

Midwest Educational Event



When: Sunday, April 7, 2013 - Monday, April 8, 2013
Where: Geneva Ridge Resort
 W4240 State Road 50 Lake Geneva, WI 53147
Who: Both PPFA members and non members are welcome!
Why:

**Not able to make it to WCAF/ PPFA this past January? We are bringing the educators to you!
 2 days of framing lectures and workshops from 4 leaders in our industry!**

<u>Rob Markoff classes:</u>		SPONSORED BY TRU VUE, VERMONT HARDWOODS		PPFA	Non	
Sunday	9-11 am	"What Causes Fading? The Effects of UV Light and More"		\$50	\$65	
	2-4pm	"Simple Wax Finishes for the Frameshop" <small>price includes materials fee</small>		\$60	\$75	
Monday	9-11 am	"Striplining and Stretching Canvas" <small>price includes materials fee</small>		\$60	\$75	
	2-4pm	"Lighting Theory for Frameshops and Galleries"		\$50	\$65	
<u>Bonnie Pallizi classes:</u>		SPONSORED BY CRESCENT CARDBOARD				
Sunday	11:30-1:30	"Designs within the Shadow box- Lecture"		\$40	\$55	
	4:30-6:30	"Designs within the Shadow box-Workshop"		\$50	\$65	
Monday	11:30-1:30	"Adding Fresh New Creativity to your Matting & Designs- Lecture"		\$40	\$55	
	4:30-6:30	"Adding Fresh New Creativity to your Matting & Designs- Workshop"		\$50	\$65	
<u>Linda Pujo classes:</u>						
Sunday	11:30-1:30	"Entering Framing Competitions- A Guide to Success"		\$30	\$45	
	2-4 pm	"Shoptalk 101"		\$30	\$45	
Monday	11:30-1:30	"Textile/ Needleart- What is this, and what do I do with it?" <small>price includes materials fee</small>		\$35	\$50	
	2-4 pm	"Design with Impact and Design Principles"		\$30	\$45	
<u>Karen Crown class:</u>						
Sunday	4:30-6:30	"Watergilding on Glass" <small>Material fee included</small>		\$35	\$50	
Monday	9-11 am	"Watergilding on Glass" <small>Material fee included</small>		\$35	\$50	

Space is limited!!!!!! REGISTER SOON!

Total: _____

Name _____	Address _____
Shop _____	city, state, zip _____
PPFA chapter _____	Email address _____
	phone number, cell _____

send registration form **AND** check payable to **WPPFA** to:
SB FRAMING GALLERY 409 E. BUFFALO ST. MILWAUKEE, WI 53202
 you can email your registration to: **Sarah @SBframinggallery.com**
 payment by Square is available, call Sarah at 414-431-5050

CHECK IS PREFERRED!



**QUESTIONS? EMAIL SARAH@SBFRAMINGGALLERY.COM OR CALL 414-431-5050
 OR JULIE AT GALLERYFRAME@SBCGLOBAL.NET OR CALL 920-921-1144**

Simple Wax Finishes for the Frameshop \$60/\$75

Beautiful hand finished hardwood frames are mark of a truly "custom" frameshop.

An industry favorite, this hands-on workshop provides each student the information and technique to make beautiful hardwood frames with a wide variety of finishes.

We explore sandpaper selection and use, hardwood selection, and the proper use of staining wax. Each student leaves with samples of a variety of stained woods that they created in the workshop and a finished 5 x 7 photo-frame complete with easelback.

Note: This hands-on workshop involves sanding and staining of wood. Please bring an apron or smock and dress appropriately. Black clothing is not recommended.

What Causes Fading? The Effects of UV Light and More \$50/\$65

By the time you see that artwork has faded, serious irreversible damage has already occurred. Rob will discuss visible and invisible effects of UV light and other factors that can cause fading. Learn how to prolong the life of art in all media and how to guide a customer towards realistic expectations.

In addition, gain a better understanding of glazing materials that combat the effects of UV light from Tru- Vue, Cyro, Art Glass and others.

*Meets the requirements for MCPF Continuing Education Credit - open to all framers, not just MCPF designers.

Striplining and Stretching Canvas \$60/\$75

What do you do with a canvas that has no selvage or a painting that has been cut off the original stretcher bars? How do you select and use stretcher bars, and properly stretch canvas and giclées printed on canvas?

Rob will demonstrate the technique of strip lining and show proper use of 8XX polyester fabric and BEVA® 371 Film to add stretching selvage to the edges of a canvas. Learn about stretching supports, how to select the proper support, and a better and timesaving way to stretch.

*Meets the requirements for MCPF Continuing Education Credit - open to all framers, not just MCPF designers.

Lighting Theory for Frameshops and Galleries \$50/\$65

Better lighting will improve sales and productivity!

By special request, Rob has reconfigured his popular WCAF lighting class for our Chapter. This class will discuss lighting theory, the different types of lamps available, how to read and understand the new lighting packaging labels, and will demonstrate the latest in LED technology.

Designs within the Shadow box – lecture \$40/\$55

Shadow box framing in one of Bonnie's passions and she has developed many new, simple ways to add design within the shadow box. Learn a new easy and simple way to line your shadow box or add a whole new look. Keeping in the "Show & Tell" format, this seminar will explore many designs and enhancements. Learn how to enhance and develop an illusion within the design. Add "FLAIR" of color or enhance the depth within your shadow box. See how adding pin stripes of color or texture can add a new look...and it is all so easy! Use your creativity to create new designs with the many new applications Bonnie will teach you. She will work with creative designs for box frames as well as shadow boxing with a mat and/or liners.

Designs within the Shadow Box – Workshop \$50/\$65

In this shadow box workshop Bonnie will have hands on demos and instructions so you may see and learn how to create the many designs she shared in her lecture. You will be able to take step by step pictures as well as make samples for reference. As always, Bonnie will show you how to turn your scraps into profit. Enhance what you are framing by learning simple and subtle ways to control the design. In this workshop Bonnie will teach and explore ways that will inspire new, fresh ideas. Learn how to create with her "FLAIR" and/or "BANDAID" method. Learn how to give your gallery a personality that will set you apart and show off your creativity and designs.

Adding Fresh New Creativity to your Matting & Designs – lecture \$40/\$55

In a "Show 'n Tell" format, Bonnie will show new creative designs never seen before. She will then take them apart so you may see how easy they are to create. In this class Bonnie will focus on matting and will cover easy to make enhancements using Crescent's new Select & Moorman fabrics. See her "B" board matting and her split fillet designs. Learn a new way to add lines or layers of color the easy way. Her latest design will show you how to do an inlay mat without cutting through your mat board. See how framing with a "FLAIR" or her "BANDAID" method can open a whole new world of design.

Adding Fresh New Creativity to your Matting & Designs – Workshop \$40/\$55

In this workshop Bonnie will do hands on demos with you so you will learn how to make all her applications. This workshop will allow you to make reference samples to take back to your gallery both to teach other employees as well as be able to use them as a selling tool. Learn hands on how to create a wrapped bevel a new and easy way, learn how you can add to your bottom line using your many scrapes. Mainly, Bonnie wants to bring your creativity out and show you ways you can make your gallery stand out.

Entering Framing Competitions – a Guide to Success \$30/\$45

The initial focus of this class will cover the administrative details involved in entering any framing competition: getting access to the "virtual packet" for the entrant (what's in it; why is it important?), filling out the description form (listing of materials), using an entry form, and the basic premise for good design. Tips for packaging and shipping entries to and from the competition site will also be discussed.

This class will provide insights into what makes up a winning entry and what sets the winners apart from the rest. It will address what to do and what to avoid. Through various design examples, students will learn to recognize what works and what doesn't – and why.

Textiles / Needleart – What is this, and what do I do with it? \$35/\$50

This class will provide the framer a firm foundation for handling textile items without fear. The seminar will provide a general overview of the various types of textiles or needleart that a framer may encounter, along with an introduction to the proper methods for handling and mounting them. From appliqué to trapunto, find out how to identify the differences between many common textiles, and learn what to do with them when they appear on your shop design counter.

The initial focus of this class will be on the identification of various types of textiles / needleart, followed by a discussion of proper mounting techniques for each. A demonstration will introduce framers to the couching technique, and students will get some hands-on practice with proper lacing techniques for most contemporary needlework showing up in a frame shop today.

Design Principles – Use Them to Add IMPACT to Your Frame Designs \$30/\$45

This seminar presents a step-by-step look at design elements and their related design factors. The course objective is to reinforce an understanding of the principles of sound design for framers, sparking their creativity and thereby allowing their frame designs to shine. Individual principles will be examined in detail, along with plenty of examples of how to use them for maximum visual effect. There are six recognized design elements and five other design factors. See how they can work together to create stunning frame designs.

Along with a foundation for solid frame design, warnings and disclaimers will provide guidance on when to "go for it" and when to "hold back" with creativity in frame design. Additional discussion will focus on the "imperatives" of design considerations: Fundamentals, Purpose, Embellishments, Distractions, Copyright Infringement Issues, Styles, Faults, and Budget.

SHOP TALK 101: Tools & Tips, Gadgets & Gizmos \$30/\$45

This session introduces framers to a variety of products for use in a frame shop. Intro-level class presents tools, gadgets & gizmos, and several products for various applications: Common and not-so-common items, common and not-so-common uses for them, WHAT they can do, WHY use them, and HOW to use them. Sources for items will also be covered during this session.

Intermediate / Advanced Framers -- individuals typically turn this into a fun, dynamic roundtable discussion, offering tons of their own ideas for using these tools / products.

Class content includes over 30 various items for discussion (with pass-around samples for examination). Several applications for their use will be presented.

Water Gilding on Glass Workshop \$35/\$50

Participants will learn the process of applying metal leaf to glass as a decorative element or border in a hands-on workshop. There will examples of additional techniques including reverse painting and decoupage. Supplies and handouts will be provided.

A former art teacher at Union Grove High for 24 years, Karen Crown now works in two glass studios and a classroom in her home. Karen has been working with glass for the past 12 years, taking classes at Corning in New York, BAGI in San Jose, The Vinery in Madison, and other workshops. Besides Flame Working, other skills include Wire Wrapping, Sand Blast Etching, Airbrushing, Reverse Painting on Glass and Mural Painting. She gives both individual and group art lessons

PPFA print competition pieces available on site for purchase!

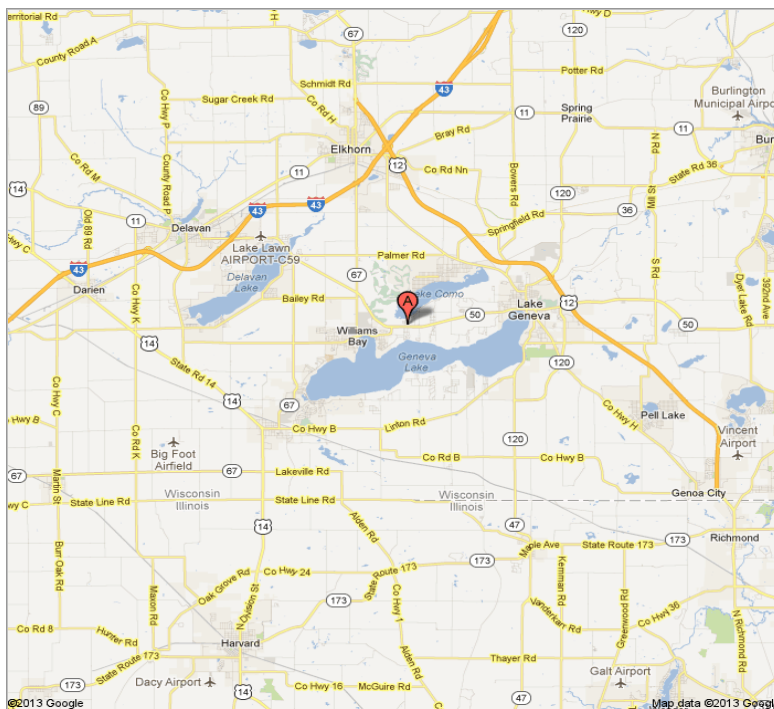




Geneva Ridge Resort W4240 State Road 50 Lake Geneva, WI 53147

RESERVATIONS: 1-800-225-5558

*** Single rooms are available at \$85/ night under WPPFA. YOU MUST RESERVE YOUR ROOM BY MARCH 15, 2013 TO RECEIVE THAT RATE!!



A. **Geneva Ridge Resort**
 W4240 State Road 50, Lake Geneva,
 Wisconsin
 (800) 225-5558
 1 review

Places in and around Lake Geneva: <http://www.lakegenewawi.com/>

Other Hotels in Lake Geneva:

Harbor View Motel	(262) 245-5036
Lazy Cloud Inn	(262) 275-3322
Comfort Suites	(262) 248-2300

Other restaurants in Lake Geneva:

Foley's Bar and Grill	(262) 245-6966
Daddy Maxwells	(262) 245-5757
Subway	(262) 245-1027