



5 *tips for an awesome*  
**CASUAL  
SHOOT**  
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**THE GUIDE**

# 1. LOCATION

Having access to one of the most photographed cities in the world is why I have so much fun creating a memorable photo shoot experience for each of my clients. Options range from iconic locations uptown like Central Park or Top of the Rock to the colorful vibes of the ever changing downtown scene. Venture over one of the bridges and include spectacular views of Manhattan in the background. Some clients choose more than one location, I recommend keeping to the same general area of the city to keep options diverse and the travel time easy.

I'm always on the hunt for unique, Instagram worthy backdrops that suit my clients personality and comfort level. I take great pride in empowering individuals to see new and exciting sides of themselves in their photographs, many times that starts with the location.





## 2. TIMING

Once you've booked the main event, it's never too early to put a date on the calendar for your casual session; Spring, Fall and the end of Summer are particularly popular times of year. If there are any week day options available I recommend taking advantage of it, especially with some of the more high traffic locations around the city.

I suggest allowing 2 hours for your session depending on the location(s) that you select. Shooting early or late afternoon is preferred to get that "golden hour" quality of light all photographers love. I love a combination of natural and artificial light so I'm prepared for a variety of conditions New York can deliver at any given moment.

Capturing New York moments can mean working quickly to get the shot so I'm there to direct and guide you. Remember, timing is everything.

# 3. WARDROBE

This is a chance to show off your personal style so I encourage everyone to have fun with it. Plan at least two strong looks then add accessories like sunglasses & jackets to mix it up. The star of our shoot can shine with a pop of color, favorite sports jersey, sneaker or rock star style.

For the family, choose a single color palette; neutrals or denim always work well. Stay away from too many patterns that might clash and keep it comfortable. If possible, have a pair of sunnies for the entire family, it's a favorite shot every time.

It's important to travel light as we are working through the city streets, putting everything in one tote is ideal. Having my assistant with us is another set of eyes and hands to help keep clients safe, styled and hands free while we're shooting.

PRO TIP: For the girls, wearing a tank top can help with quick changes on the street. If not, New York is home to many friendly spots that make changing outfits a breeze and double as a great opportunity for a Starbucks break.





## 4. VISION

Scheduling a quick phone call to discuss your overall vision of the session is extremely helpful. During our initial meeting I'll have a chance to learn a bit about your child; their favorite activities, music, photo likes and dislikes. If they loves sports, Broadway, playing an instrument or have a sneaker obsession, I'd love to incorporate that into the shoot. These elements elevate our connection and visual impact and inject movement and fun into the session.

As a visual artist, I find inspiration from a variety of sources. I love creating mood boards, they're helpful and easy to share via Pinterest. Trends move quickly so getting to the heart of your story is most important to me. These sessions can take place up to 6 months in advance and can inspire your save the date, reception decor, sign-in book or board.

And yes, I can make rainbows appear on demand:)

# 5. HAVE FUN

Have more fun taking pictures!

Planning will help take all of the tiny details off your plate so you can leave it to your photo team to guide you through the moments. Having over 10 years of experience working with families on the busy and every changing streets of New York is part of my expertise. Having fun in the moment and giving direction while keeping the energy moving and poses natural is my passion and the key to capturing photos my clients love.

Meeting the needs of the entire family is my goal so everyone can have fun in the process and play a part in its success. Including a fav family pet, having the grandparents or your besties join in for a few pictures are all possible with proper planning.

Life moves fast; my team and I work hard to be in the moment and artfully capture your snapshot in time. Incorporate these steps and I know you'll have an awesome shoot.





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