



Justine Curran

2017 Client Guide





## JUSTINE'S STORY

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Hi! I'm Justine. I specialise in documenting families, as they are, at home - out and about even on holiday. Capturing true moments and memories. This is what makes me the best family photographer in Sydney.

I challenge you to take me with you, whatever your story may be. I know that if I get a day with you and my camera I am going to take the best photographs that you have ever seen of yourself and your family. That's what I want to do for you. It is my greatest joy to give families the best photos and memories. It will change the way you see yourself and your family.

It is my job to make you look and feel incredible, you as a beautiful mother. Who deserves to exist in photographs and show your children how incredible you are. They will love to look back at these photos as memories where you devoted your time and love to them.

That is what I want to do for you, it is my greatest joy to give families the best photographs that will last more than your lifetime. For your children and your children's children.

### PUBLICATIONS

Featured Documentary Artist and guest writer in Aglow Magazine Volume 3

Guest Writer in Mozi Magazine Lifestyle Issue

Featured session on the Bloom Forum Blog

Guest Writer on Click Magazine Blog

Listed Top Documentary Photographer Of 2016 - Fearless And Framed

### ACHEIVEMENTS

Educator for The Narrative Society

CMPro Membership

### AIPP ACCREDITED PROFESSIONAL

What does this mean? It means that my work has been judged by a panel of industry professionals and have been given approval that I produce a work of a high quality professional standard. I am bound by a code of ethics and am required to maintain a level of industry training and knowledge.

# Life In All Its Glory

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## **What I can do for you**

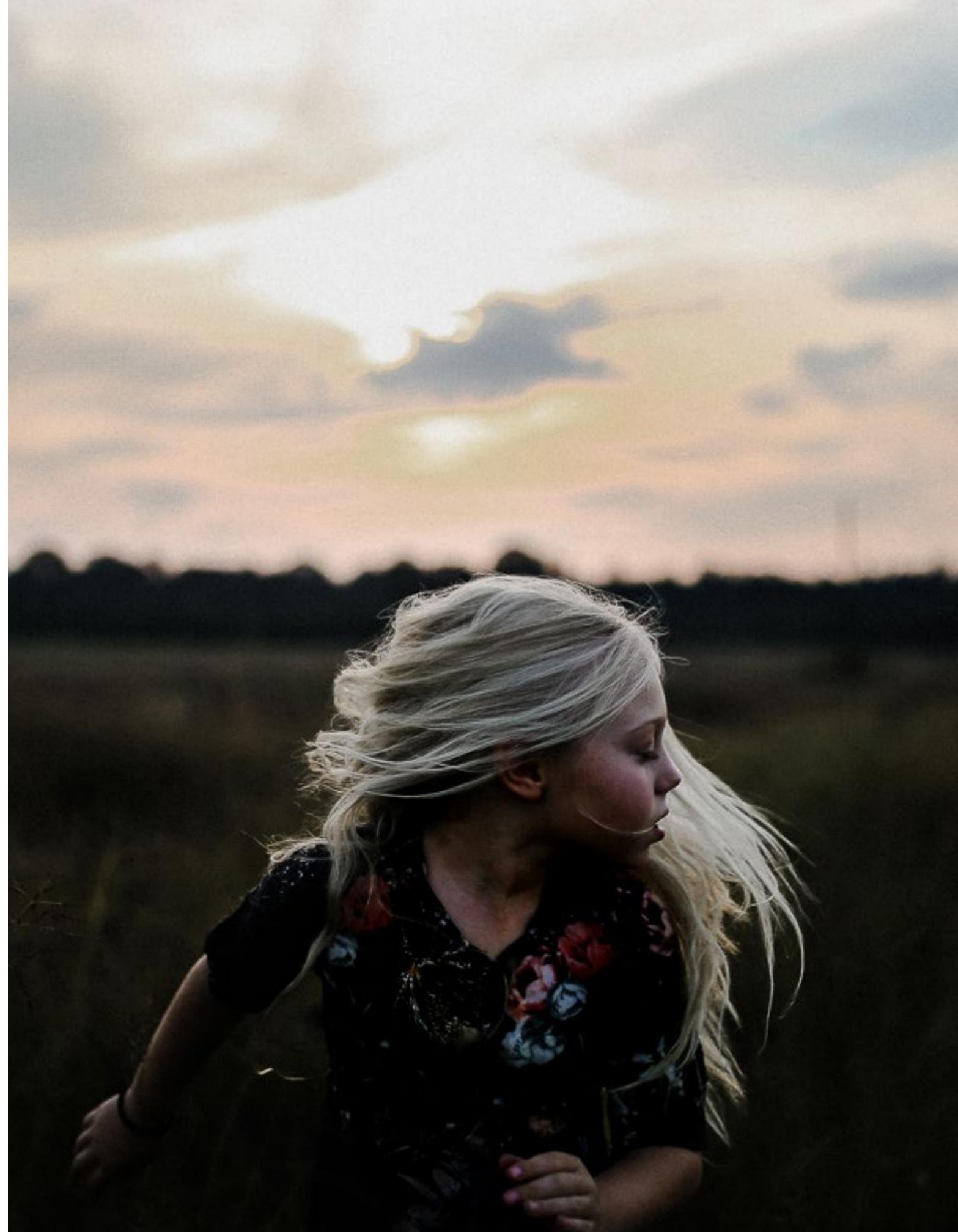
My family sessions are about helping you capture memories of your kids where they spend more time playing in the dirt and being so exhausted, that they can barely keep their eyes open come nightfall.

You know what I mean? Real experiences. Real life memories

The most powerful photos that speak to your heart are going to be the ones where you recognize yourself and your loved ones personality. Doing the things they love. Doing life. These photos that evoke a memory and tell their story.

Forget the stress of getting the family organised and dressed up for a studio shoot. Imagine how easier it will be to just do your normal thing and enjoy spending time with your kids together. The truth is my clients husbands are RELIEVED and love that they don't need to do anything awkward and are happy to know they do not have to do anything at all, just be themselves!

During a documentary family photography session, kids get to be their awesome selves too, Spending quality time with you doing what they love to do. NO chasing after the kids telling them not to mess their hair or wrinkle their outfits.







## What Can A Session Look Like?

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*I believe in beautiful photos that are created by honest Storytelling*

A documentary session can be doing anything anywhere. A photoshoot with me will be about forgetting the traditional forced smiles and awkward poses.

I will come out for a day with you and your family, whether its at your home or out and about. Photographing ordinary things about you and your family. I highly recommend looking through my gallery to familiarise yourself with this type of approach in photography.



Cant imagine how on earth you would capture your everyday life? I have put together over the next few pages some classic examples of what may be relevant in your life right now



## Life Before Baby

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*Capture life as it is today before the next chapter begins*

### **Announcing the pregnancy**

Priceless reactions guaranteed! This can be done with the whole family.

### **A trip to the OB**

Reading a magazine in the waiting room, the solitude of waiting alone in the patient room, your beaming face when the doctor finds the heartbeat or baby pops up on the screen during the ultrasound. Naaw.

### **Pregnant life**

What's your favorite way to lounge and relax before baby? Reading parenting books on the couch? Snuggling that maternity pillow? Laying on the bed and watching baby kick (dad feeling too)? What about food cravings or strong dislikes? What do you do to pamper yourself? Are you attending any sort of classes? Document it all... including that bump!

### **Babymoon**

A weekend getaway for you to enjoy "just the two of you" before baby's arrival.

### **When One Becomes Two**

I know I felt this way but during my second pregnancy I mourned the fact I would have less one on one time with my daughter. Document your relationship with your child/children before baby arrives



## Welcome Baby

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*Imagine documenting the moment your child is welcomed into the world*

### **Enroute to the hospital**

This could be tricky with a natural birth, but if baby's arrival is planned, then why not? Loading the car, walking into the facility, the magic is about to begin!

### **The birth story**

The entire hospital experience will be a cherished time. Get every detail - the room number, favorite nurse, the emotions, all of it. The first days together are often the most favorite days of a parent's life.

### **Baby's homecoming**

It's a pretty rad feeling to pack up baby and head HOME. Walking into the home for the first time is a feeling of relief (ahhhh) and uncertainty of what's to come at the same time. Visitors or Sip 'n See event to meet baby Whether at the hospital or in-home, visitors bring all kinds of reactions and emotion to the table. Baby will sure feel loved when looking at these photos years later.

### **Parenting happenings**

Those moments of actually going through the motions of taking care of baby are a sure win at gallery reveals. This is the time that passes with a blink and we inevitably wish for one more

feeding, one more snuggle, one more time of hearing newborn sounds, and milk bubbles make everyone melt. So go on, document a little bit of it all - feeding, changing, playtime, snuggles, nap time. This isn't "stand by the window and gaze at baby." This is reality. Get a little more intimate by documenting conversations with baby & parent (Dad telling baby all about football). Let them get comfortable with a little skin to skin time with mom. The possibilities here are endless.

### **Late night feedings in ambient light**

A twist on your traditional newborn indoor session. Who cares if mom and dad look like they are 3 days shy of sleep? One day, as baby gets busier, they will miss the snuggles of the night. Late-night rocking in a favorite chair will be a distant memory unless documented.

### **Baby bath**

Whether in a baby tub or the kitchen sink, this is a fun session. Many parents may sponge bath babies initially. If their reaction is tears, embrace the raw moment. The photos don't end with the water, but progress through



## Family memiors

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*Imagine the memories we can make together*

### **Teaching**

Consider documenting a family member teaching another family member something new. Does your husband teach the kids to play golf or how to swim?

Find out what your clients "I know what I'm doing on this day every year" traditions are and tag along.

### **Extended Family**

Document cousins spending the night at their Grandparents while the older crew plays cards at the dinner table. How about Grandma making pancakes for everyone the next morning?

### **Family trip or vacation**

How many vacations have you been on where you kept your camera down 100% to enjoy it? Or where there's actually photos of you in them? Imagine having someone document your family during a trip to a familiar place or even a new adventure.

### **A day with a special family member**

How about a child going on a special date with mom or dad? What about a teen going fishing with Grandpa? These connections mold and shape us and one day will be history. Simplify the session by documenting the every day shared time. For example, my daughter and I snuggle on the couch for awhile each night.

### **Siblings**

Capture what your kids do together. It may be things like bath time, sharing a snack, or building a Lego castle. It's so easy to sit in a room and watch them just be! This would be a perfect opportunity to document the works of a home school project too. If they are older, do they shop or do lunch together? Talk on the phone daily? Ride bikes together? Learn about them and your session will present itself.

### **Tradition**

A family tradition such as Sunday Dinner would be a perfect way to document extended family or a core family. In my family, we spend Christmas Eve at my sister-in-law's every year.

# Pricing

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## **What You Get**

Photo Session Design + Consult

2-4 hours of shoot time at your home or location of choice

**\$500** non refundable deposit towards your package to secure your booking

You are going to just LOVE your photos. So why not put them all together in my all inclusive packages.

## **What You Get**

Your beautiful photos printed and delivered to your door. No fuss all the work done for you with 100% archival guarantee. This means that they will last atleast 100 years!

These wonderful memories can be handed down generations leaving behind a beautiful legacy.

Together we can customise and design your album. You can choose beautiful leather or linen covers and tweak your perfect ornate engraving designs for the cover.

Together we will create roughly 20 spreads using my album design software.

## Wall Gallery

**10 8 x 12 Prints + Digitals**

\$1250

## Artisan Album

**+ digitals**

\$1800

## Wall Gallery + Album

**+ digitals**

\$3000

\$500 non refundable deposit is required to secure your booking

5% discount if you sign a commercial model release.



## A Year In The Life

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Three sessions showcasing your motherhood journey with your little bundle. It is the perfect way to capture your baby's first year. From birth to 12 months old

### **What You Get**

A beautifully custom designed 12 x 12 Album bound that will last more than your life time. The perfect legacy for your children.

The entire set of photos from the three sessions in your engraved glass keepsake box.

The entire collection in High Resolution Digital files delivered on USB.

\$3500





## The Holiday Experience

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When was the last time you + your family went on an ADVENTURE?

I mean, a real day of connection + life together... visibly seeing why you started this beautiful fam to begin with.

A day where the kids felt magic in the dirt and got lost in the day with their fave people (mum + dad, of course)...

and they could barely keep their eyes open from exhaustion come nightfall?

I LOVE those days where I feel at my best as a parent. I'm guessing you want MORE of those kinds of days with your family?

It's my MISSION to make more memories of fun adventures for families like you.

So I put together a little package to help you get your next adventure mapped out + on a calendar stat.

### **What You Get**

Our time together is completely optional. The sky is the limit!

Digitals | Slideshow | 8 x 8 Album

**\$3500**

**plus travel and accomodation**

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## ELIZA'S CESAREAN BIRTH

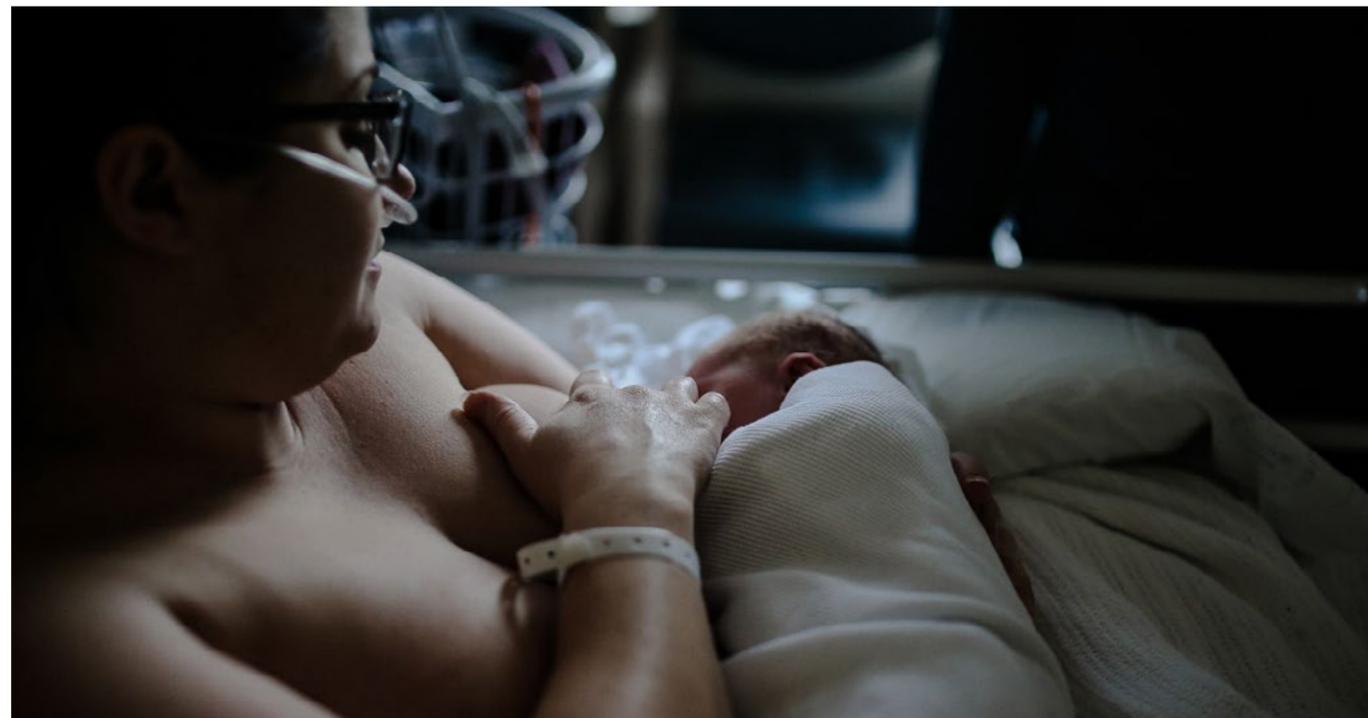
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*A Birth Experience with Eliza Spiteri*

Eliza was booked in for a cesarean with her first child. She talks about her thoughts on choosing a photographer and her experience with me as her photographer. Eliza wanted to truly document her birth of her first born son. She wanted to invest in high quality images that captured a moment in time to relive and pass onto her son.

She talks about her self conscious thoughts about how she would look after giving birth and what she would look like in the photos. After a wonderful experience with me, Eliza is over the moon with her photos and urges anyone thinking about a documentary session with me to just do it!

" I always knew I wanted photographs to document the birth of our first child. It's a moment in time that defines 'family' and I can get swept up at the best of times. I needed something to look back on the day and not just snap shots; I needed photographs that captured the emotions, feelings and candid moments so I could re-live the day just by looking at them.



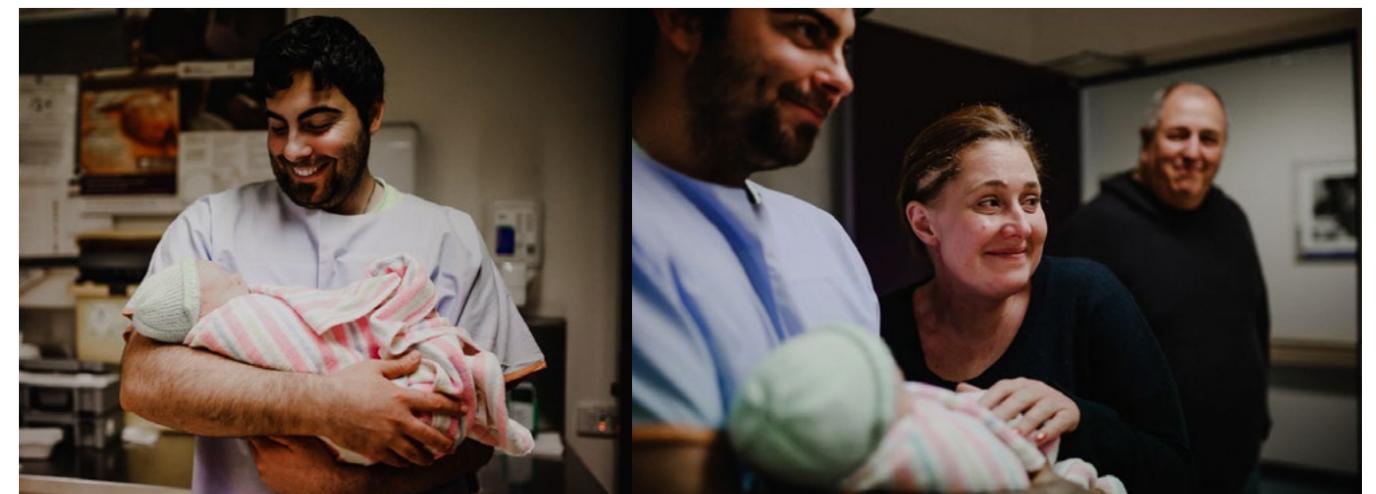
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**My mother passed away when I was 15. I guess if she was here I would have asked her all about my birth,**

who was there, what her first thoughts of me were. By getting photos done by a photographer whose work truly documents the moment so honestly (as i'd seen in her previous work with other families) deep down I felt that even if I couldn't be there for my child in the future the photos would show everything.

These are very intimate moments and I was worried about how I would look in the photos. Being in hospital, no make-up no nice clothes etc. however now I think those concerns were silly! I didn't want perfectly prepped glamour shots, I wanted the story captured. My husband however was really relieved he didn't have the pressure of getting all the photos!

I didn't want posed photographs. I wanted a photographer to capture a moment in time, not forced smiles and awkward stances. Just natural beauty. I didn't want to have to direct the photographer and I didn't want to be directed too much. It was also really important to me that the photos were quality and artistic. Anyone can whip out an iPhone, and so many people do "photography" these days. I wanted to ensure I was spending good money on someone who really knew what they were doing professionally. I loved Justine's portfolio, education, experience, her use of light and shadow and her story telling.



Originally I had wanted to capture my birth experience in theatre. Justine had made it aware to me that my obstetrician/hospital may not allow her in theatre. Sadly this was the case and my request was denied by the hospital.

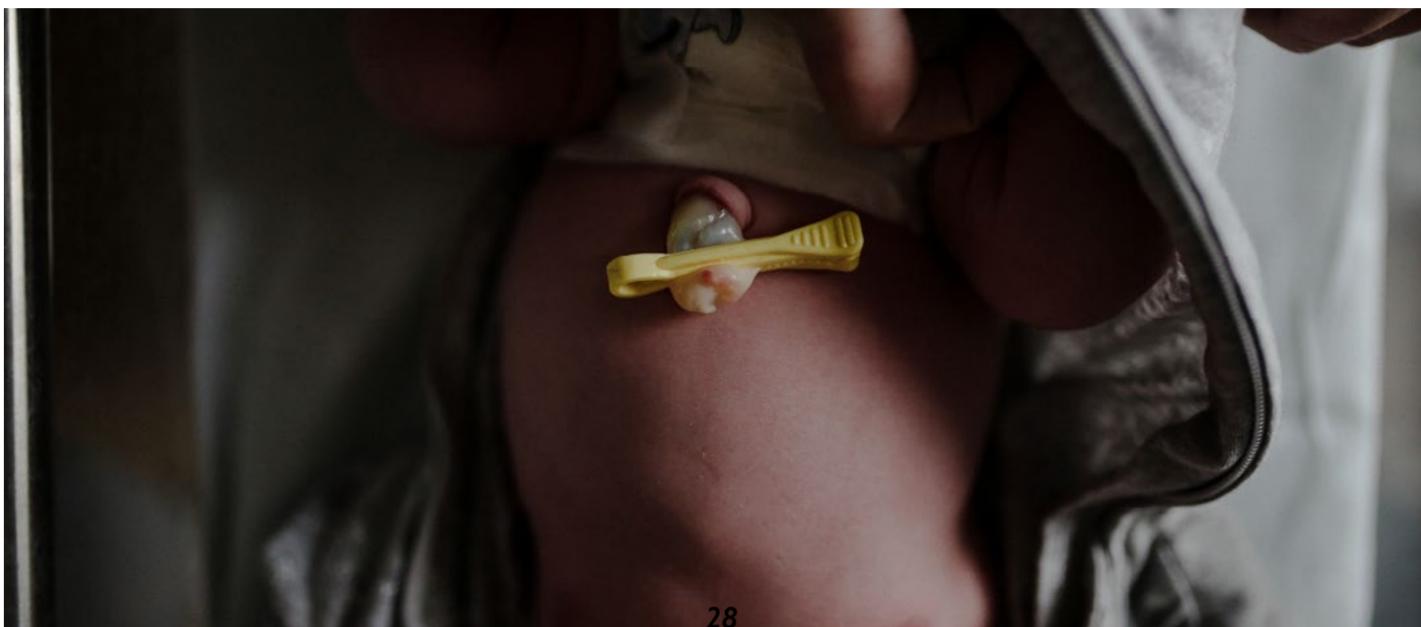
Justine reassured me that the moments just after theatre would be just as spectacular.

Justine has a really good way with people and on the day she was able to guide photos with family without ever directing them to stand here or do that. Justine just had a really natural way of moving around our family to get the best shots of them. I felt relaxed about the photos because I knew I was in good hands. However I felt very nervous about my c-section! I'm usually a very controlling person, I was most surprised at the fact I didn't feel like I needed to take control over the day, I trusted that she had it covered. It felt very easy to communicate with Justine and she was able to interpret the things that were important to me and capture them in her own artistic way.

**I was still in hospital when I received a call from Justine that some of my photos were ready to view. My husband and father in law were with me and we all cried as we looked through the photos on my iPad. I love my photos!**

There wasn't anything I felt that was missing. I had a great mixture of photos of myself and my partner with our new baby and our family and their reactions. There were some intimate moments of myself which I had really hoped to capture. Some cute and funny ones that I just loved sharing with my friends and family. It was exactly what I had envisioned. I believe that Justine captures more emotion from the time rather than just posed photographs and helps me to relive the experience when I look back on the photos from the day. It was worth every penny. My photos have allowed me to share a significant moment of my life with others who live far away and were not able to attend the day my baby was born. If your thinking of a session, do it, its totally worth it haha. You'll

love the photos and love Justine.





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## MAKE YOUR PHOTOS MEAN SOMETHING

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My consultations will ensure that not only will you receive BEAUTIFUL photos, but they will actually have sentimental meaning that you will treasure dearly.

# The Documentary Experience

## What To Expect

### 1. Designing Your Session

Your forms are filled in and you have paid your deposit and its time to start designing your session!. I will ask you a series of questions that will help me get to know you and your family a little better. Questions such as what does a Sunday morning look like for you and what brought you here in the first place are going to be our platform for building the perfect session for your family.

### 2. Wardrobe Selection

I normally do not like to dictate what my clients wear to a session. If we are hanging out at home and the kids normally run around in their pj's then thats totally fine. We want to create your truth. Documentary is about authenticity so please, do not dress up like your going out to a dinner party if we are not actually going on one! If you are after a bit of style to your session I normally suggest dressing like your about to go out for a coffee or a brunch. Be mindful of statement peices, brands and patterns and if your outfits flow or are there any stand out pieces that may overpower the photo.

### 3. The Big Day

Its the big day and your nerves will probably be on high. Thoughts such as the kids behaving and looking good, and 'oh gee I have more baby weight to lose!' are probably at the for front of your concerns. Relaaaaaaaax. First off kids are kids, I have them too! I will make sure we get some great moments. Its my job to create beautiful portraits for you and thats why you hired me remember? You will look beautiful too, I will make sure of it and take into consideration, when your kids are older they are going to look back at these wonderful memories of you and see what a great mum you are. Not see a scale figure. You are their mother, and thats all they care about.

### 4. Gallery Reveal

Your photos are ready and this is my favourite part. Revealing your beautiful portraits to you. I will have a pot of tea and some snacks ready to go and together watch your slideshow. I'll have tissues ready! Once you have seen yuor gallery you can choose which photos you love and place your order. Remember to bring any measurements and wall placement photos so we can see what would be the best fit for your wall. You will also be able to select your album coverings and custom design it together. Payments are due at this meeting.

### 5. Your Order

In approximately 3-4 weeks your album and prints will be ready. I can either arrange a day for you to pick themup or deliver them to your door.

### 6. Happily Ever After

Time to share your beautiful photos with your family and friends!They will love coming to your home and seeing these great moments on your wall or flicking through your album. As your kids get older you can show them what they looked like and all the funny things they used to do. Which is my greatest joy. I do not want to create just beautiful photos, but powerful images that tell a story about someone. So when your child looks back at these images, its like a little piece of family history. A little piece of history they can show their kids. A little piece of you they can hold onto.

# My Promise

I know that if I get a day with you and my camera I am going to take the best photographs that you have ever seen of yourself and your family. Thats what I want to do for you. It is my greatest joy to give families the best photos and memories.

Justine Curran

0430514193 | [justine@justinecurran.com.au](mailto:justine@justinecurran.com.au)

## Would You Like To Book In?

***Click through to pay your deposit and secure your booking***