



Nelson's Moulding and Frame

1-800-289-2467

www.nelsonsmoulding.com

CHOP TALK-DECEMBER 2012

JOIN US AT THE GRAND RAPIDS ART MUSEUM!

NELSON'S 15TH EDUCATIONAL SEMINAR

Hosting the Great Lakes PPFA Chapter

Sunday, April 28, 2013

8am-5pm

at the Grand Rapids Art Museum (GRAM)

"BEHIND THE SCENES TOUR!!!"

- Special Guest Speaker!
- Learn about GRAM's preservation practices
- Take a "Behind the Scenes" tour
- PPFA "OPEN" Print Competition
- PPFA Meeting
- Lunch
- Tour the Museum
- Special Exhibit at the GRAM:
"Graphic Design: Now in Production"



SPECIAL GUEST SPEAKER: WILLIAM B. ADAIR

A warm welcome to William B. Adair, owner of Gold Leaf Studios. He is a frame conservator, frame historian, and master gilder. Bill will be speaking on, "Contemporary Artists in a Traditional Style".

A unique twist to Bill's seminar! Bring with you to the seminar an antique frame or picture of the antique frame and Bill has offered to identify the frame for you. (What it is, time era, etc) So, be sure to dig around your attic, garage or frame shop and find an antique frame!

“BEHIND THE SCENES” TOUR



What a fantastic opportunity to be able to see first hand what conservationists do to preserve original works of art. Step through the entire process from unloading the art at the back dock, to the freight elevator, the lighting, print room and so on. GRAM will set up a frame to “show” us how they handle the preservation of their works of art.

Welcome to Chris Overvoorde, an esteemed docent at GRAM. Chris will be speaking on the preservation practices of GRAM as a lead in before our “behind the scenes” tour.

Chris is a former Art Professor of Calvin College, practicing artist, and has assisted curatorial in various projects. Join us for this once in a lifetime opportunity!

EDUCATIONAL SPEAKER

William B. Adair



William B. Adair is a frame conservator, frame historian, and master gilder. He began his career in frame conservation at the Smithsonian Institution’s National Portrait Gallery, where he became fascinated with gilding and the history of frames. In 1975, the Smithsonian awarded Adair a grant to travel to Europe to learn about tools and techniques from the few remaining master gilders working in the Renaissance tradition.

William founded Gold Leaf Studios in 1982. Gold Leaf Studio is an internationally recognized authority on frame fabrication, conservation, gilding and large-scale architectural gilding.

Bill will present, “Contemporary Artists Painting in a Traditional Style”. This talk will put in historical context for plein air, realist and even abstract painters, based on the concept that the frame should be like camouflage. It should be a supporting actor to the main event. At the same time, the frame should exhibit the qualities of balance and harmony, through proportion of molding, color, tone and texture.

Bring in that Antique frame for Bill to give you information on!

EARLY BIRD SPECIALS!



Sign up early and save!

Register early for our April 28th seminar and save money.

December, January, February and March is \$30 for the first person from the shop and \$15 for each additional person attending.

April sign up is \$40 for the first person from the shop and \$15 for each additional person attending.

PRINT FRAME COMPETITION

Nelson’s will hold the Great Lakes Chapter’s PPFA “OPEN” Print Frame Competition. In the “OPEN” Print competition, framers may frame any item, image, object or collection of the framer’s choice that meets the requirements of an unrestricted open topic.

There will be two to three PPFA Judges to determine the winners and a popular vote by your peers.

What a great opportunity to gain experience and get feedback on your framing skills.

For more information, contact:

Rob Gulf, CPF
Knollwood Art Frames=248-626-9844

Patrice Marquardt, CPF
Marshall Framing Studio=269-781-7157

or GreatLakes_PPFA@sbcglobal.net



PRESERVATION



Welcome Chris Overvoorde, a docent at GRAM. He will do a presentation on GRAM’s preservation practices.



LUNCH

A lovely lunch will be provided in the Auditorium room of the Grand Rapids Art Museum

VENDORS



A welcome to representatives of Bainbridge, Crescent and Tru Vue. All three companies will give an overview of new products and will be available for questions before the seminar and during lunch.

PPFA MEETING



It is our honor to once again host the PPFA meeting. The Professional Picture Framing Association is essential to framers. Being a member ensures your customers that you are a professional. Customized work of any kind requires education, skill, and experience which will place you above competitive big box stores. PPFA offers it’s members on-going education, research classes and competitions. There is also an “on-line” support system for framers who have questions. Nelson’s Moulding is a member of the PPFA and would like to extend new memberships, at no cost, to those individuals who have not ever been a member of the PPFA or who have not been a current member in the last three years.

W45 Signature Collection

The Signature collection is strong, bold and at the same time exhumes an air of sophisticated elegance.

The confident, rugged appeal of the Ebony Tone Veneer with its bold grain and the touch of rugged edges gives it an old world style. The beauty and elegance of the Mahogany Okoume Veneer will enhance whatever it touches, so pleasing to the eye.

The generous width of this moulding demands attention on so many of your fine works of art. Nelson's designed this collection with an extra rabbet depth, giving you the space you need to fit mats, glass and backing board. A must have collection for any framing wall.

The Signature Collection will continue to develop and grow as we add additional larger mouldings in a variety of styles.



L-3365 Ebony Tone Veneer
L-3364 Mahogany Okoume Veneer

Width 3 3/8 x Height 1 3/8 x Rabbet 5/8

HAPPY HOLIDAYS TO ALL FROM EVERYONE AT NELSON'S!!!

Every year we take the time to look back and count our blessings. We are thankful to have each of you as a customer and enjoy our phone conversations and visits to your shops. We would like to wish each and every one of you a wonderful holiday season! Enjoy time with your family and friends.

Nelson's will be closed Christmas Eve, Christmas Day, New Year's Eve and New Year's Day so that we can also enjoy time with our families and friends.



One of those days for us.....saves some money for you!



X-1 H 1/2 x W 1 1/8 x R 3/8



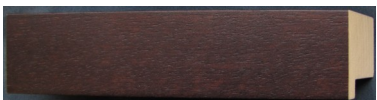
X-42 H 1 3/8 x W 1 x R 1 1/8



X-40 H 1 1/8 x W 3/4 x R 7/8



X-43 H 3 x W 1 x R 2 3/4



X-41 H 1 1/8 x W 1 1/4 x R 13/16

Nelson's had one of those days where a shipment of moulding came in that didn't match our samples, so, we decided to give you the opportunity to scoop it up at a great length price!

Call for special pricing!

Item #	Cost per foot	Footage
X-1	?	988
X-40	?	1,181
X-41	?	532
X-42	?	1,448
X-43	?	450

EQUIPMENT FOR SALE!

FLETCHER 5100 V-Nailer \$390, C&H 40" Manual Matcutter \$490, Call Joe @ 231-256-8852.

VACUUM MOUNT Vac U Seal, 36x46, cold, \$500. Call Mike @ 810-516-9580.

ART GALLERY & Frame Shop for sale (\$55,000) in "Heart" of Brevard, NC. Owners retiring after 21 years. Price includes retail and framing inventory; furniture; fixtures & equipment. Art work is also available. Website would convey as well as contracts with over 400 artists. Contact owner at 828-507-7388. www.galleryonmain.net.

Nelson's Moulding and Frame
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Traverse City, MI 49686

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REGISTRATION FOR NELSON'S 15TH EDUCATIONAL SEMINAR

Sunday, April 28, 2013 @ Grand Rapids Art Museum

Acct. # _____ Name _____ Company _____

Street, City and Zip _____

Phone _____ Email _____ Fax _____

Early Bird Special!! December, January, February and March is \$30 for the first person from the shop and \$15 for each additional person attending.

April sign up is \$40 for the first person from the shop and \$15 for each additional person attending.

_____ Enclosed please find check/money order for \$ _____

_____ Please bill my credit card:

VISA MASTERCARD DISCOVER

Credit Card # _____ V# _____ Exp _____

***Please fax this form to 1-800-946-5344 or mail it to: Nelson's Moulding and Frame, 1538 International Drive,
Traverse City, MI 49686.***

List all who will be attending the seminar from your shop (First and Last names please):

