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Just Shoot Me

A (very) cool idea for birthday parties

February 17, 2011

Logged in: Current Traffic, Parties-Gifts



A brand new photography studio opened earlier this month on the Upper West Side, and we love their novel idea for kids' birthdays: photo shoot parties. Bring along your tot's favorite iPod mix and a few BFFs, and **PhotoOp** will shoot the kids ad-campaign style.

Creative Director Brian Marcus, who shot the wedding of Ivanka Trump and Jared Kushner, has created a playfully edgy studio with colored and textured backdrops including a candy wall and a graffiti wall by artist Andre Charles. Kids can bring their favorite outfits and pretend-play clothes, or choose from PhotoOp's own selection of tutus, denim jackets, and other hip accessories (no cheesy feather boas here). Stylists are

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on hand to help; professional hair and make up services can be added for all kids at the party, for an extra \$200.

Birthday parties for up to 10 kids cost \$799 for 90 minutes. They serve light snacks and drinks, and you can bring a cake. Parents of the birthday child get a choice of six prints (two 8x10, two 5x7, two 4x6) or 24 4x6 prints, plus access to an online slideshow of all images, which can be shared. (You can also upload the slideshow images to Facebook, but they'll have a small watermark in the corner.) Extra prints cost \$30 for one 4 X 6, \$40 for a 5X7, \$50 for an 8 X 10, or \$100 for an 11 X 14 print. Each party guest will receive an 8 X 10 print as a keepsake.

PhotoOp

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