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**Rachel
McAdams!**
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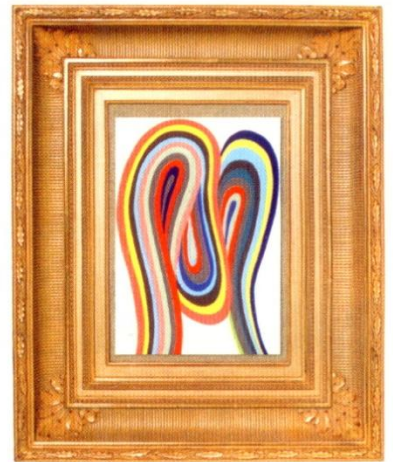
You've scored some new artwork. But now, how to frame it? We went straight to the pros for their no-fail approaches—and, for the intrepid out there, we also pulled their favorite alternative ideas

I have... **Colorful Modern Art**



Play It Safe

“Choose a simple, **modern white frame** and pair it with a white mat so that both disappear against the wall—and allow the artwork to shine.”
—ROBYN POCKER, president, J. Pocker & Son custom framing and decorative prints



Or Bend the Rules

Fashion an old-meets-new synergy by placing your contemporary art inside a lavishly **ornate, antique-looking frame**. (Picasso reportedly flanked his Cubist works with centuries-old carved wood numbers.) “A rococo frame is also a clever way to integrate modern artwork into a room with traditional décor,” says Steve McKenzie, CEO of Atlanta frame company Larson-Juhl. “Visually, it’s a smoother transition.”

Custom Closed Corner Concerto Collection frame, Larson-Juhl, price available upon request; larsonjuhl.com for stores. *Curvilinear Time*, Jessica Snow, courtesy of the artist and 20x200; 20x200.com for info.

HANGING TIP

Center an oversize frame like this one above a key piece of furniture so that it creates a focal point in the room.

HANG ON! Don't set foot in the frame shop before reading these tips from designer ALEX PAPACHRISTIDIS

1 Do some research Flip through books and magazines for inspiration on how others have framed similar pieces.

2 Take it with you Bring the artwork to the store when you're ready to buy a frame—don't just take measurements and head out the door! It's important to see the art in context with the frame (and mat) choice.

3 Consider the options At the store, hold up several frames next to the work. “Try colors and styles that may not seem like contenders—you may be pleasantly surprised,” says Papachristidis. Opt for a wood or metal frame (plastic tends to warp quickly). Wood feels warmer, is offered in better colors and styles, and looks good with everything; metal is slicker and tends to complement contemporary art.

4 Go one by one Select a frame for each piece individually; there's no need to choose the same style for everything just because it will all hang on one wall. “Go for a salon-style look with a mix of differently framed and matted pieces—some can even be unframed,” he says. “It can be fresher and less studied that way, especially if the mood of the artwork is similar to the look and feel of the room.”