

Local Picture Framer Selected as Judge in International Print Framing Competition



Kimberley Breil went to Las Vegas to serve as a judge in the International PRINT Framing Competition held in March of 2007 by the Professional Picture Framers Association (PPFA).

Kimberley, a custom picture framer for 23 years, was one of only three U.S. judges selected to judge framers from the U.S. and Canada who have framed a limited edition silkscreen print for the competition. "I'm absolutely thrilled to have been chosen," she says.

The owner of Frame & Picture Shoppe in Wilbraham – celebrating its 11th anniversary this year – Kimberley began judging when her attention to detail and craftsmanship resulted in her serving as a competition judge for the PPFA New England Chapter in 2001. Winners at the annual PPFA regional chapter level framing competitions advance to the finals at each annual PPFA Convention.

In 1989, Kimberley was one of the earliest custom framers to earn the PPFA designation Certified Picture Framer, demonstrating her knowledge and expertise in mounting, glazing, frame cutting, preservation methods and the proper materials to be used in framing projects. She enjoys helping customers select frames and matting to complement their art, and their home

décor. To stay current with new products, technology, techniques and designs, she has attended seminars and workshops at framing shows in New York City, Philadelphia and Atlanta.

"I have my own three Ps of framing," she says. "Presenting, Protecting, Preserving. Presenting the piece being framed in the most attractive way possible; protecting the piece using conservation techniques; and this will preserve the piece for your enjoyment and for future generations."

Kimberley makes her own custom frames. She had some specialized framing equipment designed for her frame shop and has two multi-angle saws. "Most framers don't like to do multi-angle frames as they take more time and are more difficult to do than a simple square or rectangle," she says, "I enjoy making them because it's like doing a jigsaw puzzle." In addition to being able to create oval and circle openings in mats, Kimberley also has a computerized mat cutter that can do intricate, subtle – and not so subtle – designs on mats.

Kimberley, a member of the American Craft Council and The Wilbraham Chapter of BNI, won Valley Advocate Readers Poll Best of the Valley Picture Framer for 2007, and for the previous 5 years, won the Valley Advocate Readers Poll Best of Springfield for Picture Framer. "I feel this shows customers value my work, and the professional recognition means I'm doing it correctly."

Customers to the Frame & Picture Shoppe enjoy meeting Goldie, a Yorkshire terrier from a rescue organization who can sometimes be coaxed from her bed under the counter to greet people. "A wonderful step for a dog that was in a cage for the first four years of her life," Kimberley says.

Kimberley, who has framed pieces as large as a 10-by-5-foot oil painting, and as small as a Sacagawea coin, says customers bring items to be framed because they care about them. "Whether it's for sentimental or decorative reasons, the piece deserves to have conservation framing that lasts," she says.

Contact: Kimberley Breil ~ Frame & Picture Shoppe, Wilbraham, MA ~ (413) 599-1854
<http://www.FrameAndPictureShoppe.com>