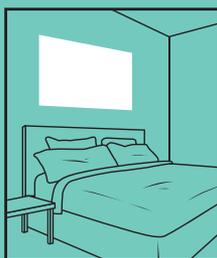
- A. Measure the distance from the floor to eye level (approximately 60").
- B. Measure the height of your art and divide in half.
- C. Measure the distance from the top of the wire (at full tension) to the top of the frame.
- D. Subtract C from B.
- E. Add the result of D to A. This is the height at which the hanger should be placed in the wall.



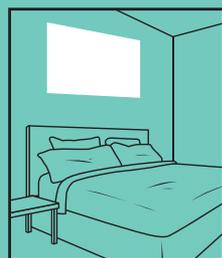
## COMBINING DISPLAYS AND FURNITURE

Is your art going over the bed, the couch or the breakfast nook? It's important to create a display that works in harmony with your furniture—that can be the key to seamlessly integrating your pieces into your décor.

1. When hanging art above furniture, the space between the frame and the furniture should be roughly 4 to 6 inches. If the picture is placed too high, it will appear to float off the wall.



CORRECT



INCORRECT

2. Lowering artwork from the 60" midpoint to eye level when seated is appropriate for kitchens, offices or anywhere a more intimate, cozy setting is desired.
3. Relate art size to the size of the furniture by not extending the pieces beyond 75% of the width of the furniture.