

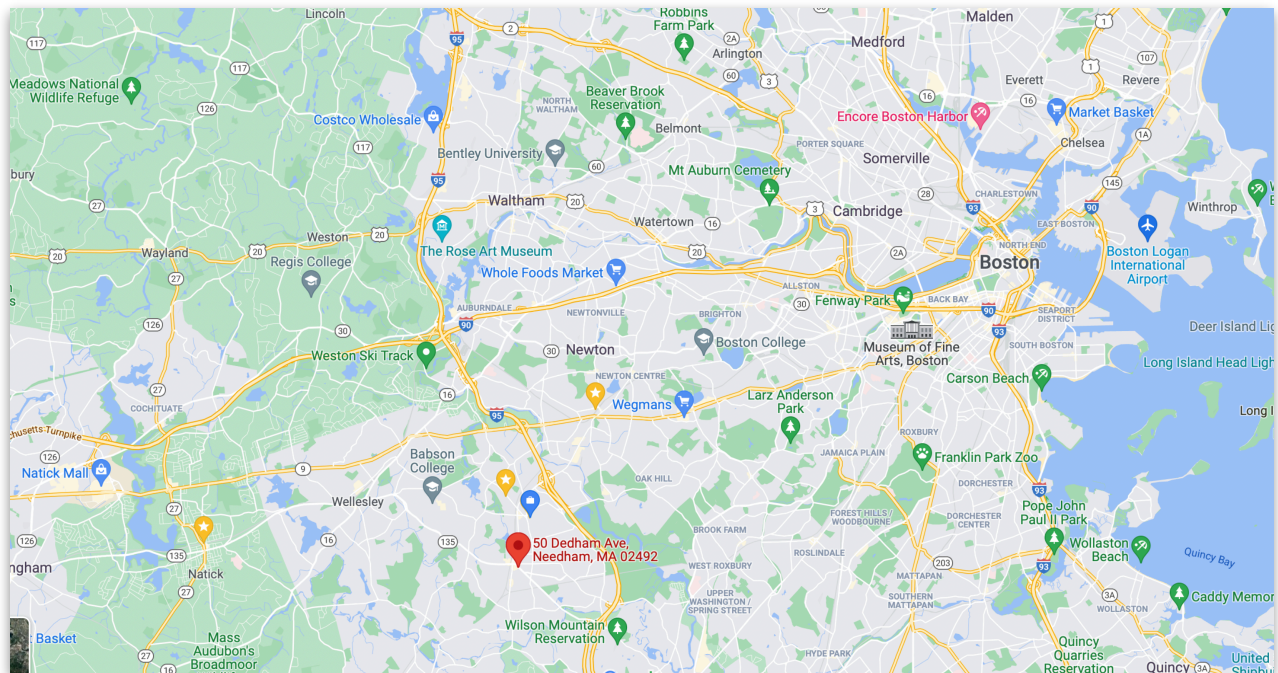
Before I start...could I ask a huge favor?

I need to ask anyone coming into the studio not wear perfume or cologne. I have asthma and I can tell you from personal experience that a wheezing photographer is not a particularly good photographer. If you forget, or if anyone in your group is wearing strong perfume, we may need to reschedule the entire shoot. Thanks in advance.

Where is Rick Bern Photography located?

As of November 2021 we have officially moved the studio to Needham Center. The new address is [50 Dedham Ave, Needham, MA 02492](https://www.google.com/maps/place/50+Dedham+Ave,+Needham,+MA+02492). It's literally 3 minutes from the old location inside Gorse Mill.

Here's a map to orient you to the Greater Boston area:



We are nestled in the heart of Needham Center near the corner of Great Plain Ave and Dedham Ave. We are one building down from Latina Kitchen on Dedham Ave, within walking distance to The Farmhouse, Sweet Basil, Masala Art and Cook.

Here's a closer look at our new neighborhood:



Parking Lots

There are two large free 2-hour parking lots close to the studio. See below to view areas highlighted in green. If you park after noon, there is no limit for the rest of the day.

Please do not park behind the building at 50 Dedham as you will most definitely be towed. The spots behind 50 Dedham are strictly residential use only.



What should I wear?

I get this question a lot. Let me do my best to offer suggestions, but in the end it really is up to you. My advice is to be true to your sense of style and/or brand but also bring lots of options. And if you're already a fashionable dresser with an extensive custom wardrobe, please disregard my advice and scroll down. You're all good.

Best advice is to bring as many outfits to the studio with you as you can carry (or roll). The more, the better. Pack something dark, something light, and something that makes you look and feel like a rock star.

Men taking executive headshots should avoid collars with buttons, mainly because I really don't like collars with buttons. It's not a crisp look and although you don't know me you can trust me. Keep it simple - crisp good, wrinkled bad. If you don't own a decent shirt that fits to your current physique, use this headshot session as an excuse to go and get a new wardrobe. You have no idea how many men come in after gaining or losing weight who later say they wished they had purchased a new shirt that fit their body better. Now is the time for that new shirt. Take the time to press everything, dry clean your suit, get a haircut. Remember to bring metal collar stays with you.

Broadly speaking, people with pale skin tones should avoid white shirts, especially in New England during the winter. Light blue is a much better choice. If you have darker skin tones, a white shirt can be great. In the end I've seen every color work – so as I said at the very start, be true to yourself and your personal sense of style. I have strong opinions and I'm here to help. Whether you ask for it or not.

It's also a good rule of thumb to keep to solid colors. Patterns, designs, logos, and graphics lead the viewer away from where it should be...on your eyes. The goal of a great portrait is to lead the audience to the individual, not to their choice of clothing. And yes even though I just said solids are best, there are no rules. I photographed a family who wore all different color plaid shirts and although we were laughing at the time, the images turned out great (once we converted it to black and white).

So what am I saying? **Be authentic.** Consider where the images will land and who the audience will be. Take a look at what others in your company are wearing. Research your competition. Bring everything. Suitcases welcome.

For families and groups, or if there's going to be more than one person in the shot, I suggest trying to make sure the colors worn are similar in appearance. Ask yourself if the clothes share a similar *value*, which is defined as the relative lightness or darkness of a color. If the photo were shot in black and white, all clothing would look similarly light or dark. Another way to gauge the value of color is to squint your eyes. The goal is to not have one item of clothing overpower another, we want to have balance, and to not have any person or item of clothing become the focal point of the image.

I could go on and on but hopefully you got the point to bring a range of outfits, be true to yourself and your brand, go shopping if you need to, be ready to have some fun.

Should I take off my glasses? Will there be glare or reflection?

If glasses are not a dominant part of someone's appearance they can certainly be left out. Glasses create glare that may or may not be fixable in post-production, but don't let that stop you from keeping them on if you wear them all the time. If it's possible to easily pop out the lenses and just wear the frames, that's a huge help. But only do it if you know you can put them back in.

Finally, be sure your glasses are super clean and I will do my best with the lighting to reduce the glare. Bring spray cleanser a microfiber cloth for any last minute smudges.

Should I get a haircut before my portrait?

If you need a haircut, try to get one a week before your portrait. This assures your hair is neatly groomed, but has "settled" from being freshly cut.

Do you recommend anything in particular as far as hair and makeup for women?

Long hair is beautiful, but stray hair in the face is not. Bring dryer sheets with you as they can be helpful to control static. If you're working with one of my stylists, they have hair spray and other products so you don't need to bring anything at all. If you choose to do your own makeup, cover any blemishes as you normally would. Do not assume that you need excessive powder or cover-up as you may have seen in the movies or on news anchors. Poorly done makeup is very noticeable with the camera equipment I use. The general rule of thumb is "just slightly more than usual."

Do you have a hair and makeup artist available?

Yes. I have spent years cultivating some of Boston's best professional on-site hair and makeup artists in New England and I cannot recommend them highly enough. The goal of using a professional for hair and makeup is to create a natural yet *finished* look. Plan to reserve your appointment time well in advance as schedules are typically tight.

The cost for a hair and makeup session is \$200. Allow 2 - 2 ½ hours for hair and makeup and your photo session combined. My team of artists will leave you looking completely natural or with the appearance of a New York City runway model. Or both in the same session. Whatever you need. They work on national magazine campaigns, celebrity shoots, taking care of high net worth individuals going to a gala, and collectively have assisted with thousands of headshots and family portraits at my studio and on-location.

As a rule, men don't require makeup but if you have shiny skin or you want a little help, let me know. Either we can schedule a full session for you, or I can try to fit you in before a female client. We can apply light powder and then remove it after the session is over.

How do I prepare for the hair/makeup artist?

Come to the studio with clean, dry, manageable hair and a clean face. Feel free to bring a separate set of clothes when sitting in the makeup chair and please be a few minutes early as we normally schedule a full day of back to back appointments with our artists. There's two bathrooms just steps down the hall from my studio that we use as changing rooms.

What about nose hair?

I can't tell you how happy I am that you asked me about nose hair. I use some of the world's leading high resolution cameras that reveal every tiny little detail inside your anterior nasal passage. Isn't that awesome?

If I had a penny for how many times I get the request to remove unwanted nasal hair, I'd be a very wealthy man. Go on Amazon now, invest \$15 in a nose hair trimmer and get busy. Yes this goes for the ladies as well. And while you're holding it in your hand, feel free to hunt around for other rogue facial hair. It's generally a good practice to

get in the habit of doing (not only before photo shoots) and I guarantee your partner will thank you for it.

What time should I arrive for my session?

Vince Lombardi famously said:

“If you are 5 minutes early, you are 10 minutes late”.

Coming a few minutes late to your session makes everyone feel rushed and that's not the best way to inspire creativity. Please be considerate of the clients who follow your appointment who are likely to also be on a tight schedule. Leave enough time to find the building, use the restroom, get changed, apply makeup, etc. I recommend to arrive 10 minutes before your scheduled session so we can actually start on time. No need to arrive more than 10 minutes early, or you might end up waiting on me. All missed appointments without 24 hour notice will be billed the full session fee.

Can I take pictures during a session?

Although it should go without saying, please do not take photographs during the session without permission. Not only could you inadvertently set off studio lights, you could distract or ruin a shot we're trying to create. I tethered to a computer to see a live view of the work in real time, so images pop up on the screen every few moments. Those images on the screen are protected by copyright. Unauthorized capture taken with any camera, even an iPhone, is in direct violation of copyright protection laws and could be the basis of a lawsuit. (That is the official way of requesting you please *ask me* before taking any photos of the computer screen or studio with your iPhone). In this case it would be much better to ask for permission than forgiveness.



Can I post my images on Social Media?

Absolutely! Follow me on Instagram, friend me on Facebook, Twitter, LinkedIn. If you wish to post your final edited images online that's awesome. My only request is to tag me and give "photo credit: Rick Bern" when you do.

How many photos will we get to see?

Although each session is different, I normally shoot 70-80 images per hour. I then select the best 30 or so for you to choose from. Generally, I'll have more images to show with larger extended families, and fewer following pet hamster sessions.

For headshots, I typically work with you in person to choose the final images after the shoot. For family portraits, selections are typically made at a later date where you can come back to the studio for a presentation.

If we schedule a family or group portrait, will you take photos of each individual plus various combinations?

Yes, your family or group session is flexible will include as many combinations as we can during the hour session. Often I will focus on the large group shot first, then breakdown into small groups and individual portraits.

What information should I provide you before the day of the shoot?

Before any headshot session I recommend clients take a moment to consider what they want to accomplish from the shoot. Is this a headshot to boost your LinkedIn in an effort to get back into the workforce, or are we doing a full rebranding of your identity with a new role or career? Did you just get promoted to CEO from within the ranks or are you a new face to the organization that needs to win over the hearts and minds of thousands of new employees? Is your company a start-up that is about to go public? Will you need a conservative shot for your website and a few casual for speaking engagements and internal communications? Who is your audience and what are we communicating to them? The more you tell me the better I can get the proper tone for your portrait.

For a family portrait session, ask yourself what will make you the happiest in the end. Where will the photos will be hung? Take a picture with your iPhone of the area that you want to hang the portrait and be sure to share that with me in the session so we

can design the right mood to fit the space. What would you like in the images to say about your family? Do you prefer formal, relaxed, casual, playful, spontaneous, natural? Facing camera or facing one another? Discuss your ideas with me before the session so I get a sense for what you like.

In the end, you really can't be too prepared. I love when clients email me pictures of their walls and potential spaces to place the work. I want to see your style - it helps me better understand what you are trying to create. Images of past portraits help me understand your taste in frames. Basically the more information you can offer the better, the more involved in the process the better, and in the end you will get what you want.

Are you comfortable photographing children and pets?

As the father of two young boys and two Australian Labradoodles, I am *completely* at home photographing kids and pets. Few people know this, but I'm also trained as a clinical social worker, which I'm told comes in very handy at times.

Because these are not my children or pets, I am able to resist the temptation to bargain, beg, bribe and over-promise in the pursuit of an "authentic" expression, so I ask that you try to do the same. The more comfortable the kids (or pets) are, the better the photos will be.

How should I prepare my pet for a pet photo session?

Working with pets is something I really do love. Be sure they are well groomed, well exercised, well-hydrated. Please do not come to the studio to brush your dog and give them water - do that before you leave the house. Please keep in mind that I have asthma, so dog hair flying through the studio is a major problem. Schedule a professional bath and/or grooming the same day and come directly from your appointment to the studio. Heavy shedders or high strung animals are probably best captured outdoors.

Feel free to bring your pet's favorite snack to the session in a sealed baggie and without the animal's knowledge, hand it to me quietly when you arrive. Always be sure to enter the studio and maintain a calm tone throughout the session. If your dog is very high energy, please schedule your session late in the day to allow for them to exercise. Also leave enough time for them to settle down afterward and reach a calm state before walking into the studio.

What can I do to help when you photograph my child or pet?

During the session, I ask parents (and pet owners) to remain quiet and let me do my thing. We all want your kids and pets to feel comfortable and act natural. Please read my thoughts on Parental Cheerleading below, and take these words to heart:

A few words about "Parental Cheerleading"

This should come as no surprise but prompting kids to "Say Cheese" or "Smile for the Camera" will not produce a genuine expression. If it worked, professional photographers worldwide would have caught on by now. In reality, saying "cheese" produces the exact *opposite* expression from the one I'm trying to get. Let me repeat, saying "cheese" produces the exact *opposite* expression from the one I'm trying to get. Third time's a charm...please don't tell your kids to say "cheese" or you will ruin your pictures.

Not to beat a dead horse but if the goal of hiring a professional to take your family photos is to have that person capture the energy, spirit and soul of your child (or pet) please know that parental cheerleading can make that job near impossible. When a child (or pet) hears more than one voice giving direction, they quickly get overwhelmed. They try to please or perform, neither is what I want from them. Trust me, with enough patience I can get where I need to be on my own - just hang in there. And if I do get stuck, I'm not shy about asking for help. If I need you to join me, I will ask. Your job is to quietly be on standby.

One last thing. If I jokingly say that I'm going to place you in a "time-out", it's my way of reminding you to chill so I can do my job. Will I kick a parents into the hallway during a session? Absolutely. Don't be that guy.

I'm driving myself crazy trying to think of the ultimate location to use as background for our family portrait. Where do you recommend we take our photos?

This is another question I get asked...a *lot*. While I'm more than happy to travel to your vacation home on Martha's Vineyard, Nantucket, or the Cape, I'm just as happy to meet at a nearby park or the studio. I love getting out of the studio but more often than not I shoot in the neighborhood and nobody would ever know the difference. Why? Because there's beauty everywhere you look, you just need to know how to capture it.

For a simple demonstration here's a shot of my kids using a nasty dumpster in my neighborhood as the background.



In the end it's all about the kids, not the scenery. Where's that nasty dumpster now?



Do you accept credit cards?

Yes. I accept cash, Venmo, ApplePay, personal checks and all major credit cards.

If you have any other questions or concerns, please do not hesitate to reach out to me by email at info@rickbern.com and I will get back to you as soon as possible.

Thanks and look forward to working with you!

Best,
Rick

rick  bern
PHOTOGRAPHY

50 Dedham Ave
Needham, MA 02492
(617) 504-7005

info@rickbern.com
www.rickbern.com