

Hanging Artwork

QUESTION:

A customer wants me to hang some of her pictures together on one wall. I do not have experience hanging groupings. What do I need to consider?

ANSWER:

The success of hanging artwork in a group is determined by the relationship between the pieces in the arrangement. Some points to consider if a group is to be successful are balanced compositions, centerline, eye level, horizontal line, similar subject and visual balance.

The most appealing way to show framed artwork is to have the horizontal centerline of the art at eye level. However, not everyone is the same height and when people sit down there can be as much as two feet difference in their eye level. For example, art hung in a living room should be lower on the wall than art hung in a hallway.

There are a variety of ways to group multiple pictures. Here are some tips. Two small pictures that together approximate the area of one large picture can balance a large piece in a grouping. When hanging one picture over another be sure that they do not appear crowded. By hanging three or more pieces of similar subjects in a vertical arrangement, you can create a formal mood. For a more informal feeling, use various types of artwork of dissimilar subjects. By combining various arrangement patterns you can create an interesting effect. Decide which piece or pieces are to be the focus and work around them.

Before putting holes in the customer's wall be sure of your arrangement. Lay the pieces out on the floor first then transfer them to the wall when you have the arrangement you want.

These questions and answers are compiled by PPFA Technical Coordinator Diane Day, CPF, from HelpLine questions. If you have a technical or source question, send an e-mail message to helpline@ppfa.com, or call the PPFA HelpLine at (888) 542-4844. Please have your PPFA member number ready when you call.