

La Gazette

NOUVELLES IMAGES

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Interview (Contd. from page 1)

This small shop will grow.

Then what do you do for an inexpensive poster like one of the RETROSPECTIVE Collection?

- I suggest a ready-made frame, which means the client can insert a different picture afterwards. I can't see myself doing a £100 framing job for a poster that costs less than £10!

Nevertheless, you have framed postcards with a £55 price-tag ?

- Your Senoufo art cards, just like the posters, have really inspired me: they reproduce so well the texture of the original! I wanted this feeling of the actual cloth to be brought out in the framing. I used corrugated cardboard, and jute fabric, and straw... It was a sort of demonstration of what I could do. The price reflects a difficult framing job, and the public understands that easily !

How do you organise your work in such a small space ?

- For very stylish or rarely ordered mouldings, I use a chop service. For the rest, I make sure that I don't hold too much stock by placing regular orders.

How do you get yourself known ?

- I show my work as often as possible. Recently, IBM France made some space available to artists and craftsmen: the framing jobs that I put on show were noticed by a company which has since entrusted 75 originals to my care. Also, in April I took part in the national framing competition (organised by the French National Union of Guilders and Framers) and I won a prize. In conjunction with the local school, I am launching a children's drawing competition. I will frame the top three pictures. It's a way to get myself known among the parents. The message then spreads by word of mouth.

How do you help your clients to make their choices ?

- Advising clients is very important. A customer may come in with the idea



Lina Bonnet's success :

A "specialist" positioning answering her taste and abilities.

that he wants a black frame (black is the most common choice - which I personally think is like a prison wall around the picture). I focus on the style and colour of the picture. My choice often surprises the customer. Many of them do not dare to go beyond banality, and it's a pleasure to try and convince them!

How do you think your business will develop?

- For the moment, I would like to keep things small. I intend to develop the poster side. At the beginning, I intended to frame originals only. But I am pleased to have found Nouvelles Images' prints on ragpaper: the touch of the paper and the natural colour are proof of real quality. Nowadays I think that posters are vital for a framer.