

FRAME DE ART II

If you are the proud owner of a major sports team in Denver, chances are that your stellar victories and athletes were memorialized forever by Frame de art II, the city's premier quality framing store. All major four teams for football, baseball, basketball and hockey — respectively the Broncos, Rockies, Nuggets and Avalanche — entrust their winning moments on film to this independently owned and managed business. Not restricted to Denver teams, Frame de art added the finishing touches to a striking photo of Olympic gold medal winner and swimmer Amy Van Dyken, commissioned by the U.S. Olympics Committee headquarters in Colorado Springs.

This energetic and creative company is not limited to serving only sports celebrities. Other noteworthy clients include the Denver Metro Chamber of Commerce, McDonald's, *Rocky Mountain News* and 35 Soundtrack stores. An estimated 5,000 frames are sold each year to loyal and cherished customers and business clients. The reason? With five talented and highly dedicated staff members, Frame de art is unique among competitors for providing personalized design assistance to create unforgettable art, sensitively helping customers to choose the perfect matting, glass and frames. Frame de art also specializes in acid-free preservation of highly valuable photographs and sports, history, music or Hollywood memorabilia, as featured in its Web site.

This unusually successful young business has an equally youthful and inspired genius behind it. In 1988 Brian Hart had graduated from Colorado State University with a degree in finance. With a desire to have his own business and work with people, at age 25 he established Frame de art II. With this passion and a small investment borrowed from his mother, he established Frame de art in 1991 on a firm foundation of civic networking and old-fashioned customer service. Brian

gave free framing to local leaders, developing strong repeat business with profitable results. Frame de art's comprehensive customer database, which informs Brian and his staff of a customer's historical preferences and purchases, revealed that just one collector had spent more than \$23,000 on framing.

Frame de art gives back generously to the Denver community through support of the Children's Hospital, the Colorado Academy, the John Elway Youth Foundation and the Robert R. McCormick Tribune Foundation, which provides matching funds to numerous city charities and nonprofit organizations.

In 1995 Brian was chosen as one of 30 Denver delegates to attend the White House Conference on Small Business. In September of the same year, he was placed in the media spotlight by *Entrepreneur* magazine. None of this has gone to his head. Brian personally serves customers himself, greeting them by name. When his regular customers celebrate a new baby or anniversary, Brian gives them a bottle of wine with a special picture and "Congratulations" printed on its custom-made label to express his sincere appreciation for their patronage. A framed T-shirt signed by a score of Denver celebrities and sports figures that hangs above a store doorway best expresses his philosophy: "We will treat you no differently." At Frame de art, old customers are given the kind of service due new ones, and new customers are treated like old favorites.



Frame de art II is proud to serve local celebrities and professionals. Here, owner Brian Hart displays Olympic Gold Medalist Amy Van Dyken's framed bathing suit and gold medals.