

# Janice Secino combines her artistic talent with exquisite framing

BY DEBORAH S. HARTZ-SEELEY

No matter what kind of art work you own or how much it's worth, it can look even better tucked into a special frame.

"When I give people something that looks nice, I can see it in their faces. A well-framed piece of art makes a house a home," says Janice Secino, owner of Outrageous Framing in Fort Lauderdale.

Take a seat at the oversized pine table in the back of her small but well-stocked showroom. This is where she walks you through your framing needs.

"I do it all myself," says Secino who finds framing is her creative outlet. She works with individual customers as well as designers. She's even willing to visit your home to make recommendations.

Secino has always been at home with art. Growing up in Fitchburg, Mass., she liked to draw and paint. She went to school at the Worcester Art Museum in Worcester, Mass. After graduating, she worked at an art supply store where she learned to make frames.

In 1987, she moved to South Florida to be near her parents and brother. "I liked the weather and needed a change," she says.

In 1991 she opened her own framing store and three years later moved to her present location in Plaza 3000. "It's a little gem of a shopping center," she says.

For her customers, she makes framing easy. She'll inquire where your artwork will hang, colors that are used in that area, your personal style – traditional, contemporary, rustic, you name it – and your budget.

"Most people don't have any idea what kind of frame they want when they come to my store. But they do know they want expert advice," she says. "I try to guide them and give them options."

The walls in her store are covered with over 3,000 samples. These frames are from all over Europe, South America and Asia as well as many selections made in the U.S.A.

"The choices change. You have to keep your walls fresh," she says.

A popular choice is the hand-painted collection of frames that include animal patterns. Think zebra, leopard, cheetah, cow and pony skin.

And she has the work of a California artist who reproduces 17th century Spanish and French frame designs. One charmer is sea green accented with pink roses and garnished with gold.

There are even frames covered in 22 karat white and yellow gold. Or perhaps you want one made from French burl, olive or zebra wood.

"People can spend from \$100 to \$1,000. There's no limit. It all depends upon what you pick," Secino says. Regardless of your budget, there's a frame for you.

For those with three-dimensional objects to display, shadow boxes are the perfect solution. And they are one of Secino's specialties. "People create a story with them," she says.

Whether it's your daughter's first pair of pink satin toe shoes, a grandmother's well-worn jacket and wire frame glasses or

memorabilia that belonged to a beloved cat, your treasured objects can be kept safe behind glass.

"Shadow boxes are a nice way to preserve something that means something to you," Secino says.

Perhaps Secino's most memorable shadow box holds a pair of leather pants that Bon Jovi wore in a video almost 20 years ago.

She is also known for her framed mirrors. You don't need to settle for a ready-made one. Instead, you can pick the size and type glass you want – plain, beveled or antiqued – and then you can have it set in the frame of your choice.

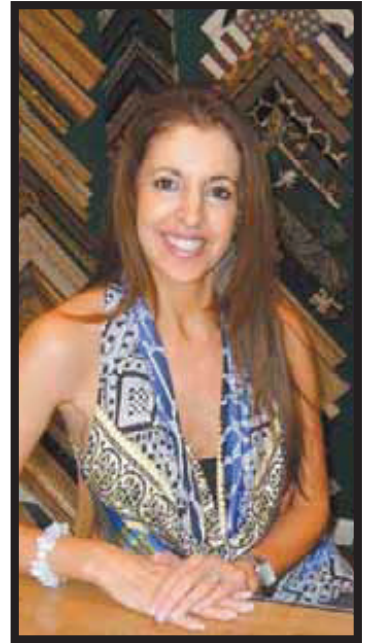
And for those who are looking for something to frame, she offers everything from inexpensive posters to antique botanical and animal prints to oil paintings.

You'll also find a case of handmade but affordable jewelry and jeweled handbags. She tries to feature local artists. "The jewelry is hand crafted and one of a kind," she says. "These are unique, fun pieces."

For six years, Laurie Geronemus has been buying frames at Outrageous Framing for her homes in Coral Ridge and New York. The first piece of art she took to Secino was a line drawing by John Lennon.

"I have a pretty good eye for picking frames, but it doesn't compare to what Janice can do," Geronemus says. "She has a real gift."

Deborah S. Hartz-Seeley can be reached at debhartz@att.net.



Janice Secino, owner of Outrageous Framing.

If You Go:

## Outrageous Framing

3020 N. Federal Highway, Suite 7  
Ft. Lauderdale | 954-537-9320

Open: Tuesday – Friday 10 a.m. to 5 p.m.  
Saturday noon to 4 p.m.

SONDRO

## Beautiful Gowns

- Mother of the Bride/Groom
- Dazzling Cocktail Fashions
- Sizes 0-32 1X- 5X
- Expert Alterations
- Bar/Bat Mitzvah

**Special Sale**  
**\$25 OFF**  
ANY NEW PURCHASE  
MIN \$100  
Excludes Cash  
Minimum Price Times

BEST PRICES  
IN TOWN

Gowns & Sportswear  
5555 W. Oakland Park Blvd. • Lauderdale, FL 33319 • 954.739.5037  
East - Sport & Dresses  
3363 N.E. 33rd Street • Ft. Lauderdale, FL 33308 • 954.563-1002  
Cove - Day to Evening - Cove Shopping Center  
1584 S.E. 3rd Court • Deerfield Beach, FL 35441 • 954.427.8661

## tease

GIFT PACKAGES

<b>1. TWEETZ THE SEASON</b> <small>EYEBROW WAX &amp; MANICURE</small>	<b>\$30.00</b>
<b>2. HOLIDAY LIGHTS</b> <small>MANICURE &amp; PEDICURE</small>	<b>\$50.00</b>
<b>3. HOLIDAY CLASSICS</b> <small>TO LOOK YOUR BEST THIS HOLIDAY SEASON: SINGLE PROCESS COLOR      MANICURE HAIRCUT                              PEDICURE BLOW-DRY</small>	<b>\$150.00</b>
<b>4. BABY ITS WARM OUTSIDE</b> <small>TO MAINTAIN YOUR SUNNY GLOW: CONDITION/SHINE TREATMENT      BLOW-DRY HIGHLIGHTS                              MANICURE HAIRCUT</small>	<b>\$150.00</b>
<b>5. DECKED OUT HALLS</b> <small>FOR YOUR HOLIDAY PARADISE: BLOW-DRY/SPRIZ MAKE UP APPLICATION MANICURE PEDICURE</small>	<b>\$150.00</b>
<b>6. MOM KISSING SANTA CLAUS</b> <small>FOR THE MAN IN YOUR LIFE: HAIRCUT MANICURE PEDICURE</small>	<b>\$75.00</b>
<b>7. HOME FOR THE HOLIDAYS</b> <small>FOR YOUR HARD WORKING STUDENTS: HAIRCUT MANICURE PEDICURE</small>	<b>\$100.00</b>

...OR DESIGN YOUR OWN GIFT CERTIFICATE  
 954-524-7400  
 Voted Best Salon in Fort Lauderdale