

WHY CHOOSE GALLERY WRAPPED CANVASES?

What is a Gallery Wrapped Canvas?

Photographic canvas is a sturdy, textured fabric that has been specially treated to handle high-quality pigmented inks. It has archival properties, meaning that it is acid-free and will help retain the vibrance of the printed image for a lifetime. After an image is printed on canvas it is coated for protection against UV light, scuffs, dirt and spills. A canvas print can be displayed in various ways, including traditional framing, but stretched on a wooden frame as a “gallery wrap” is the most popular.

Artistic Benefits:

- ❖ The “look” of the image - Canvas creates a painterly 3-D effect that works well with many images. The finish can be matte for no glare, or glossy to make the colors pop, or satin for a compromise. Compared to conventional glass framing, any gallery wrap will have less glare.
- ❖ The “look” of the whole piece - Gallery wraps provide a frameless presentation which creates a window into the scene and allows multiple pieces to be grouped more readily. The sides can be either mirror the image or be a solid color.
- ❖ Versatility for decorating - Gallery wraps adapt to any style of décor since there are no frames to consider. Larger sizes are also much easier with gallery wraps as they weigh and cost much less than traditionally framed prints. Image size is also larger due to the lack of a mat and frame.

Practical Benefits:

- ❖ Gallery wraps weigh much less than glass framed prints and are much easier to hang and much less expensive to ship safely.
- ❖ Large gallery wraps, such as panoramas, are much less expensive than the same size framed prints.
- ❖ Gallery wraps can be hung in semi-humid areas of homes or offices, such as bathrooms, as they are well protected by the coating.

Possible Disadvantages:

- ❖ Some images do not look good on the textured surface of canvas.
- ❖ Canvas causes some loss of detail compared to paper prints.
- ❖ Traditional framing may be preferred in certain settings.
- ❖ Personal preference.

