



prints: margins & framing ~ a little guide
from Katie M. Berggren ~ www.KmBerggren.com

Q: Why do the 8x10" and 12x12" archival paper prints have white margins or borders?

A: All KmBerggren art prints are created from original paintings on canvas. Original paintings on canvas are painted in a variety of sizes from 4x4" to 48x48", and a variety of shapes including rectangles from 4x12" to 30x60", and many, many square sizes. Original KmBerggren paintings are painted on square canvases (such as 8x8" original paintings on canvas) OR rectangular canvases (such as a 24x30" or 4x12" original paintings). There are MANY different sizes and shapes of original paintings but only 3 sizes of prints ~ this is why the prints have white margins: So that YOU can simply choose ANY painting as an archival print!

Original paintings are photographed after completion and the high-quality photographs are used to create archival paper prints in three sizes and stretched canvas prints in a variety of sizes.

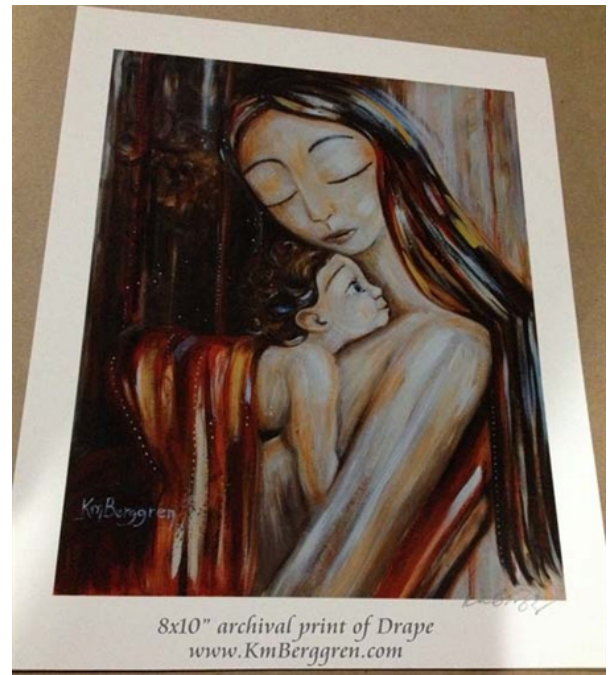


Deep As A River
11x14" Stretched Canvas Print

Please Note: stretched canvas prints do not have white margins/borders, but are printed full color with a printed dark color wrapped around the edge. Stretched canvas prints arrive wired and ready to hang, no framing or matting required, and no staples on the edges.

Here is the 'why' behind white margins on archival 8x10" and 12x12" paper prints:

In order to make the variety of original paintings available as 8x10" and 12x12" archival paper prints without cropping off a portion of the image



above: rectangular painting created as an 8x10" print.

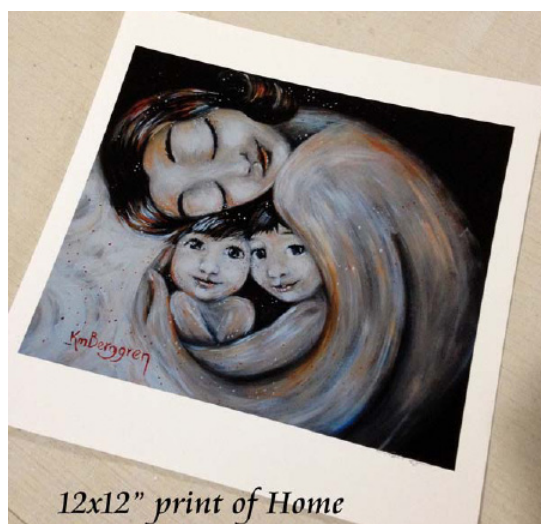
(for example, part of the original painting image would be lost if I cropped a square painting into a rectangular print (8x10") or cropped a rectangular painting into a square print (12x12"), there is a white border to cushion the painting image on the print surface. This white border gives space between the image and frame

when the print is framed for hanging.

Here is the 'how' behind white margins on archival 8x10" and 12x12" paper prints:

The white border acts as a faux (fake) visual mat for the 8x10" and 12x12" prints (thus, you do not need to purchase matboard cut to the exact size of the image in order to space the image from the wood of the frame). The faux mat makes framing easier and less costly.

Keeping the print sizes (outer paper edge sizes) in standard frameable sizes of 8x10" and 12x12" and setting off the painting image with a white faux mat (border), allows the prints to be framed with off-the-shelf, standard-sized frames, versus the need to purchase custom cut frames (which can get spendy!).

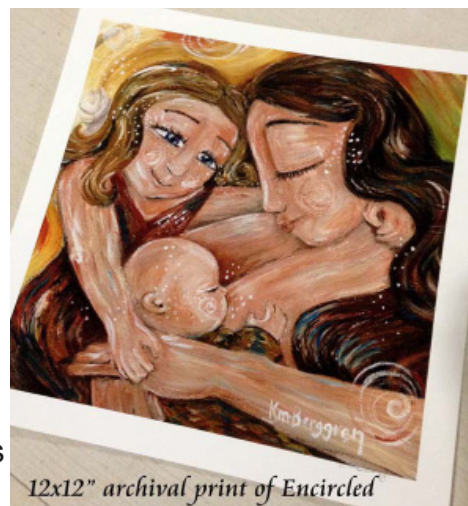


above: rectangular painting created as a 12x12" archival paper print.

upper right: square painting as a 12x12" print.

right: square paintings as 8x10" paper prints.

If you choose a square painting (meaning the original painting was created on a square canvas) and would like a 12x12" print of it, there will be equal margins all the way around the piece: top and bottom margins and side



margins all of 3/4 inch. See image above.

If you choose a rectangular painting (meaning the original painting was created on a non-square canvas) and would like a 12x12" print of it, there will be equal margins on two of the sides of the print and the other two margins will be equal but will vary depending upon whether the original painting was a horizontal or vertical rectangle. Please see image at left of a horizontal rectangular painting as a 12x12" print.

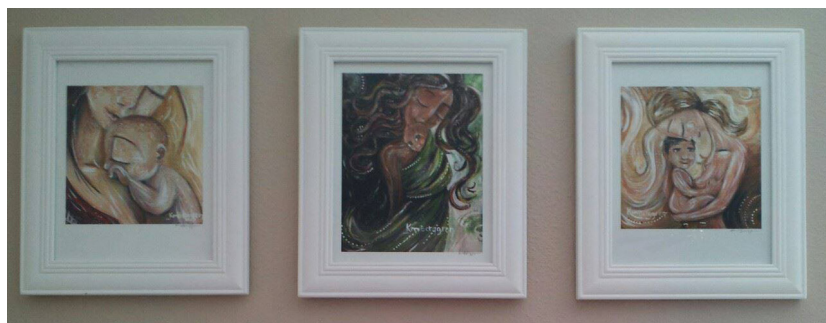


If you choose a square painting (the original painting was created on a square canvas) and would like an 8x10" print of it, there will be matching margins/borders on the left & right sides of the print and the top & bottom margins will be matching but larger to allow for a square image on an 8x10" rectangular print. Please see image on lower right of previous page.

If you choose a rectangular painting (the original painting was created on a non-square canvas) and would like an 8x10" print of it, there will be matching margins on the sides of the print, and matching margins on the top and bottom. Please see image on right side of first page.

Q: How shall I frame my 8x10" or 12x12" archival paper print?

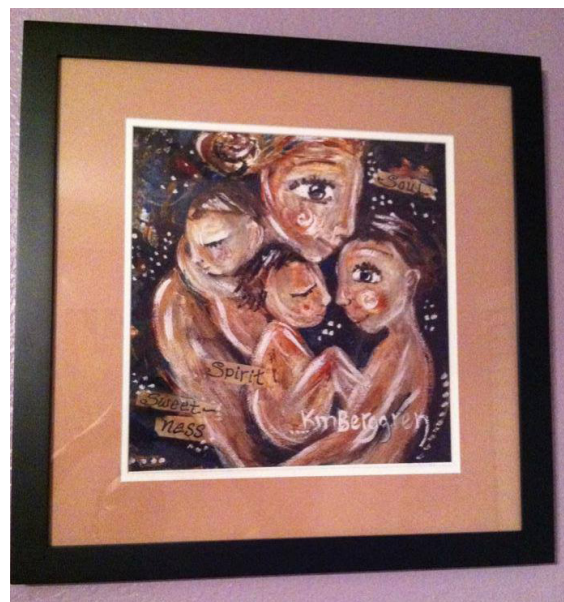
A: The 8x10" and 12x12" archival prints fit into standard 8x10" and 12x12" off-the-shelf frames! The white border that we just discussed acts as a visual mat for the 8x10" and 12x12" prints, thus, you do not need to have a piece of matboard cut to the exact size of the image. This makes framing easier and potentially less costly. See image below.



above: 8x10" print custom matted and framed.
(collector submitted photo)

If you choose to have a mat on your print, purchase a matted frame with the inner mat dimension of 8x10" or 12x12" (to match your print size). When framed you will then have the white margin that I have supplied, inside the mat, and then the frame. See image below.

below: 12x12" print framed with a mat, white margin shows inside mat. (collector submitted photo)



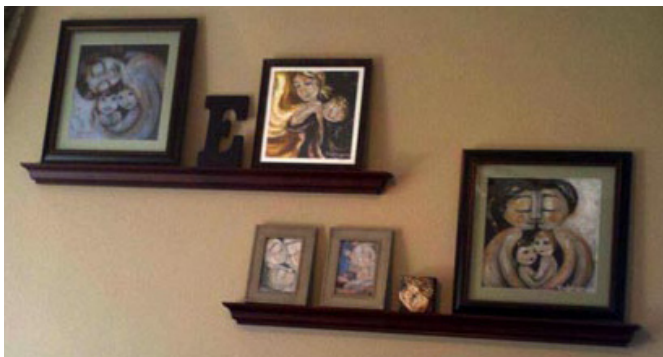
lower left:
8x10" prints
framed with-
out matting.
(collector
submitted
photo)



above: 12x12" print framed in 12x12" frame, no mat.
(collector submitted photo)

Please Note: all 8x10" and 12x12" archival paper prints are created with the clear plan of having the piece be beautiful in an 8x10" or 12x12" standard-sized frame, without additional matting. I plan margins carefully to give you the best presentation. You are welcome to amplify the visual experience by matting and framing smaller prints up to a glorious and larger size! Choose larger frames and have a window mat cut to the size of your image. Get creative, have FUN!

below: 12x12" print in 12x12" frame, no mat (center).
12x12" prints in larger frames, matted.
(collector submitted photo)



Q: Why do the 13x19" archival paper prints have white margins or borders?

A. The 13x19" prints are **NOT** created to fit into a standard-sized frame because 13x19" frames are not as easy to come by and can be flimsy and not as durable or protective of your print investment.

The large 13x19" archival prints are created with ONE thing in mind: giving YOU the largest and best image possible for your \$.

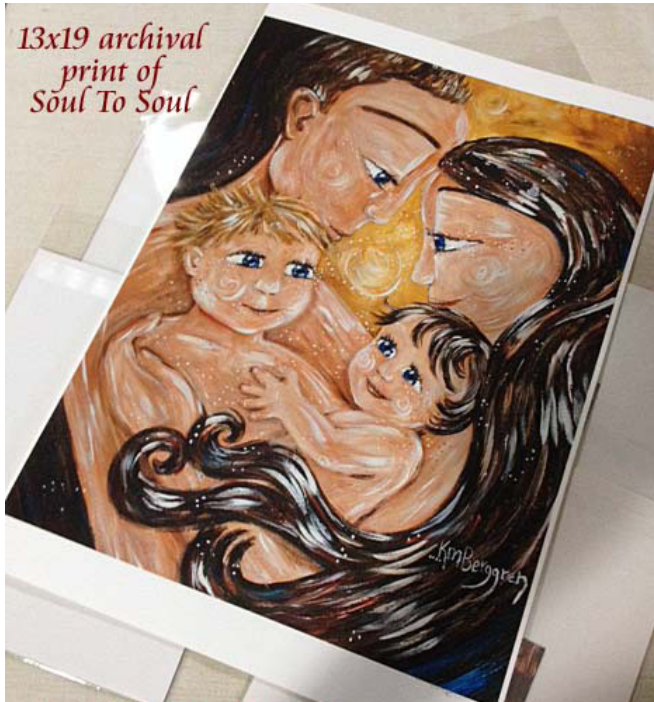
When you order a 13x19" print, I create the largest print I can on 13x19" paper, with just a small white edge for handling and framing ease.

Here is the 'how' behind white margins on archival 13x19" paper prints:

If you choose a square formatted painting and would like a 13x19" print of it, there will be larger top and bottom margins vs the side margins which will be very small. That is ME giving YOU the largest amount of image for your money. :)

Since the 13x19" archival paper prints are not set up to work in a standard 13x19" frame (the margins are not big enough), they can either be custom framed by a professional framing shop, or, I have a method of framing them in

a lovely way without going the full custom-framing route. Here it is:



Q: How shall I frame my lovely new 13x19” archival paper print?

A. You should never feel guilty about going the extra mile to have your archival print professionally framed and protected in a sealed and acid-free frame. However, I completely understand that custom-framing is not in the budget of every family.

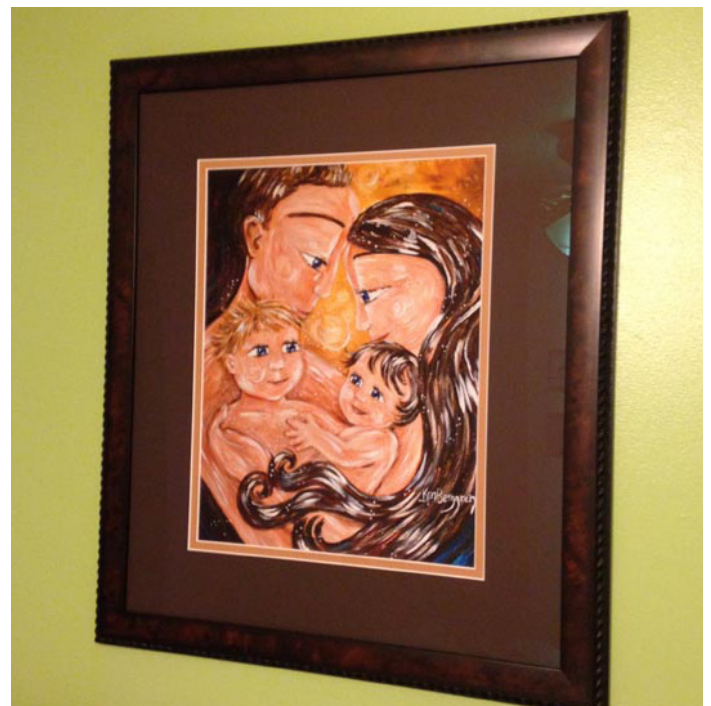
For DIY 13x19” print framing, you can choose an off-the-shelf standard-sized frame in an 18x24” or larger size. Next, take the frame AND the print to the framing counter and ask to have a “window mat” cut. They will measure the dimensions of the image size of your print (not the outside of the paper, but the actual

image) and cut you a mat with an outer dimension to fit into the frame you chose, and an inner “window” to surround your print image. Please request a backing board for the mat, as well. This way, you will purchase a custom-cut window mat, versus handing the print across the counter and paying for the whole custom-framed shebang! It may take them a day or two to cut your window mat for you.

When you have received your window mat, you can put it all together very carefully at home. Be sure to clean the glass on both sides, and hang your print from the top of the window mat with archival tape adhered from the back of the print to the top of the window.

NOTE: Please do not tape your print to the back of the window mat on all sides, only the

below: 13x19” print, custom matted and framed.
(collector submitted photo)



top edge. This gives the print a chance to flex and change with time and humidity, without wrinkling. Lay your window upside down on a clean surface, lay your print in the window, line it up correctly, and adhere the top edge with acid-free tape. Put mat and image into frame with backing board and securely close the fasteners on the back. You now have a nicely framed piece without the custom-framing price.

You can also use this method for smaller prints!

Please note: This is economical and do-able, but can be a bit of a pain to keep dust and fibers off the glass while sealing up the back of the frame. Be patient and best of luck :)



above: rectangular painting created as a 13x19" print, custom matted and framed.

upper right: 12x12" print, custom matted and framed.

right: square format painting as a 13x19" print, custom matted and framed. (all collector submitted photos)

Custom framing is a wise and beautiful choice for any of your archival KmBerggren prints, as professional framers will use the correct UV protectant glass, archival tape and acid-free backing paper. They will even wire your piece for hanging which will provide



for a safer and more reliable display than the saw-tooth hardware that is often included on store bought frames.

Congratulations! *enjoy! KmBerggren*

You have made an investment in beautiful, high quality archival motherhood artwork that has touched your heart and will (if properly taken care of and handled) be capable of being handed down from generation to generation. **Share the love!**



13x19" archival print of Sacred Space, framed and matted

Here are more of my favorite collector submitted photos of framed prints!

right: 8x10" prints, framed without mats.

lower left: square paintings as 12x12" prints (center cross)
and rectangular paintings as 8x10" prints (outer corners)
~ all framed in frameless frames without mats.

lower right: 8x10" prints framed without mats.

bottom left: square format painting as a 12x12" print, custom framed without a mat.

bottom right: a variety of 8x10" prints (square and rectangular images) framed without mats.





left: 5x7" art cards can be framed, too!

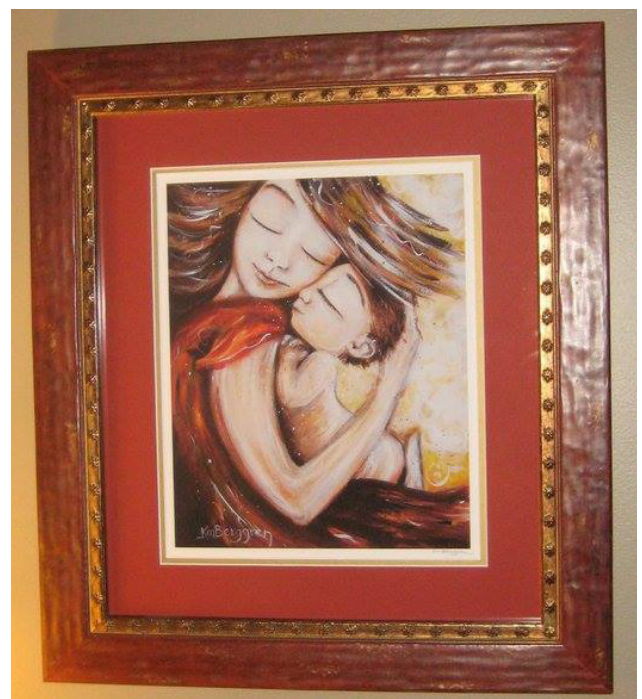
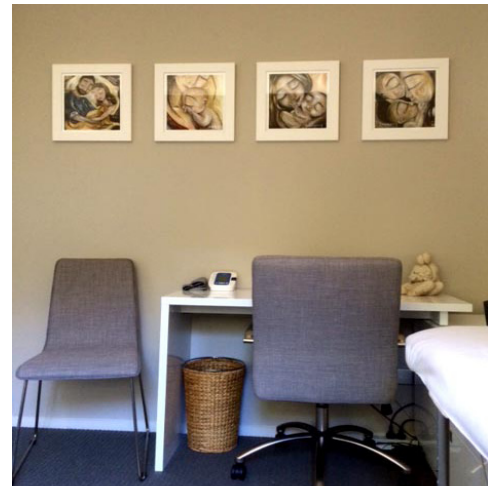
right: framed 12x12" prints, no matting.

lower left: framed 12x12" prints, no matting.

lower right: a collection of stretched canvas prints, no framing or matting required.

bottom left: framed 8x10" prints, no matting.

bottom right: 13x19" print, custom matted and framed.



Let me know if you have any questions!

Katie m. Berggren
... could this moment be yours?

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