



## PROFIT CENTER: MY STUDIO

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# Indigo Photographic Inc.

Batavia, Ill.

Indigo Photographic was founded in 2006 with the belief that photographic portraits are more than paper. They are studies of character and preserve memories of the emotions behind them for generations to come. Our gallery is designed to be a place where clients can relax and we can plan their session.

**1** The front half of the studio is a gallery displaying prints the way we would like clients to hang them. The 9.5-foot stretched canvas in the center of the wall was completed in-house. It wows clients and also gives the other prints a sense of scale. The benches invite clients to linger comfortably as they view the images while we are occupied with other clients.

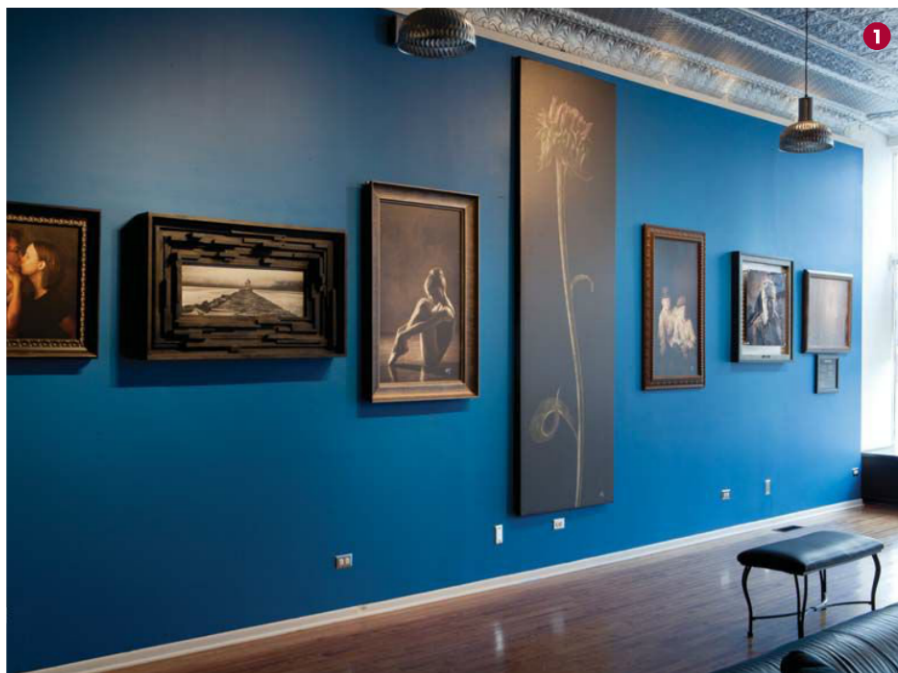
**2** We've begun to produce handmade frames in the studio, and we display a variety of surfaces and printing techniques. Small prints serve as references for sizing. These sizes are often purchased as accents and add-ons to collections, and the display helps clients envision their own arrangement. The century-old tin ceiling in our historic building is illuminated at night and gives the studio a warm aesthetic.

**3** The simply outfitted viewing area features a high-definition screen and a Mac Mini. This section is part of the gallery and allows clients to see their own images featured in the collection. Handmade and press-printed books on the coffee table become interactive displays.

**4** The aesthetic of Indigo is simplicity, even in the camera room. There are no props and only two backdrops. This gray wall, 26 feet wide, appears in the vast majority of our work. I need to be able to change lighting quickly and with little thought so I can focus on my clients instead of my gear. A cluttered studio makes me an unhappy photographer.

**5** The dressing room stocks a range of hair products and creature comforts. Hollywood-style lighting adds a certain ambience and gives clients an accurate view of how they'll look under the studio lighting as they do their hair and makeup.

**6** We transformed the back hallway into a sitting area complete with a non-alcoholic mini-bar and tea service. Keeping this area simple makes a clear statement and gives comfort to our clients.



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