



## **S.E.A. VIEWS & NEWS: Jul/Aug 2008**



Don't know where the summer has gone. At the time of writing, its looking unseasonably wet and gloomy out there. Luckily, it's a lot brighter here at S.E.A. Especially because we've doubled in size since the last issue. Yes, there are now **two** S.E.A. photographic studios in South Croydon, one for corporate, one for family. Read on for more details and our usual invaluable top tips...

### **EXPANSION**

#### **Announcing our \*second\* studio**

We're proud to announce the arrival of a brand new bouncing baby studio!

Simon is still at our main studio at the Capital Business Centre (remember, it's now unit 36), where he has a massive 750 sq. ft. to shoot whatever big (or little) stuff you need, to help promote your business. Just recently, he's been photographing jewellery and corporate images as well as dashing about on location shoots, while Nigel's been busy covering news stories as usual.

Meanwhile, Charlotte can now be found down the road next door to Cherrill Print at 291 Brighton Road South Croydon CR2 6EQ (except Mondays). Yes, we have a shopfront at last! This new space has a welcoming reception area downstairs, and a cosy studio upstairs that's equipped with all sorts of fun and games so it's ideal for family portraits. Parking is available in the side streets.

We're happy to report that both 'parent' and 'baby' are doing well. (Please note there is no truth in the rumour that Simon threw Charlotte out!)

### **TAKE IT EASY**

#### **How to prepare for a portrait sitting**

- The main thing is to be well rested, especially for youngsters. Let them have a nap beforehand and make sure they are fed and watered in advance. We want them to play and smile during the shoot; we don't want them to get snappy – that's our job! (Baboomtish!)

*Continued...*

- Wear neutral items e.g. don't match spots and stripes, loud patterns, or clothes with obvious wording or logos
- In groups, colour coordinate your outfits so you all wear white shirts and blue jeans, or all black-and-white, or all black shirts and black jeans
- We're great with kids of all ages, but it helps if you bring your own props, especially for teenagers, as this can stop them feeling so self-conscious. Ideas might include skateboards or kites for boys, fashion accessories for girls (favourite shoes, handbags, scarves or sunglasses)
- For small children, you could bring their favourite dressing-up clothes, such as princess outfits for girls, or a pirate costume (or other themed outfit) for boys
- For very little ones, bring whatever favourite toy makes them feel most comfortable
- Photographic lighting is quite bright, so women should wear more make-up than they usually do during the day, but not as much as they might at night. We keep plenty of translucent powder in case of shine under the lights, but we recommend you bring your own make-up with you for touching-up during the sitting.

## **CASE STUDY**

### **Our ideal client!**

First, he wanted 70th birthday photos taken and provided on CD. We did that. Then he asked us to make them up into a photo book. We were happy to do that too. Next, he brought in his own SD card so we could print off his holiday snaps (instead of going to his local chemist). Yes, we helped again. When he saw those, he requested two of them to be framed. And of course we arranged it. Most recently, he's booked a sitting for his wife as her Christmas present.

Bet you didn't know we could do all that! (We could do it for you, too.)

## **TALKING OF HOLIDAY SNAPS**

### **Do you need new passport pictures?**

If you're off on a belated summer holiday and you need to renew your passport, Charlotte can take approved passport pictures for only £6 – much better quality than the machines outside supermarkets and stations, and unlike them, our pictures are guaranteed to follow the new strict rules of the passport office. Just walk in to her studio at 291 Brighton Road during office hours – there's no need to make an appointment.

## **KNOW ANY GOOD PHOTOGRAPHERS?**

### **Our main studio is available for hire!**

From just £20 per hour, photographers can make use of our studio space at the Capital Business Centre. Who do you know that might need access to a big studio? Please contact Charlotte for more information.

**OFFER OF THE MONTH**  
**10% off canvas wrap**

Make a modern visual statement with a picture enlarged onto canvas and mounted on a block to hang on your wall or give as a gift. If you order before 31 August, we'll knock 10% off the usual price whether you choose a portrait from a sitting we've done or have your own picture you'd like to use.

Please contact Charlotte on 020 8681 7070 or email [charlotte@seaphotography.com](mailto:charlotte@seaphotography.com) and quote 'NEWSLETTER OFFER'.

We look forward to hearing from you soon.

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