



Designer Guide for Wall Décor — **e-book**

*Simple rules of thumb for
decorating your walls*



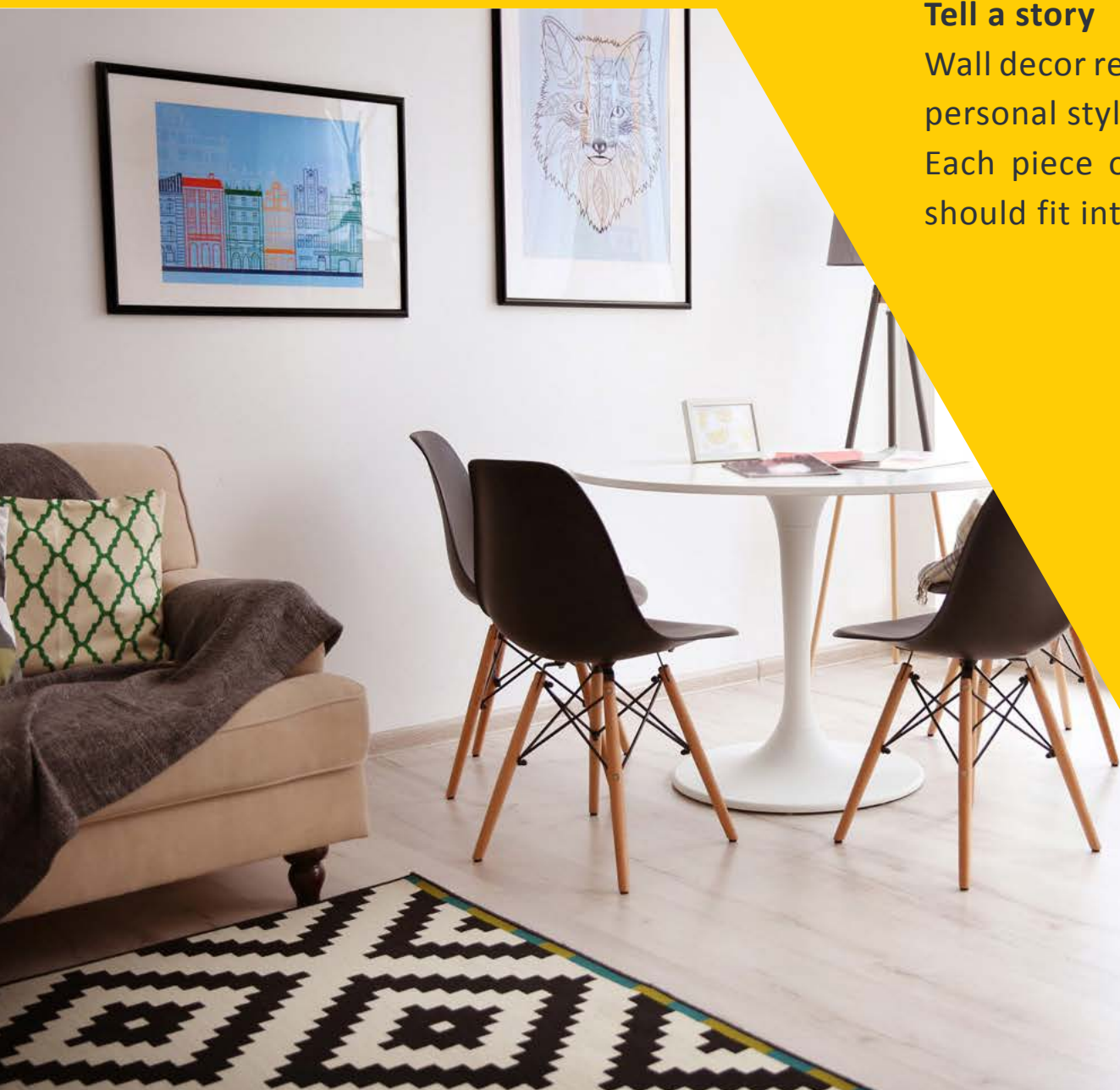
“Art is a place for expression through **color, content, and texture**”

Tell a story

Wall decor reflects your personality, personal style, and interests. Each piece of artwork you choose should fit into your narrative.

Be Open to Everything

Going out with an open mind is often essential when it comes to finding the right piece of artwork to display in your home.





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Get more decoration advices

Not sure which artwork will fit in your living room ?

Send us a photo of the room you want to decorate.

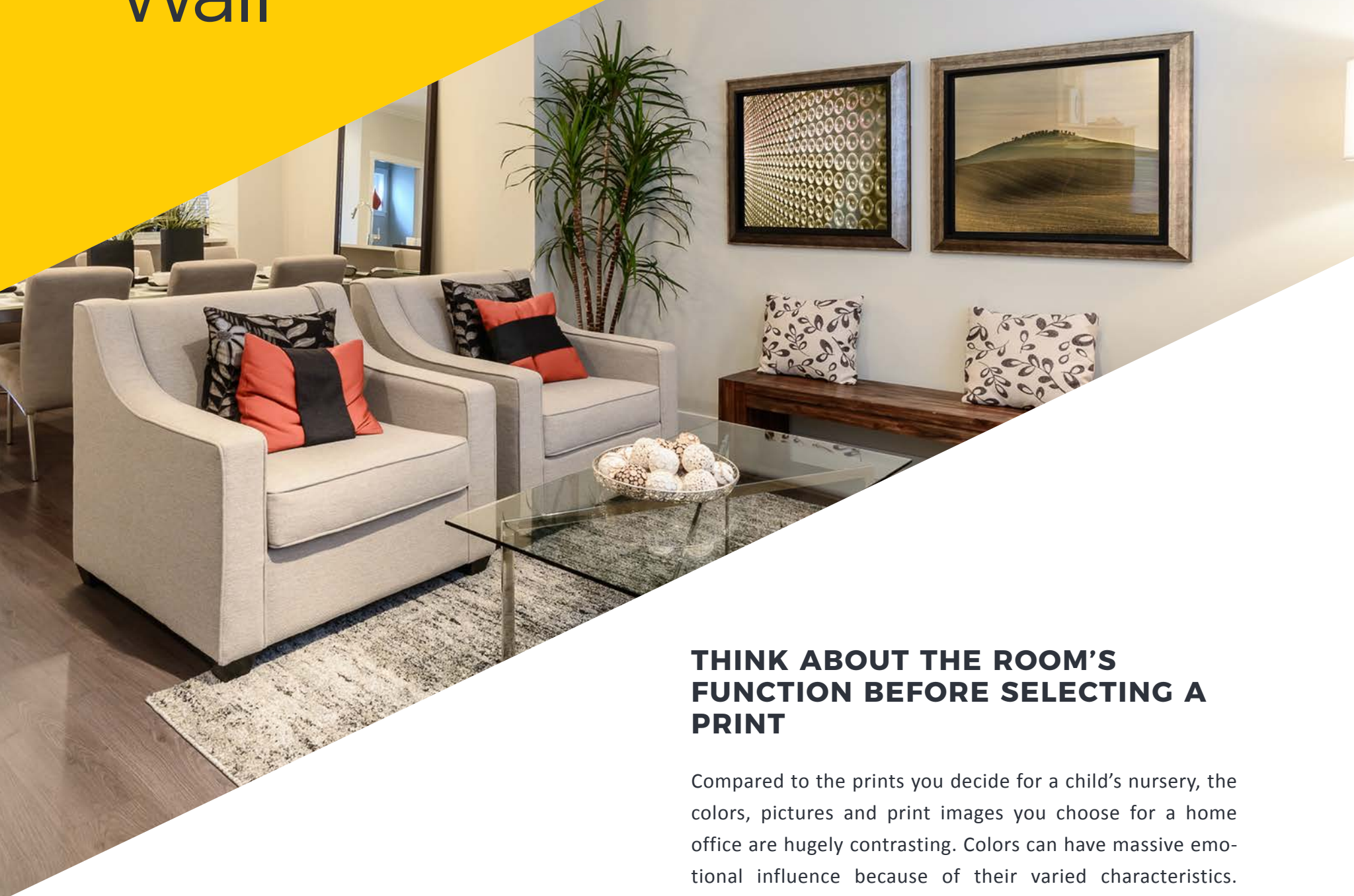
Contact us!

<http://www.pictorem.com/advice.html>





Work with your Wall



PICK PRINTS WHICH YOU WILL BE COMFORTABLE WITH FOR YEARS TO COME.

It is always helpful while selecting prints, if you are updated with the latest trends. And make sure that the pictures you choose are futureproof and will look the same a few years from now.

THINK ABOUT THE ROOM'S FUNCTION BEFORE SELECTING A PRINT

Compared to the prints you decide for a child's nursery, the colors, pictures and print images you choose for a home office are hugely contrasting. Colors can have massive emotional influence because of their varied characteristics.

Yellow, for example, can be soothing. Red, on the other hand, can be too energizing. Hence, Yellow items in nature, like Sunflowers, seem to be fit for a nursery. But dark blue print designs are favoured in serious & professional environments as in case of a home office.



Art to Wall Ratio



A Guideline to use when working with bare walls

$$\text{Ideal width of Artwork} = \text{Wall width} \times 0.55$$

Single or multiple artwork?

A wall is like a canvas and a big canvas can be overwhelming. A single large piece would be the best wall decoration option in such a case.

A large, professional quality photograph or an original painting artwork can be a fine choice. Visit art galleries, meet up with artists, or browse online to know what you truly, unequivocally want since an art can be quite a luxurious expense.

A beautiful art print spanning tall and wide or a plus sized mirror with metal or wood frame can be a quick fix for large walls. Not to mention the mystic aura these art pieces produce can be amazing conversation starters.

An alternative would be to place identical prints in pairs or triptychs. You know what they say – the more the merrier.



Getting the right height



Where to place
your wall hanger



Hang the artwork at 150cm from the center of the piece to the floor.

$$\begin{array}{r} 150\text{cm} \\ + \\ \text{Half the length of your painting (B)} \\ - \\ \text{Distance from the wire at full tension to the top of the frame (A)} \\ = \\ \text{Where to mark your wall to place the nail and hanger.} \end{array}$$

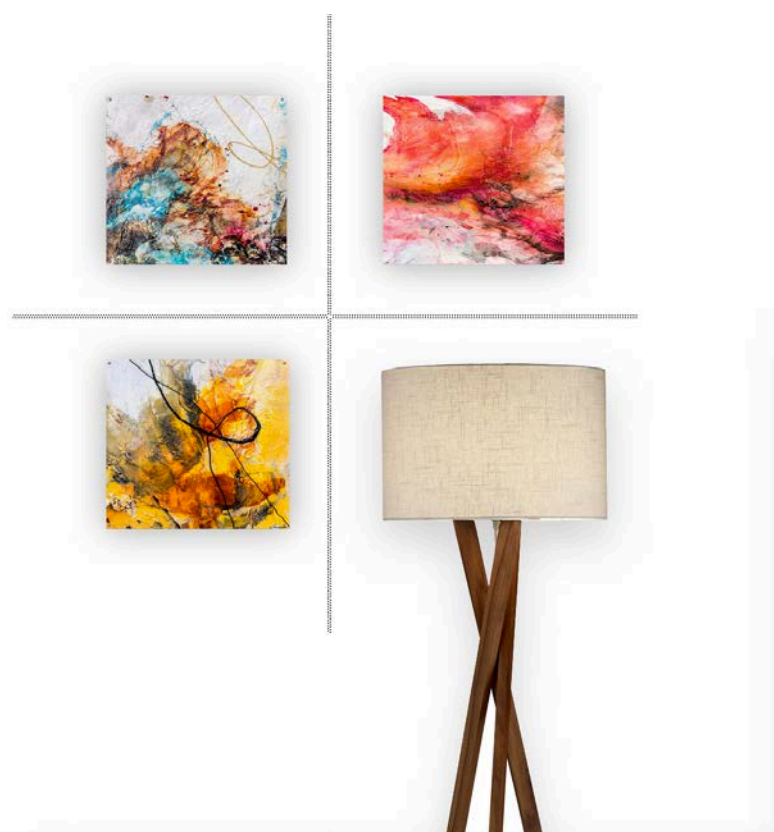


Working with your room



CENTER OF GRAVITY

For decoration using a collection of designs, the whole set should be considered a single art piece and be organized accordingly.



HANGING GRID STYLE

Styles like these can be used to showcase your personality. The layout does not necessarily have to be square or symmetrical. You can always make use of extra pieces of decorations like lamps or furniture to maintain equilibrium in case the design layout is asymmetrical.

VERTICAL ALIGNMENT

When making use of multiple arts across the room, it is the centre of those pieces that should be aligned. The alignment of top and bottom of the frames do not matter.





FIREPLACE

The ideal size of the artwork or decoration is about 2/3 of the width of the fireplace, at minimum.
Hang art 10-30cm above the mantle.

2/3 rule



SOFA

The ideal size of the artwork or decoration is about 2/3 of the width of the sofa, at minimum.
Hang art 15-20cm above the sofa

DINING ROOM

While in seated position, the art can be hung a little lower, taking into consideration the lowered viewing angles.





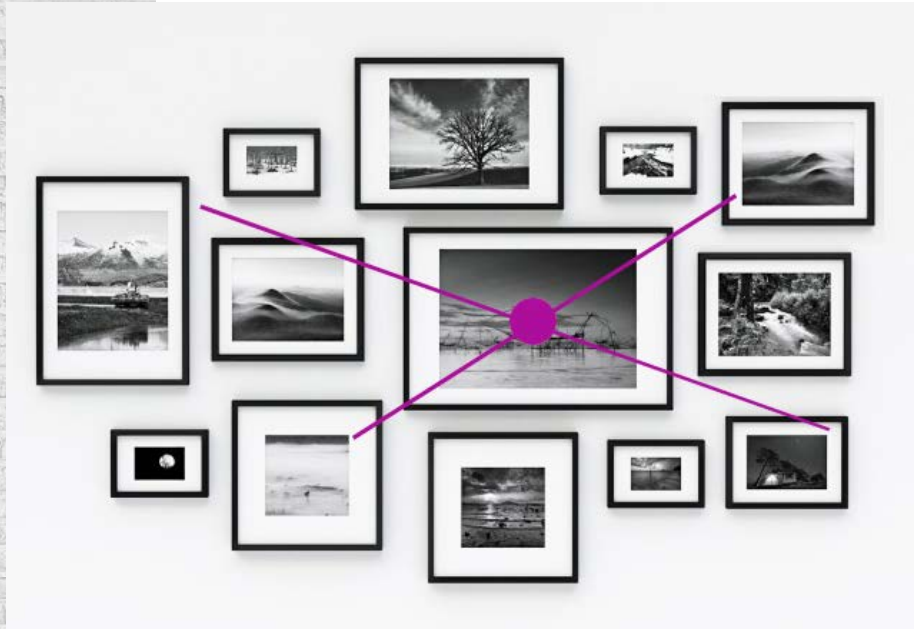
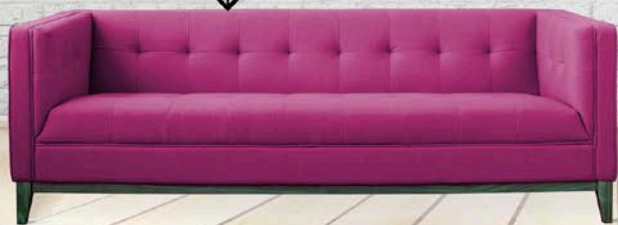
DOUBLE HEIGHT ROOF

Add 7-10 cm of space to increase the elevation of the decoration from the usual hanging position.

This will ensure that it fits in properly with the increased wall space.



x2



OPTICAL CENTER

Begin the design with the main center piece. Work your way outwards from that one piece. All the pieces should be placed at a uniform distance from each other.

STAIRCASE

When hanging similar frames, place one at every third step so that it forms a diagonal line to complement the staircase contour

The decor principles of a room wall can be applied to gallery walls as well.



Split your Artwork

One of the trending wall décor options is the Split Canvas design. Being amazingly simple and also since these fit perfectly with landscapes and nature themes, these are incredibly popular.

The best way to do this would be to begin with the highest quality original file because every piece of the split canvas would need to be enlarged more than when it was a single piece.

- 2 elongated canvases on either side of a square to form Triptychs
- A diamond shape formed using 5 pieces, the longest panel piece at the center.
- To create a design that resembles a pyramid laid on its side, use 4 or more pictures on canvas with height and width variations for an ultra-modern descending layout.

What spacing should i use?

To enhance the impact of the picture running across the wall, the spacing between each canvas piece should be optimal.

Split canvas pieces can be 2 to 3 inches apart for good looks.

Too much gap between pieces can be distracting and ruin the continuity of the design. However, the size of the canvas and the picture used can be factors while determining the gap.

If unsure, lay out all the canvas print panels on the floor and try out by varying the spacing to see its effect on the artwork. Try viewing from different angles to decide on a perfect spacing between the panels.



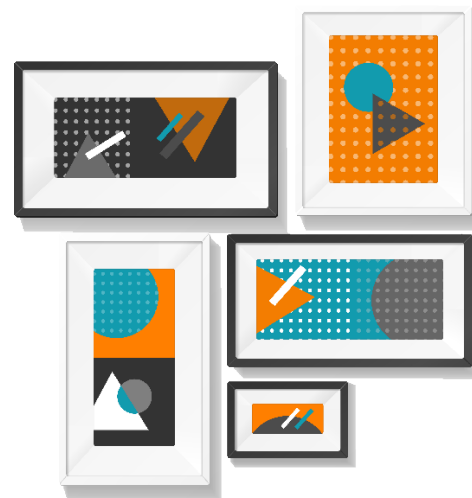


Gallery Walls

A Split Canvas Wall Art can make use of dissimilar images just as well as opposed to using one single image to be split up for decoration.

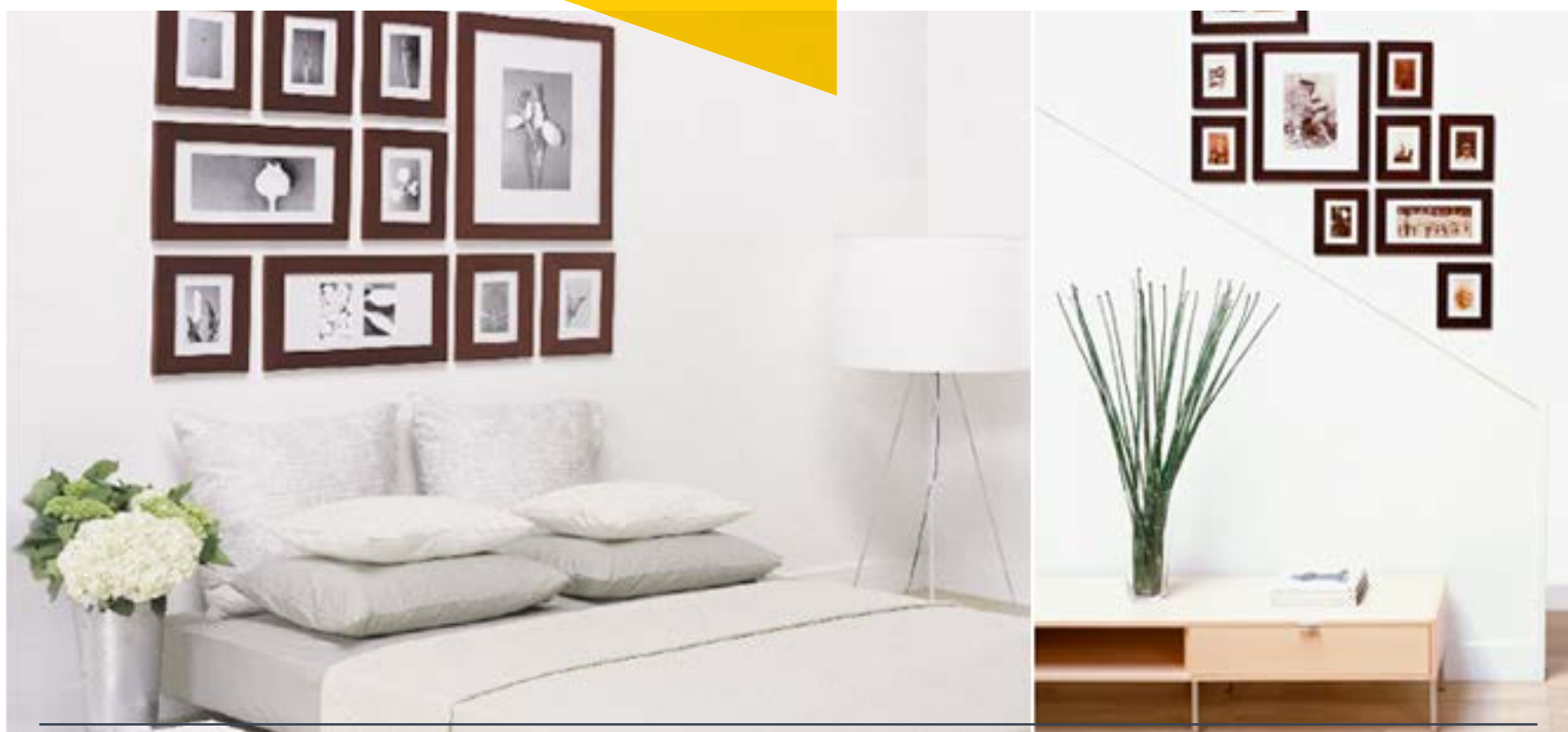
This method requires understanding of the picture collage and decorating a wall in such a combination gives an entirely new outlook to the artwork.

In order to trick the eye into believing that all the pieces comprise a single artwork, a theme needs to be selected first so that all the images seem to be in harmony.



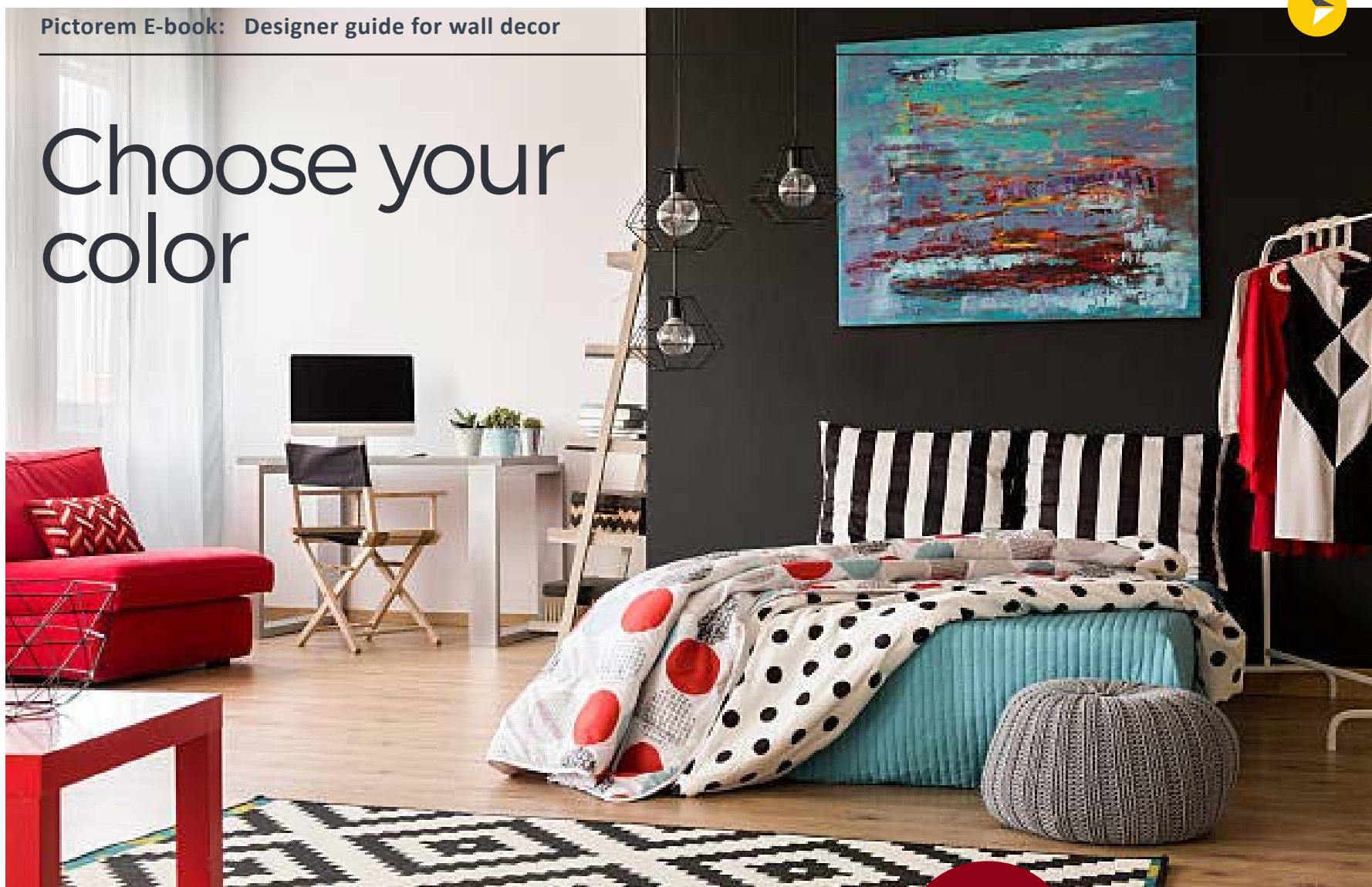
For photos on canvas, below are some crucial tips:

- No matter whether the art is wide or narrow, ensure that the theme is consistent and the design is able to flow freely between the panels.
- Even beyond the theme, there should be something holding the artwork together. Select something like similar borders for the different panels or similar aspect ratio so that the design blends together. It is far more easier to do individual unrelated pieces, but the real challenge comes while trying to showcase a split panel art as one single piece.
- When placing the order, consider the Border color option. When the images have varying color patterns, matching canvas borders can help bring cohesiveness in the design.





Choose your color



A Rule of Thumb is to pick an art that matches your room and does not distract the viewer from any of the design elements already present there.

In case your room's design theme is comprised of neutral colors and smooth minimalist lines, then a canvas art that enhances the colors of the room is the best solution.

If the room has colors in excess, for example, a Middle Eastern style décor, then a minimal canvas art with fewer colors can help moderate the color tone.

In order to avoid clash of colors, take a sample of the colors currently available in your room, whenever you go to choose a canvas art for your wall.

Color is key.

Choose an art-piece with some of the highlighting colors from your room's design.

A piece with some of the highlighting colors from your room's design is one way to do it.

When selecting your art, take into consideration your wall color, furnishing, pillows, throws and curtains.



Focus on the room's function before selecting a print.

The print images, photos, and colors you pick for a home office, for instance, are usually a lot different than the prints you decide on for a infant's nursery.

Colors have different properties and whether you believe it or not can have huge psychological effects.

Some colors, like yellow, are calming. Others, like red, are invigorating. Yellow colors and prints of yellow items in nature – sunflowers, for example – would be appropriate in a nursery.

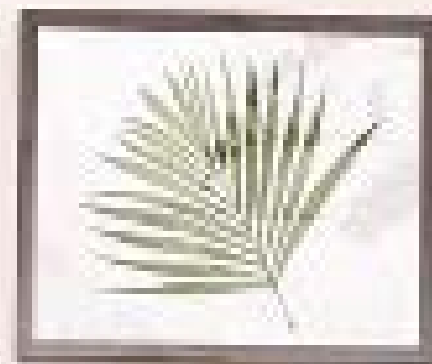
In a home office, however, abstract prints in dark blue would certainly signify professionalism and seriousness.

It isn't always necessary to match your furniture to the actual colors of your prints.

In fact, increasing your color palette using canvas prints can give a different dimension to what you already have.

The colors used in furniture and wall art must complement each other usually in a secondary or tertiary manner. Varying shades are absolutely okay. The more abstract decoration trends today flaunt the use of complimentary colors and designs in furniture and artwork combinations.

For this reason, the art and the furniture you select should try to deliver a color theme that revolves around darks, lights, or a mixture that suggests a component such as the sea or the sunset. The purpose of the room can assist in selecting a theme.





Play with the style

An unmatched assortment of pictures, art, and mementos brings an informal free-spirited feel to a space. If careful measuring and making matching artwork isn't your thing, this just might be the look for you. One of the keys to success with this type of eclectic gallery wall is to simply repeat a couple of similar finishes rather than worry about everything matching





Get Unconventional

Usually, wall art is equated with paintings or posters, but that doesn't always have to be the case.

Try decorating with wall clocks, wall mirrors, metal wall art, wall sculptures or canvas art.

You don't need to completely shun more conventional wall art; after all, it's popular for a reason, but don't feel limited by conventions.

Vary the scale.

What looks good in the store may look like an elephant in the room when you bring it home. Or it's too tiny to be of any significance. So always vary scale and proportion.

Resist the urge to be too theme-y

This has been done so many times, it lacks individuality. try to hang artwork and materials that give the effect without drawing on the obvious clichés



Edit your collectibles.

Don't hang on to a piece that just doesn't fit. I don't care if your great-uncle gave it to you. If it's not working for you, then find a new home for it (maybe in a different room).

Ignore all principles in favor of creativity.

Having some guidelines gives people a good starting point for furnishing and decorating their home, even if some of them aren't practical for a particular space.



Be Open to Different Mediums

Photographers spend a great deal of time and effort capturing the best image possible and ensuring that the image or print is faithfully reproduced. We, on the other hand, do not spend as much energy thinking about how to finish a photograph.

Consider your medium based upon the light exposition and reflection in your room, the ambience & style.



Stretched Gallery Wrap Canvas
(unframed)

Unframed canvas prints are **trending these days and are generally the top choice**. The minimalist modern look and feel works really well with today's contemporary furniture and the interior setting as a whole. Another fact is that an unframed canvas does seem to do justice to a large abstract artwork.

Gloss or semi-gloss canvas.

The gloss varnish is a key component because it protects the print and also adds depth and **richness to the color tones** while giving a nice finish and a premium feel.

Matte finish also provides a better **"fine art" look** and usually allows a better perception of color variation, especially on the shadow or dark areas.



Framed Canvas

There is a wide range of styles to choose a frame from. We usually recommend modern floater frames to go with your canvas art. Nevertheless it depends on the theme of your room, the decoration and your personal taste.

While an unframed canvas fits well in a modern setting, a framed canvas art suits better to a more classical or traditional environment. You can make the most out of it by ensuring that the framed canvas is **in harmony with the interior decoration**.



Acrylic

Vibrant, luminous colors with a mesmerizing depth of field can be achieved by having a piece done on an acrylic print.

Before you decide to use it to decorate your room or office, check your room's light exposition. Different viewing angles can result in varied look & feel due to the glossy finish. All that aside, it makes your room look modern and professional. **Your art will pop with radiant and vivid colors.**



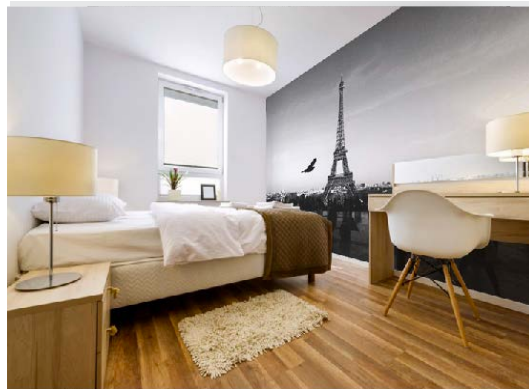
Metal

Extremely faded or white areas of the photos are not printed.

White areas appear metallic - While being stable, robust, and very light, this medium of printing is ideal for images having more presence of white areas.

For your room, this print method means a **cold metallic & modern look**.

An astonishing lighting effect can be achieved by creating a print on a brushed metal. Depending on the light that the artwork is exposed to, this can result in a wonderful impression due to light's reflection on its brushed surface.



Mural

A Mural print gives your space the exact look and feel that you want.

Mural prints provide you with the flexibility of customization. Therefore you have infinite ways to transform any setting into a **show stopper everyone will be impressed with!**

A key factor to remember is that the image you choose should have a **great resolution** because murals often have large printing size.

However murals require more effort to reach the end product. While the new self-adhesive vinyl is easy, it still involves **more work** than installing any other artwork.



Picture Frame

Like the setting for a diamond, the frame around a work of art is the finishing touch, the element that completes and elevates an artwork, presenting it to the viewer in its best possible light.

Framing, however, is an art in and of itself, and just as a good frame choice can greatly enhance the look of a work by giving it a premium feel, a poor frame choice can drastically diminish a work's appeal.

There's more than one way to enhance an artwork. A traditional Picture Frame, can give you the **advantage of having a great selection** of decoration frames and **can harmonize your artwork with the exact style of your room**. A rustic, traditional or modern style can also be incorporated into your image to make it stand out.

There are infinite possibilities to arrange pictures on the wall and decorate your rooms.

CONTACT US



3621 Taschereau
St-Hubert, Quebec



1-800-650-5301



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