

# Quadrum SACA 2007

The latest show offered good looks at new frames, graphics and technologies.

By Vivian C. Kistler, CPF, GCF

From February 15 to 18 in the Bologna Exhibition Centre, Quadrum SACA celebrated its 25th anniversary as a major trade fair of mouldings, frames, graphics, and dedicated framing technologies, including machines and accessories.

While Italian exhibitors and attendees represent the largest participation by a single country, this is truly an international show. More than 250 exhibitors—including 136 foreign exhibitors from 26 countries—filled the 31,500 square meters of show area. There were more than 8,000 attendees, with more than a third being foreign visitors representing 80 different countries.

Quadrum SACA is a key show for moulding manufacturers and distributors. It is divided into three major sections: Frames, Graphics, and Technologies & Accessories. These sections offer cutting-edge solutions for every stage of the frame production process from machinery to the finished product as well as a broad selection of moulding and artwork.

## Frames

Because of the wide range of moulding on exhibit, the show offers a good overview of current and upcoming moulding trends, as many of these mouldings will be imported into the American market.

- Wide mouldings continue to be very popular, although many new introductions were in the 2"- to 3"-wide range. A number of new lines used a simple, flat profile as a platform for embossed, washed, and even fabric-wrapped embellishment.
- Texture, which was very dimensional at last year's show, is still important but is becoming smoother. Subtle tex-



*The dimensional diamonds really pop in this very high gloss embossed moulding from Moldufan, Italy. Shown here in orange and purple, it is also available in other bright colors.*



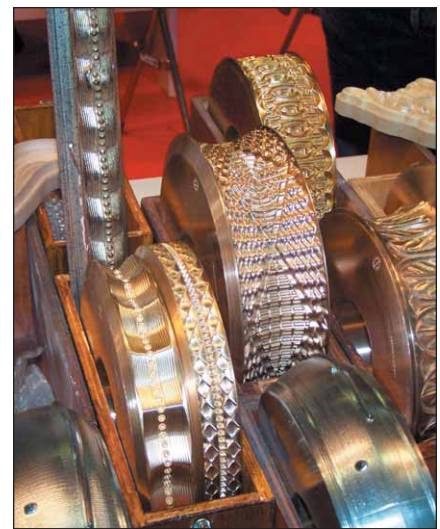
*A white wash over a sand-colored ornate wood moulding from Larson-Juhl is a good example of the trend towards lighter woods.*



Feniks of Poland is known for paper products and decorative gift packaging, but they also make a variety of frames using 100-year-old logs, as seen here in white.



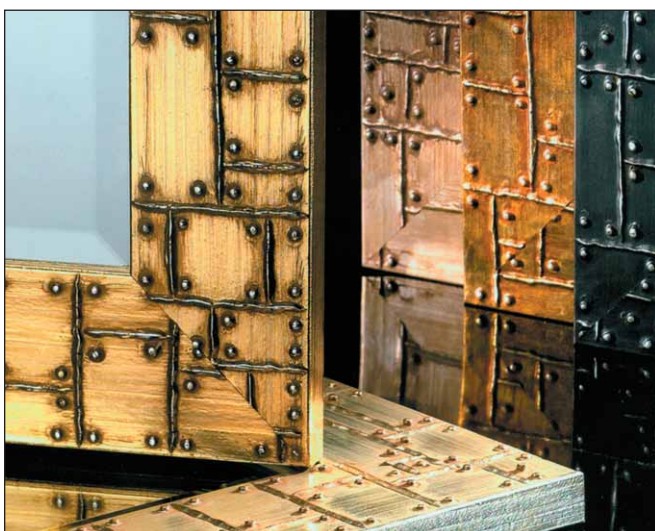
Lion Picture Framing Supplies U.K. offered sliding red storage racks which hold both boards and glass. They glide easily under a workstation.



These metal embossing wheels from Centro Incisioni, Italy, are used to press patterns into wooden mouldings. Each wheel creates a different motif.



In addition to wall units, many mouldings at SACA are displayed on floor units, such as this angled one.



The Artu Collection from Romagnoli, Italy, features a colored wash over a distinct embossed hobnail-and-lines pattern.

ture (such as an overall sand finish) is only visible on close inspection but creates a softened, matte finish when at a normal viewing distance.

- At the same time that dull finishes are gaining popularity, there is still an emphasis on shiny, solid colors, sometimes very shiny on very bold colors.
- Metallics continue to be very important, but silver and pewter are now more popular than gold. There are many complex metallic finishes using washes and mixed metals to create visual interest. They offer a layered look rather than a textured one. The emphasis is on creating visual interest rather than a tactile feel.
- Primary colors are still present in the lines of nearly every manufacturer. While they look great as part of a booth display, they generally form only a small segment of moulding lines.
- Earth tones continue to be popular, including complex finishes that may include metallics.
- While there are still many offerings in espresso brown wood, lighter colors are growing more prominent, especially honey and other warm, light tones. Gray finished wood was offered by several manufacturers. Wood grain is also becoming more prominent, with some mouldings featuring strong visible grain.
- As an alternative to using bright colors and high gloss for drama, some manufacturers are offering fabric and lace-covered mouldings in bold combinations, such as black sparkle lace over red moulding or mouldings covered in sequins. Manufactured to attract younger customers, they may be difficult to cut and join. These frames might be used more by ready-made frame distributors or to provide a simple shock value rather than as actual custom offerings.

## Art

- The art at Quadrum SACA was bright with lots of



This wall display from the Farne Group booth provides an overview of the moulding spectrum that continues to be essential: wood grain, metallics, colors, black and white.

orange tints again this year. Art, however, provided the main presence of orange; there were definitely fewer orange mouldings.

- Red is still very strong as it continues to be a popular accent color in many home decor trends, including the rapidly growing red, white, and black trend.
- Modern art was strong, but then modern art always tends to be strong at this show. As an overall influence, there was a general trend towards modern in all sectors.
- Simple, singular images, especially of flowers or other plants, remain strong. Dark backgrounds, usually either dark brown or black, continue to be popular.

## Equipment

Quadrum SACA offers a rare opportunity for customers to view and compare a wide array of large production framing machines under one roof. From the manufacture and finishing of mouldings to building frames, stretching canvases, and other volume production functions, SACA is seen by many in the industry as a place to go for a first-hand look at these machines.

## Business & Trade Events

As at any major trade show, events are an important part of Quadrum SACA. Promotion of international trade relationships is a key initiative for the show. One of this year's premier events was a Gala Dinner dedicated to SACA's foreign guests, held in a 13th century castle called Palazzo Re Enzo in the heart of Bologna. Still, for manufacturers and distributors exhibiting at the show, the most important events are the business assessment surveys and exhibitor meetings that yield valuable information about the "state of the trade" and potential business strategies for the coming year. ■



The Bronze Age moulding line from Arqadia is an example of the smoother, less complex, yet still visually interesting textures seen in many new moulding introductions.



Thy Cyber Generation Line from Lapi Cornici includes a variety of shimmering material-textured mouldings designed to appeal to young consumers.



Italian moulding manufacturer Diemme offers this collection of contrasting metallic-on-metallic finishes with an embossed pattern.

Vivian Kistler, CPF, GCF, has been tracking trends for nearly 20 years. As an active member and senior chairholder of the Color Marketing Group, she combines information from CMG, her extensive travels to foreign and American trade shows, and her personal system for tracking trends to evaluate and forecast color and design trends. She is the editor of *Color Names Reference*, which contains 37,000 color names and other information about colors.