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History of Framediva

Custom Picture Framer, Designer and Entrepreneur, Furaha Moye began her career in Atlanta, GA in the early 1970's. She began with the jobs framers had neither time nor inclination to pursue. Jobs such as stretching canvasses, taking out garbage, running errands and wrapping framed works for clients; to many this would have been reason enough to move on. Not for Ms. Moye; after 6 months on the job, the myriad, beautiful one foot wood corner samples began to speak to her. Great challenges have always been her forte. This would become a career that would span four decades.

Moye spent the next 15 years learning the business from wholesale to retail while embracing the latest in materials and technology. The next step was her own shop in Atlanta. Furaha's: A Picture Frame Place; her shop remained successful for 15 years at which time the calling to fulfill a lifelong dream could no longer be ignored.

The dream was acting; so she packed up, moved the business to New York City to work freelance as a picture framer while pursuing a career as an actor. Thus the name of the business: Framediva. Even in pursuing a new career, the passion and desire for framing still held center stage; additionally it remained a means to satisfy the soul, provide knowledge on the art and craft of framing and make a comfortable living.

Moye has been fortunate in her careers both as artisan and performer. You may have noticed her on Law & Order: Special Victims Unit.

Through professional alliances Framediva has been blessed with having some of the finest works of art by American and European artists left in her capable hands for framing. Just to name a few: Ansel Adams, Benny Andrews, K. Joy Ballard-Peters, Romare Bearden, John Biggers, Nanette Carter, Ernest Crichlow, Allan Rohan Crite, Louis Delsarte, Tina Dunkley, Carol Friedman, Michael Harris, Palmer Hayden, Wadsworth Jarrell, Jacob Lawrence, Yusef Johnson, Lois Mailou-Jones, Valerie Maynard, Claude Monet, Carl Owens, Robert Rauschenberg, Freddie Styles and James VanDerZee.

Framediva provides the ultimate in professionalism, craftsmanship, pricing, and is comfortable working with stringent timelines, long distances, shipping and does not subscribe to the notion that "it can't be done." While your artwork is in the talented hands of Framediva, it is treated with the utmost in care; as if it were their very own. Because that's exactly what it is until it is hung beautifully framed on your walls.

Framediva

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SERVICES

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Needlepoint/Crewel
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