



## ***Happy Valentine's Day***

### February Newsletter

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#### **Greetings!**

A bright (and rainy) new year has begun, and Valentine's Day will soon be upon us once more. We here at FrameStore invite you all to celebrate the hopeful beginnings of 2010 with us, by re-affirming the things that truly matter in our lives: family, friends and community.

As your locally owned and operated framing experts for over 35 years, FrameStore has always been invested deeply in the local communities we serve. Our customers are not only our business, but our friends, and we have a long history of reaching out to those we work with and the cities we work within.

Our new FrameStore newsletter is just one more tool through which we can stay in contact with and better serve you. Welcome to 2010, from your FrameStore family, and thank you for letting us serve you all these years!

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#### ***SoCal Art Happenings:***

##### **MOCA Names Controversial New Director**

Earlier this month, in a move that departed from the usual course of such appointments, and raised both praise and criticism, the Museum of Contemporary Art named art dealer and gallery owner Jeffery Deitch as it's new director.



Following the ouster of Deitch's long-time predecessor, Jeremy Strick, the announcement took many by surprise as a bold move that ventured far outside the well-worn pattern. The choice of a private art dealer and gallery owner from New York, with little professional experience as a curator or director of a major museum brought questions and some confusion as MOCA now becomes the only major US Museum to be headed by someone from outside the fields of academia and non-profits.

The 57 year old Deitch becomes MOCA's fourth director in the last 30 years. A Harvard Business School graduate with an undergraduate degree in art history from Wesleyan University, Deitch became a private dealer nine years after beginning his career in the art world in 1979, as a co-founder of Citibank's art investment service. For the last three decades he has served as a very notable and successful consultant to private collectors, art dealers, and corporate investors. And it is that very business background, now thrust into the non-profit arena that has caused some of the stir.

Director of the Los Angeles County Museum of Art, Michael Govin however applauded the move by saying, "Jeffrey Deitch has been a very creative and visible force in the contemporary art world for decades. He has always had an interest in the not-for-profit aspect of his art activities. With both strong intellectual interests and pragmatic business and education expertise, he is a welcome addition to the growing art scene in Los Angeles."

It is an audacious move that does not please everyone however. Selma Halo, director of the Fisher Museum at USC commented, saying "I think that the news out of MOCA is, frankly, stunning. Deitch has done amazing work as an extremely innovative art dealer. At the same time, we would be remiss not to ask ourselves how he and MOCA are planning to make the transition from the world of commerce and its values to another universe. One understands that these worlds blend, but there are still or should be some lines that are not crossed."

It remains to be seen if Deitch's business experience will be the remedy for MOCA's financial hemorrhaging, and how the new direction will be viewed by the public. Regardless of which side of this debate one falls, however, it is certain that much attention will fall on Deitch and MOCA in the coming year as the appointment's effects are played out.

## *In the Studio:*

### Spotlight on the Giclee

**The Definition :** Giclee (zhee-klay) - The French word "giclée" is a feminine noun that means a spray or a spurt of liquid. The word may have been derived from the French verb "gicler" meaning "to squirt".

**The Term :** The term "giclee print" connotes an elevation in printmaking technology. Images are generated from high resolution digital scans and printed with archival quality inks onto various substrates including canvas, fine art, and photo-base paper. The giclee printing process provides better color accuracy than other means of reproduction.

**The Process :** Giclee prints are created typically using professional 8-Color to 12-Color ink-jet printers. Among the manufacturers of these printers are vanguards such as Epson, MacDermid Colorspan, & Hewlett-Packard. These modern technology printers are capable of producing incredibly detailed prints for both the fine art and photographic markets. Giclee prints are sometimes mistakenly referred to as Iris prints, which are 4-Color ink-jet prints from a printer pioneered in the late 1970s by Iris Graphics.

**The Advantages :** Giclee prints are advantageous to artists who do not find it feasible to mass produce their work, but want to reproduce their art as needed, or on-demand. Once an image is digitally archived, additional reproductions can be made with minimal effort and reasonable cost. The prohibitive up-front cost of mass production for an edition is eliminated. Archived files will not deteriorate in quality as negatives and film inherently do. Another tremendous advantage of giclee printing is that digital images can be reproduced to almost any size and onto various media, giving the artist the ability to customize prints for a specific client.

**The Quality :** The quality of the giclee print rivals traditional silver-halide and gelatin printing processes and is commonly found in museums, art galleries, and photographic galleries.

**The Market :** Numerous examples of giclee prints can be found in New York City at the Metropolitan Museum, the Museum of Modern Art, and the Chelsea Galleries. Recent auctions of giclee prints have fetched \$10,800 for Annie Leibovitz, \$9,600 for Chuck Close, and \$22,800 for Wolfgang Tillmans (April 23/24 2004, Photographs, New York, Phillips de Pury & Company.)

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Wishing you all a very Happy Valentine's Day full of art and color and fun!

**Sincerely,**

Chuck Mitchell

FrameStore