

AN EXPERIENCED EYE

An expert of contemporary art with over 25 years of experience. Natalie has worked in prestigious galleries curating high profile exhibitions and managing artists. She explains why it is important to pay special attention to all the artistic elements. These include the artist, client, presentation, frame, lighting, and final setting.

Art by Fleur Alston. Photograph courtesy of GBPhotos.com

ART IN SITU

The importance of encasing an investment

Natalie Morgan-Davies is a contemporary art dealer, based in Clapham Old Town, London. She exudes a passion for framing her artists work to best display them to clients.



Make or Break

Beyond the Frame were keen to discover what role framing has at MORGAN-DAVIES ART. Natalie comments "The frame has the ability to make or break an artist's work. I explain to clients they need to reserve a budget to invest in the frame as it is one and the same thing. The frame is an element that contributes to a client loving their art for years to come. The frame should serve to enhance and compliment the painting, rather than distract from it. For me this is frequently in an understated way, so that the frame becomes an extension of the art itself".

Art for Interiors

MORGAN-DAVIES ART offer a complimentary consultancy service. They visit a client's premises to assess the space, discuss best size, colours, textures, and style of art. From this they will then source a collection of artworks to view in situ, to complete an interior scheme. The frame style is thought about from an early stage.

Bespoke Framing

It follows therefore, that MORGAN-DAVIES ART offer a bespoke framing consultancy to suit the broad range of contemporary stock including drawings, prints, works on paper, oils on canvas and photography. Bespoke framing falls into two main categories for MORGAN-DAVIES ART. First selecting framing in collaboration with an artist's collection and secondly to frame or reframe to suit a client's interior scheme and freshen the existing artwork.

"I see the frame as an extension of the painting and like it to blend rather than contrast"



Interior Designer Nikki Rees for Decorbuddi



Clockwise from top left
Rakerman exhibition in Mayfair
• Rakerman exhibition at 45 Park Lane (frames by The Frame Library)
• Henrie Haldane installation, NW1
• Henrie Haldane at work

Inconspicuous Choices for Artist Collections

MORGAN-DAVIES ART tend to choose a neutral palette with frames that will best showcase an artist's collection. This is because they do not want it to detract from or overpower the art. Natalie explains, when they are curating the collections the client's interiors are unknown, so they must make advance framing choices to suit an artist's collection. She comments, "The frame must be inoffensive allowing the painting or art to be the showcase. Simple elegant mouldings seem to work best, often white-washed wood. A couple of my artists work the sides of the canvas too, so tray frames are an excellent way to keep this area exposed to view. In 98% of cases, clients keep the frame we have chosen".

One Colour Styling Trend for Interiors

Choosing the frame in conjunction with its location is part of MORGAN-DAVIES ART styling service. Natalie leans towards slimmer, elegant mouldings. There has been a trend to exactly match the paint schemes of a client's interior. Natalie likes the seamless transition. This makes the frame disappear and become inconspicuous. According to Natalie, this subtle solution is proving very popular amongst clients.

Refreshing Makeovers

When MORGAN-DAVIES ART undertake a re-framing project due to a house move it is the ultimate make over. Natalie explains they consider tastes, décor, position, artificial and natural light. And the emotion the client gets from their art in a new frame and location is so rewarding. It would appear MORGAN-DAVIES ART have a passion for the art and that beyond the frame.



BLOOM exhibition - Kensington



Irene Prada 'shoes' - Clapham

Artists currently represented

- Fleur Alston
- Idun Eustace
- Christian Furr
- Henrie Haldane
- Oliver Hilton
- Michelle McKinney
- Irene Prada
- Rakerman
- Stuart Redler
- Allan Storer

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