

## After two years planning, GCF rolls out in Russia

Leading international supplier members work with the Guild to bring desperately need training and opportunities to acquire professional framing qualifications to the Russian market

THE GUILD is proud to announce that the Guild Commended Framer programme has begun to roll out in Russia. Guild supplier members LION Art Service, Moscow, and their UK associate LION Picture Framing Supplies, worked closely with the Guild to bring the project to fruition. The result is a unique cultural and commercial programme that is playing an important part in developing framing standards and building consumer confidence in framing in quality Russia.

The roll-out has taken two years planning and organisation. Nadir Sitdikov, General Director at LION Art Service, recognised the strong need for framing training in his country and offered to host training and testing. Warehouse and office space is at a premium in Moscow, yet the company decided to rent further space to create a GCF training area.

The initiative was particularly challenging as the *GCF Study Guide*, along with all forms and exam papers, had to be translated into Russian. Modern framing methods have only been established in Russia for just over a decade, so often there were no Russian words or phrases to match the English.

Much of the work was shouldered by Nadir Sitdikov and Anatoly Kormilitsyn in Moscow, Roy Rowlands GCF, Martin Harrold of LION PFS in the UK, Guild MD Rosie Sumner and GCF Programme Manager Louise Hay, with translation ratification services supplied by lawyer, Lowry Wyman.

'Guidelines for good practice are essential to help the development of a strong framing industry,' explains Nadir Sitdikov, 'Guild standards and the GCF exam are incredibly valuable for pioneering framers who want to do things properly but feel isolated. Expert framers want to differentiate themselves from the rest for commercial reasons; the Russian market used to be price driven, but now middle-class end-users are looking at value as well as price.'

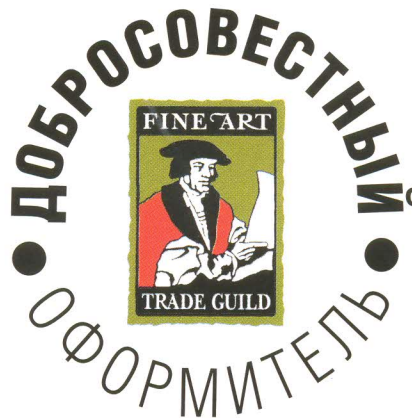
UK-based international trainer Roy Rowlands GCF examined the framers who were ready to take their GCF test, and provided additional training for



Top:  
A selection of the Russian framers who were trained by Roy Rowlands GCF (Roy is fourth from left in the back row)

Right:  
Nadir Sitdikov, General Director at LION Art Service

Left:  
The Russian version of the Guild Commended Framer logo



them and more than 20 other Russian framers. The four-day training event publicised was quickly over-subscribed and an additional day covering both basics and expert framing was necessary.

'The thirst for knowledge among the students was amazing,' reports Roy Rowlands GCF. 'They worked flat out and hung onto my every word. Many even recorded the proceedings. I was

interested to note that most Russian framers are young people, whereas in the UK many are launching second careers. The students generally had a high level of skill; they had worked out solutions to framing problems themselves, as no real framing training had been available.'

Some students travelled many miles to attend the courses. One lady spent two nights on the train from Siberia, another spent 18 hours driving to Moscow and another flew from Vladivostock, which is near Japan.

Following a second training and testing weekend, where two new framers qualified, there are now 11 GCFs in Russia. Anatoly Kormilitsyn GCF, Technical & Training Manager at LION Art Service, is under consideration by the Guild's Framers Committee as a potential GCF Tester in Russia. ●

[www.frame.ru](http://www.frame.ru)

See previous page for a list of all the framers who qualified as GCFs in 2006



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