

Johannesburg framer Jeremy Bortz believes that framing need not be expensive

JEREMY BORTZ'S ADVICE TO ANYONE BOGGLED BY THE CHOICE OF FRAMES AND MOUNTS AVAILABLE TODAY IS, "CHOOSE A FRAMING METHOD THAT APPEALS TO YOU AND SUITS YOUR POCKET. I DON'T BELIEVE THERE IS ANY RIGHT OR WRONG WAY TO FRAME A PICTURE. THE FRAMER CAN ALWAYS ADVISE YOU BUT YOU MUST BE HAPPY WITH THE END RESULT."

The purpose of framing is to both conserve the painting or print, and to enhance it. "Whether it's an original oil painting or an inexpensive print, the method of framing must make it look stunning." Jeremy points out that framing is not only for paintings or prints. "You can also frame ceramics, sculpture and memorabilia."

Jeremy also creates collage effects with framing by placing the painting on top of the matt board instead of underneath, and embellishing the matt board with cut-outs and additional colours pasted onto the board.

"When you consult a new framer, ask to see his or her work so that you can see whether they are artistic. You must trust your framer, especially if you are handing over valuable artwork to them," he says.

Jeremy got into framing by accident. Although he had studied art for matric, he started off in the food business. "Then I travelled overseas and came back for what I thought would be a temporary stay because my three brothers were getting married." Over this period he helped out a brother who had a photographic business in Rustenburg. "Then he bought a framing business and I gradually took this over and bought him out."

Jeremy became involved with the art society in Rustenburg and was responsible for much of the framing for well-known artists. His company also undertook the framing of promotional material for the Valley of the Waves at the Lost City.

Moving to Johannesburg four years ago, Jeremy first opened in Wynberg, but after a few hold-ups decided to run his business, Frame O Rama, from his home in Norwood. "The lower overheads help me to keep my prices down." As well as framing work for decorators and the public, he also undertakes the photography and framing for sports promotions such as those held by Franklin Templeton Investments and the Gary Player Children's Foundation.

Over the past year Jeremy has held a number of highly successful workshops for *Garden and Home* readers who wanted to learn more about framing.

"When choosing a frame, remember that you have a choice of wood or plastic." Cheaper than wood, plastic frames come in all shapes and designs, from the traditional gilded frames to those with an antique 'woodworm' look. "Shop around for the best prices," he advises.

"Wooden frames are gold-leafed which is labour intensive and therefore costs more. Similar plastic frames are foiled," he explains. "The trend now is towards the more baroque and classical frames. However, framing is very much a taste thing. You can make a picture look ultra modern or very traditional. You must choose what suits you."

"My advice when framing pictures for a certain room is to choose the best frame for the artwork rather than trying to match the framing to the décor.

"You also have a choice of clear and non-reflecting glass. I prefer clear glass, but the choice is yours," he says. A third option

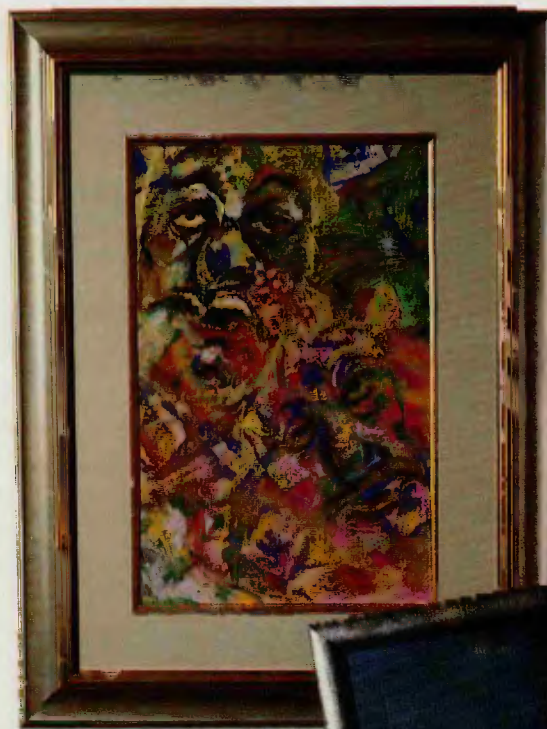
is Perspex. "However, this is very expensive and I only recommend it if you are shipping a piece overseas as it doesn't break as easily as glass."

If you intend to hang a picture in your bathroom, Jeremy advises that you tell the framer so that they can seal the frame to keep out moisture. "And don't put a light directly above the picture. The heat will discolour the mount board and can fade and damage a painting." ■

Jeremy's next workshop is on October 28. Phone (031) 450 8222 for details. Future workshops will be advertised in the WhoWhatWhereWhen pages in *Garden and Home*.

Source:

Jeremy Bortz, Frame O Rama, 48 Ivy Road, Norwood
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OPPOSITE PAGE TOP

Jeremy with assistants Felix Ntshaba (left) and John Manthosi (right).

BOTTOM FAR LEFT Framing this etching he did himself, Jeremy enhanced the artwork using a dark matt board, a double slip and a double cut out. He chose a wide matt board to create depth.

CENTRE This juggling clown abstract was given a light-hearted frame by pasting it directly onto a peach background and adding turquoise and purple mounts on opposite sides. "It's a collage as opposed to straight framing," he explains.

BOTTOM LEFT Jeremy chose to blend this photograph by Anne Brest with the background using a black border. The gold slip enhances the photograph and makes it stand out.

TOP For this soft pastel by Janet Rudman, Jeremy used a two-toned silver and gold frame to complement the work without overwhelming it.

ABOVE For this drawing Jeremy entitled 'Wall Street', he used a collage effect making use of corrugated board sprayed gold to give texture to the plain black matt board.