

POTTERY BARN

-HOW TO-
CREATE A
FRAME DISPLAY



SUMMER 2014

A DISPLAY FOR EVERY SPACE

With a little creativity and preparation, you can easily transform any space into a personal statement.



LEDGE DISPLAY

If you're in a small space, ledges are a great way to showcase a variety of displays.



UTILIZE ALL SPACES

From staircases to kitchen nooks, the possibilities for photo displays are endless.



GALLERY DISPLAYS

Larger spaces are perfect for more elaborate wall displays.



LAYERING WALL ART

Mix objects with your photos to elevate the look and make it personal.

– HOW TO – PLACE YOUR DESIGN

Here are simple techniques for hanging a wall of pictures. Paper templates let you try out different arrangements.



1. Make copies of each image in a few different sizes, then try out several crops inside the mats. Select the ones you like best.



2. Trace paper templates the size of each frame. Affix the images to them, so that you can get a sense of how the images will look once matted.



3. Use painter's tape and templates to experiment with different arrangements.

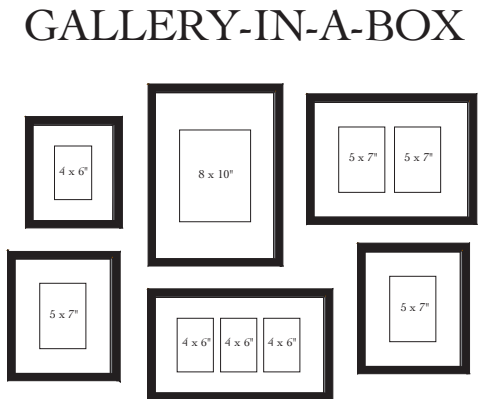
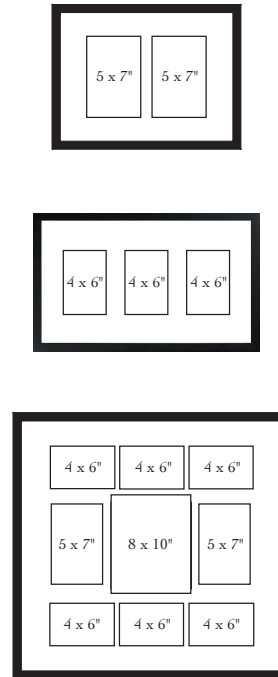
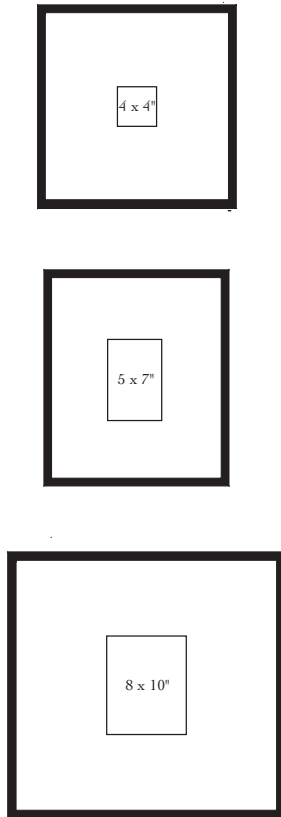
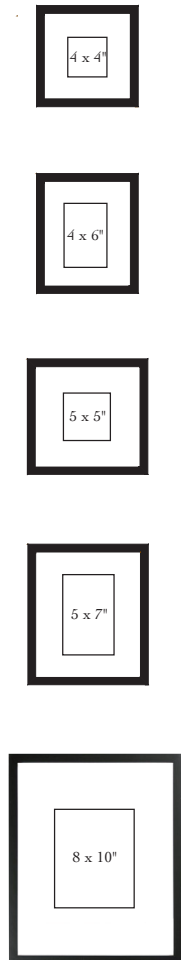


4. Measure and mark Xs on the paper templates to place the picture hooks. Hammer nails through the hooks (and paper), then rip away the paper.

THE WOOD GALLERY COLLECTION

A frame should be as beautifully crafted as the photograph it holds. Our museum-quality frames are crafted of solid hardwood and assembled with fine biscuit corners.

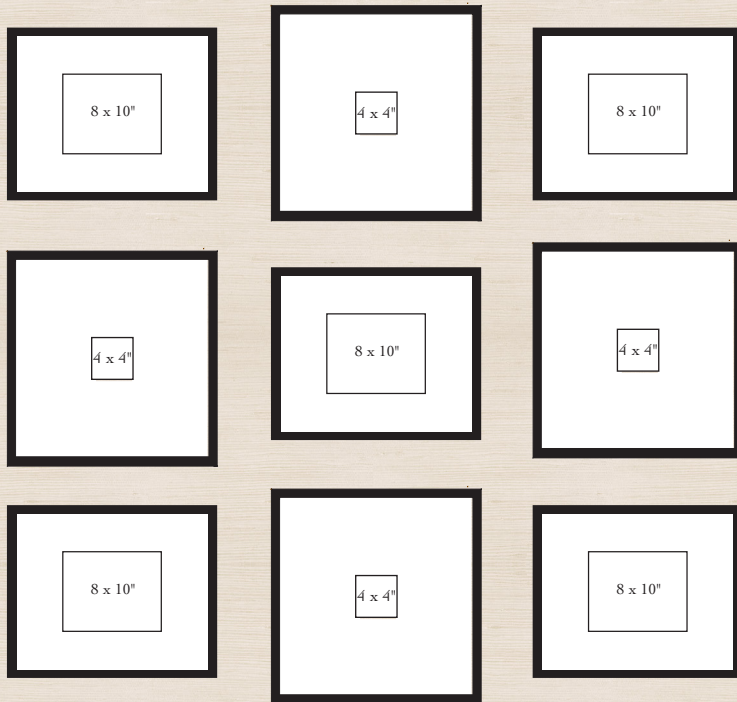
Available in Black, Espresso, White and Modern White. Inserts not included.



IDEAS FOR WALL MOMENTS

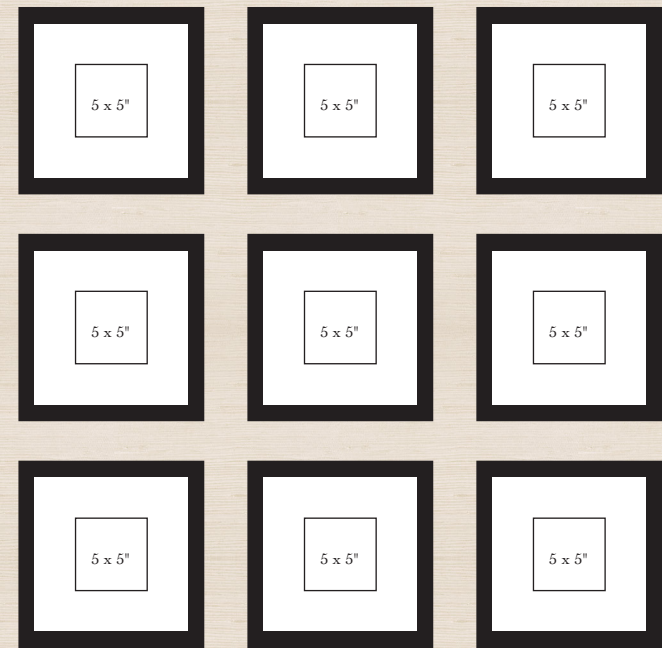
The following pages showcase ideas for configured frame displays.

“CHECKERED”



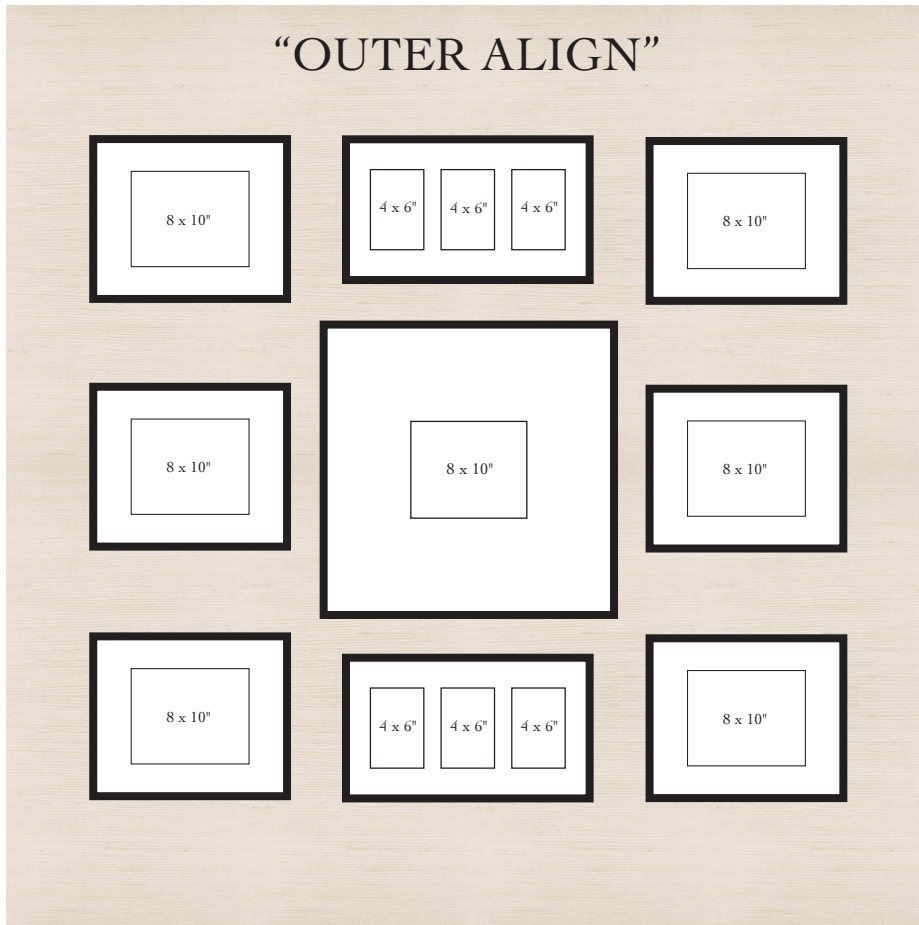
To create the grid, start by placing the center frame, then place the four larger frames, followed by the rest.

“NINE-SQUARE”



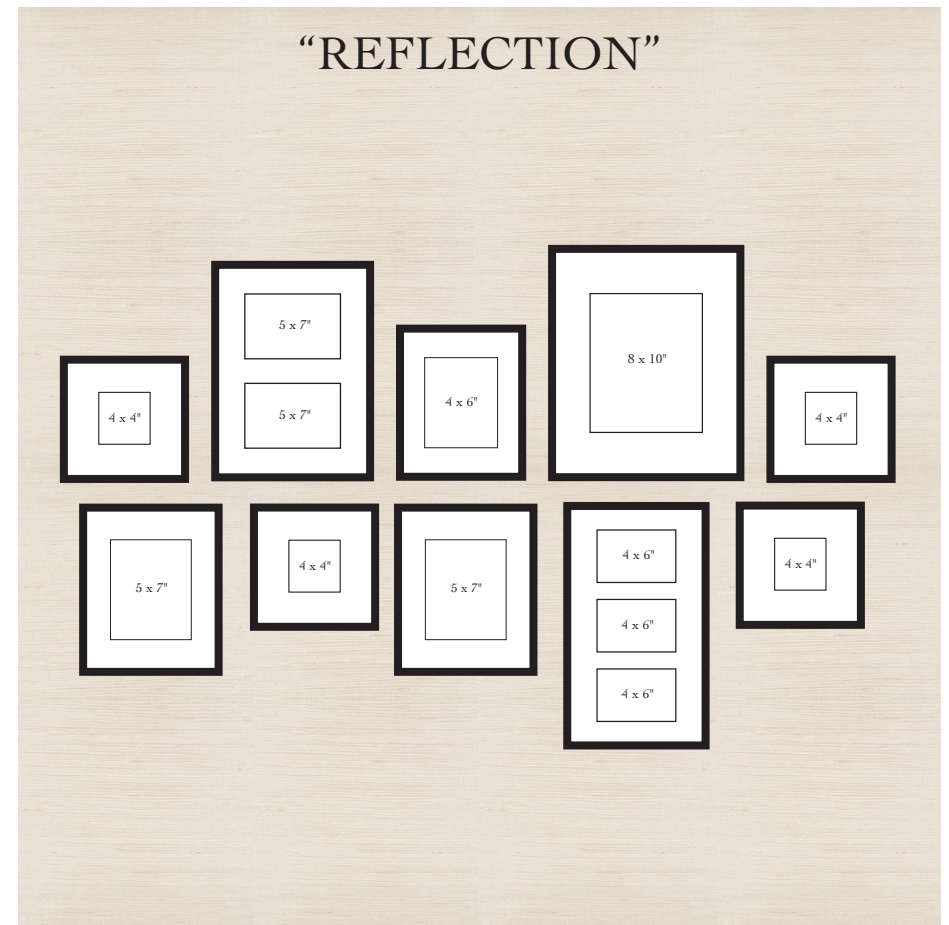
Even though it's one of the easiest frame displays to do, the impact of this grid layout is great. Simply make sure you have an even amount of space between each frame.

“OUTER ALIGN”



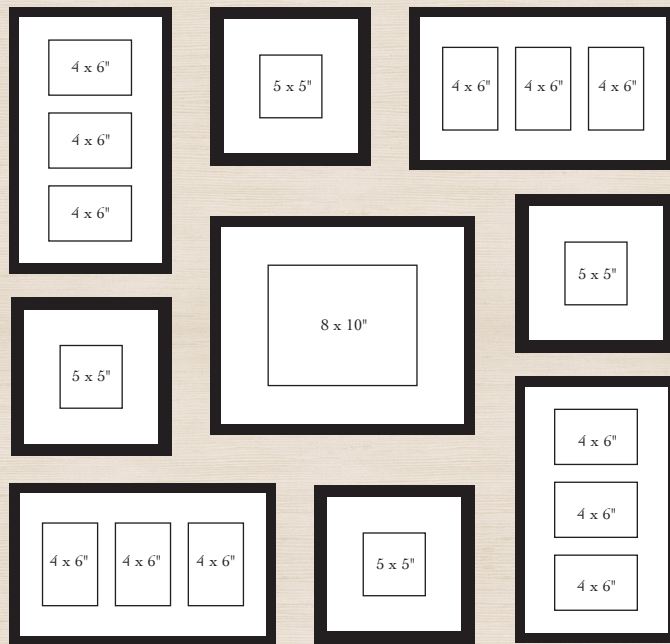
This frame display aligns at the outer edges, creating balance – even though the distances between frames vary.

“REFLECTION”



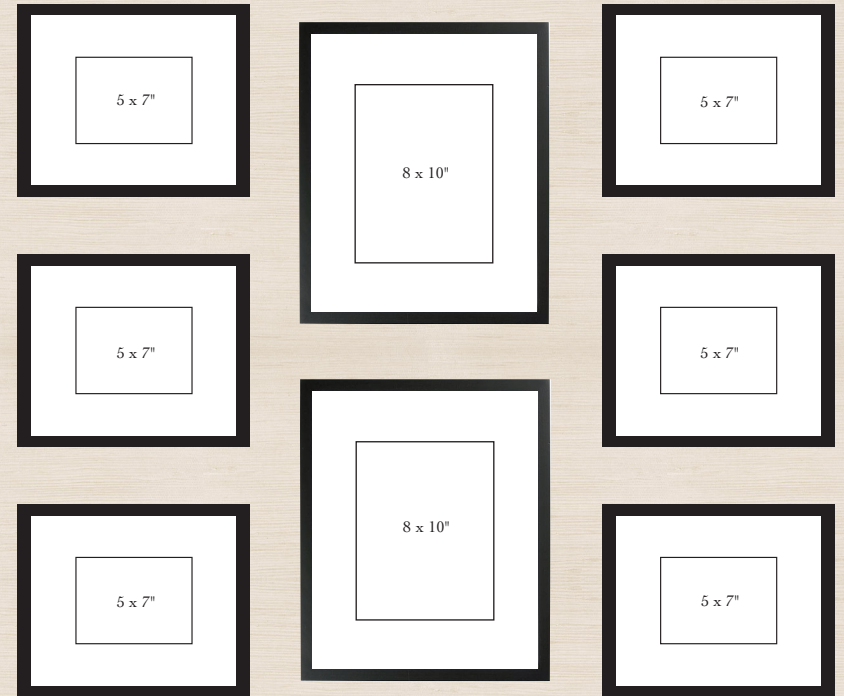
Scatter various-sized frames in an arrangement – but ensure to align the bottoms and tops to create order.

“SPIRAL”



Start by placing the center frame, then spiral out the other frames. Make sure there is an even amount of space between all of the other frames and the center frame.

“CENTERED”



Center the two frames in the middle, then align the left and right sides with one another to create this balanced display.

TIPS FOR CREATING A FRAME DISPLAY

Below are some tips for getting the most of your photo display.

1. Frame Risers

Use a frame riser to create depth in your display. Designed to bring some frames forward over others, the metal bracket lets you layer photos, art and mirrors.

2. Cropping Photos

Cropping lets you call attention to your images while eliminating anything that doesn't belong. To try different crops, use four lengths of black construction paper, and place them over the image.

3. Restoring Old Photos

Most copy and photo centers will work with you to eliminate spots, tears, and color deterioration. If you have a computer and a scanner/printer, you can do it yourself.

4. Focal Point

Have a focal point. The center of the display should be at eye level. 66" off the ground is a good rule of thumb.

5. Wall Color

Wall color plays a key role in the way photographs look. Take a hint from museums and galleries, and use wall color to highlight accent colors, creating drama.

6. Wall & Frame Care

To protect walls and your photographs use frame hangers, which are sturdier than traditional wall hangers, and felt disks to prevent scratches and nicks.