

Primal Studios

Dance photographer Damian Tierney, teamed with multi award winning choreographer and elite dancer trainer Jo Cotterill, working out of Primal Studios, a custom built dance photographic studio at Tuggerah, NSW.

Primal Studios provides dancers & performers with the ultimate dance shoot experience.

Leading choreographers, dance trainers & dancers seek out Primal Studios because they recognise the importance of the finer details when it comes to the dancer's technique, lines and the correct & safe instruction given during a shoot.

This combined with Damian's ability to capture the emotion and essence of a dancer and translate that into a magnificent work of art makes for an experience never to be forgotten.

Prices

For the quality and service we offer you will find our prices very reasonable.

A session\booking fee of \$99 is for our time and expertise, we **do not** have a minimum buy requirement on prints and files. Single prints start at \$29, 10 print packages from \$199, image file packages from \$349.

We also offer beautiful wall art in canvas, acrylic, aluminium panels and traditional frames. Receive 50% off all photographic prints when you order a 10 file package or more.

Gift Certificates are available on request.

Booking a shoot

To secure your booking a non refundable session fee of \$99 must be made. A booking is **not** made official until the session fee has been made. If for any reason your booking is cancelled you will have the opportunity to reschedule your shoot to the next available date or to a mutually agreed time. If you fail to turn up to your shoot without informing us at least 24 hours beforehand you will lose your \$99 deposit and your booking.

Please be aware that we are taking new bookings all the time, to ensure you secure your booking it is advised that you book well in advance of your required shoot date.

Shoot time

Our \$99 session fee allows for 1 - 2 hour dance shoot, more time is allocated if you wish to purchase one of our larger file\print packages.

We offer 2 types of shoots.

- Commercial shoots: perfect for dance schools and businesses looking for striking images to promote their products and services. All images purchased are fully released for your advertising and promotional use. This is an unlimited release with no restrictions. (see page 6)
- OR
- Private\personal shoots, images for these shoots are for your private and personal use only. They are great for printing your own photographs, wall art, displaying on your personal social media sites and for audition submissions. (See pages 3 & 4)

Images from our private shoots are not released for commercial use, ie: not released for the use of advertising and promotions of dance schools and businesses.

Contact

Address: Primal Studios is located at
Teamster close, Tuggerah, NSW, Australia.
Email: damian@primalstudios.com.au
Phone: 0448 884 661
Web: www.primalstudios.com.au

An exceptional service for the discerning dancer & performer

CONTENTS

PAGE

1. General introduction & Contents
2. Our beautiful Studio
3. Prices
4. Half day package and =SUPERSHOOTS=
5. Dance school special
6. Commercial shoots
7. Contact information and online gallery links



ONE OF A KIND DANCE PHOTOGRAPHIC STUDIO

Primal studios is not your typical photographic studio, it has been designed by Damian Tierney from the ground up to cater specifically for dancers and performers. The main shoot areas are raised wooden floors providing a familiar surface for the dancer to perform on. We have separate large white and large black shoot areas which produce the classic white space and the classic black space look and all the variations associated with these styles. With the use of our colour gels we are also able to produce a variety of striking colours and looks. Primal studios also have available the classic white wood look flooring along with a black and white checkered floor which both can be installed in minutes.

A third shoot space includes a 3 colour paper backdrop system that can accommodate basically any colour backdrop you might like.

Key features:

- Raised wooden floors
- Large white space shoot area (9mtrs wide)
- Large black space shoot aerea (5 mtrs wide)
- Large modular shoot space with a paper backdrop system (5 mtrs wide)
- Overhead shooting platform
- Wide selection of coloured background gels
- White look timber floor available
- Black & white checkered floor available
- Smoke machine available.
- Aerial attachment installed over our white shoot space.
- Portable ballet barres available
- Mini tramp and crash mats available
- Photos available for viewing during and after your shoot in our dedicated gallery \ viewing room.





NOTE: Images from our standard dancer shoots are for private use only eg: personal social media, personal websites, audition reels and printing. These images are not released for commercial use, eg: business & product promotion or advertising.

DANCE SHOOTS

\$99 – Studio sessions

The session fee does not include any prints or products. These are purchased separately.

ALL STUDIO SESSIONS INCLUDE

- Pre shoot consultation either by email or over the phone (your choice),
- 1-2 hr shoot,
- Dance photographer Damian Tierney & choreographer Jo Cotterill’s time and expertise,
- A fun and easy going experience with guidance throughout the shoot,
- View and order your photos during and straight after your shoot! *(your order is placed and paid for at this time)*

HIGH RESOLUTION DIGITAL IMAGE FILES

- Single Image file: \$69
- Package of 10 image files \$349
- Package of 15 image files \$449
- Package of 20 image files \$549
- Package of 30 image files \$799
- Package of 40 image files \$999
- Package of 60 image files \$1399

Receive a 50% discount on photographic prints from your purchased image files when you order a package of 10 or more.

PRINTS

INDIVIDUAL PRINTS

- Single 5x7 - \$29
- Single 6x8 - \$39
- Single 8x12 - \$59
- Single 12x18 - \$79
- Single 16x24 - \$99
- Single 20x30 - \$149
- Single 20x40 - \$169

SAVE WITH OUR 10 PRINT PACKS

- package of 10 - 5x7” prints \$199
- package of 10 - 6x8” prints \$299
- package of 10 - 8x12” prints \$399
- package of 10 - 12x18” prints \$599

Receive a 50% discount on any reprint.

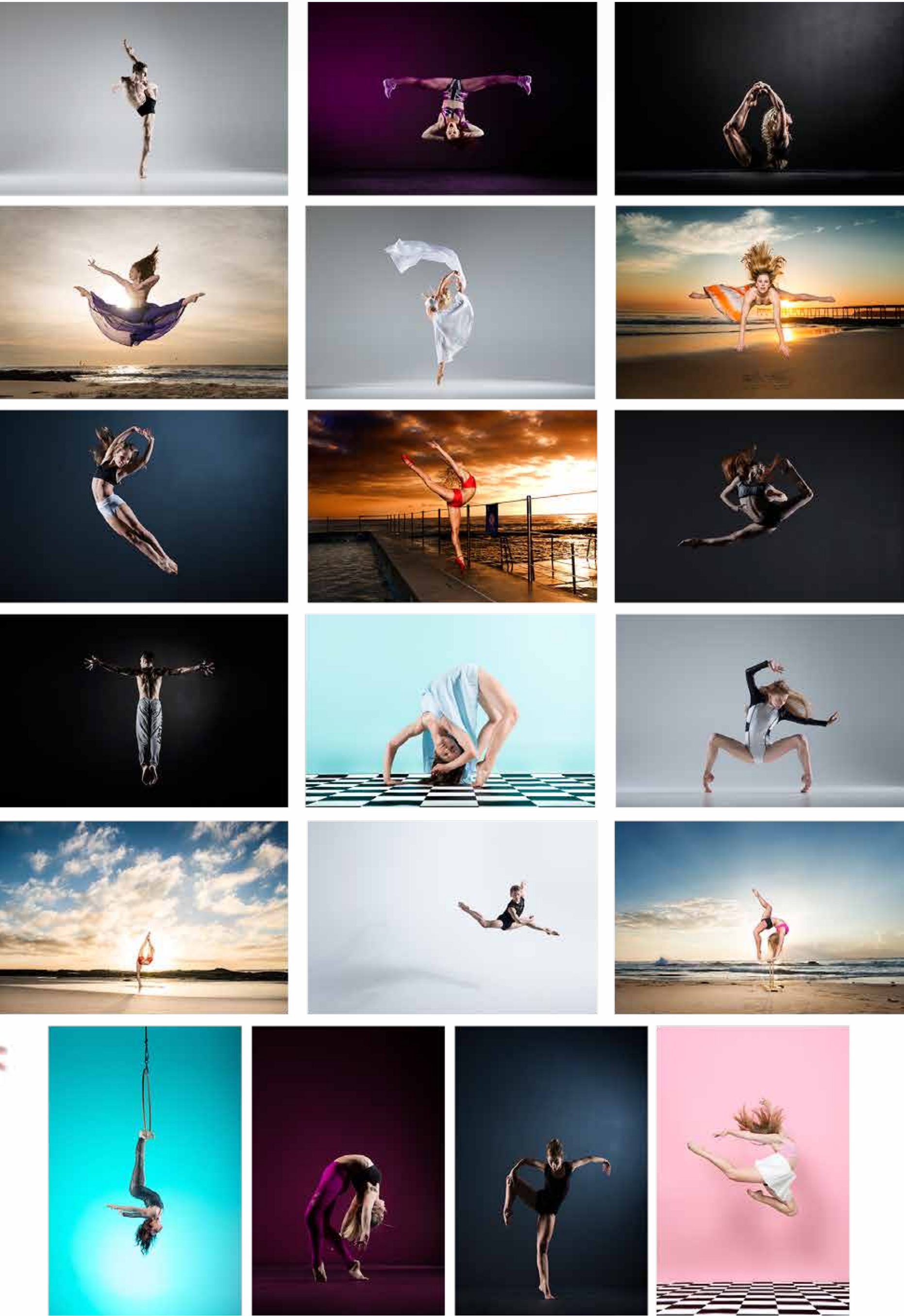
EXTRA VIEWING SESSIONS

A second viewing session can be arranged at a cost of \$40. This fee is taken off any order made at this viewing session over \$100

DANCE SHOOT EXTRAVAGANZA



- \$999 – HALF day shoot -**
- Location shoot followed by a studio shoot,
 - Up to 4 hours,
 - View and select your images straight after your shoot,
 - 20 beautifully prepared high resolution image files.



=SUPERSHOOTS=

Book your own
= SUPERSHOOT =
with 5, or more of your friends.

Each dancer pays only \$300

(this includes the session fee and the 10 image file package for each dancer)



Commercial releases:

Dance schools and related businesses can purchase a full commercial release of the Supershoot and receive all ordered images professionally prepared ready for your marketing for only \$300! (conditions apply)

THE DANCE SCHOOL SPECIAL

Commercially released images for your school's advertising and promotions

Bring 6 or more of your dancers to Primal studios and your dancers will only pay \$300 each.

This includes the session fee and a 10 digital image file package.

This is a saving of \$150 per dancer when compared to booking an individual shoot and 10 digital image file package.

Your school receives all ordered images fully released for your advertising and promotional needs.

For example:

Bring **6 dancers** and your school receives a minimum of **60 commercially released high resolution image files**.

Bring **7 dancers** and your school receives a minimum of **70 commercially released high resolution image files**.

Bring **8 dancers** and your school receives a minimum of **80 commercially released high resolution image files**.

Bring **9 dancers** and your school receives a minimum of **90 commercially released high resolution image files**.

Bring **10 dancers** and your school receives a minimum of **100 commercially released high resolution image files**.

Bring **11 dancers** and your school receives a minimum of **110 commercially released high resolution image files**.
and so on....

Dancers and teachers have the opportunity to purchase extra images and packages if so desired.

Conditions Apply: Your students must be willing to sign a release allowing your school to use the images for commercial use.



COMMERCIAL PRICING

Images are released for commercial use.

With the huge shift from paper based advertising to online web and social media based advertising your image as a successful and effective business heavily relies on your ability to project the very best you have to offer. Gone are the days where your best option was to spend a fortune on phone book advertising which then had limited exposure by only being distributed to your local region. With the rise of online social media you are now able to create a following and share your story with the wider community and potential clients.

Beautiful and striking images of your dancers are vital in building and maintaining a strong following and marketing campaign for your business. With more followers and fans comes greater exposure directed straight at your advertising target base.

For a fraction of the cost of what we pay for phone book based advertising you can now book a commercial shoot with Primal Studios giving you striking images of your dancers at their very best.

Our images will give your business the edge and help it stand out amongst your competitors.

* **Full Day - \$2500** (up to 7 hours).

Includes 40 full resolution image files beautifully prepared and ready for your advertising and promotions.

*OR supply of every photograph taken with **no retouching applied** (perfect for those with access to a graphic designer)*

* **Half Day - \$1700** (up to 4 hours).

Includes 20 full resolution image files beautifully prepared and ready for your advertising and promotions.

*OR supply of every photograph taken with **no retouching applied** (perfect for those with access to a graphic designer)*

* **Quarter Day - \$1100** (2 hours).

Includes 10 full resolution image files beautifully prepared and ready for your advertising and promotions.

*OR supply of every photograph taken with **no retouching applied** (perfect for those with access to a graphic designer)*

Any additional image files purchased by parents or students at your commercial photo shoot will also be released to your school prepared for commercial use at no extra cost.

- *For your convenience your image files are chosen during and directly after your shoot.*
- *All jpeg files are provided and released for commercial use, other file formats can be provided on request.*
- *Image files are provided by digital download.*
- *Model release forms can be provided if requested.*
- *Payment is to be made on or before the shoot date. Files are provided only when payment has been made.*
- *Receive huge discounts on any prints ordered from a commercial shoot.*

CONTACT

Click on the following links to visit our pages

phone: 0448884661 *please note: we do not have mobile reception at our home office, emails are the preferred method of contact :)*

email: damian@primalstudios.com.au

web: www.primalstudios.com.au

Studio Facebook: www.facebook.com/ThePrimalStudios

Primal Studio Instagram: www.instagram.com/primalstudios

Damian Tierney Facebook: www.facebook.com/Damian.Tierney.photographer

Damian Tierney Instagram: www.instagram.com/primalstudios

Damian Tierney web: www.damiantierney.com

Lauren Tierney Facebook: www.facebook.com/laurentierneyphotographer

Lauren Tierney Instagram: www.instagram.com/misstierney

Jo Cotterill Instagram: www.instagram.com/jocotterill

prices are subject to change

