



DESIGN YOUR
PORTRAIT
GALLERY

created & distributed by:

OLIVIA GREY PRITCHARD
photography

Olivia has photographed over 700 families in the 5 years since she opened her studio in the Big Easy. Her love of babies, pets and children, combined with a dedication to creating honest, genuine portraiture creates photography for her families that is unlike any other.

Olivia's people and pet portraits have won awards at the state, regional and international level. She is the sole family photographer in the city of New Orleans who has achieved the prestigious Certified Professional Photographer



degree, recognized as the industry's leading standard for photographers who have proven their technical skills, unique artistry and professionalism. Olivia is devoted to her community, volunteering as Area Coordinator for the international nonprofit Now I Lay Me Down to Sleep, which provides the gift of professional portraiture to families suffering the loss of a baby. For the past two and a half years, Olivia has also taught a bi-annual photography class to children living with cancer through the Pablove Foundation.

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3915 Baronne Street, Suite 4 New Orleans, Louisiana 70115

1. ^{DECIDE} **WHAT** you want to display.

Our walls are where we showcase what we value the most, and nothing brings greater joy than custom artwork created of the people we love the most! That is why we sit down with every client before a session -- to hear your ideas and goals for your time with us.

- Do you want a fun, laughter-filled wall gallery of your kids just being kids?
- Are you looking for a beautiful, contemporary studio portrait?
- Would you like a soft, sweet newborn portrait so that you never forget how tiny they once were?

From wall galleries to single statement pieces, we are here to help you find the perfect way to display your custom artwork.



2. DECIDE WHERE you want art.

The perfect coordination of artwork and design can take a room from ordinary to extraordinary. Popular places are living rooms, staircases, hallways, bedrooms, playrooms, and offices; other rooms that are great for family photos (but often neglected) are bathrooms and kitchens. This is your opportunity to express your family's style and personality! Take a moment to think about the room:

- Is the wood in the space dark, light or midtone?
- Are there any accent wall colors?
- Is the furniture and other decor neutral or are there pops of color?
- What other textures in the room can you coordinate with?

Points to remember about color when deciding where to display:

- The color in the space should work well with the images you are displaying there.
- When hanging multiple images, place images that have similar color tones together. A mix of contrasting colors in one gallery will make it feel haphazard and not by design.



3. ^{DECIDE} **HOW** you want to display your art.

We love helping you decide what images from your session will go onto your walls! As we are choosing those images, it's also important to think about how you will want to display them. Think about the image and the room you have chosen and ask yourself:

- Do I like the look of a single statement piece on the wall, or would a grouping create more impact in this particular space?



SINGLE IMAGES

A single image is a clean, classic way to display a statement portrait. Make sure the image is large enough to cover the space. If you choose an image with a mat and frame, always make sure the finished frame size is big enough to cover the wall space and create that statement art piece you are looking for. A gallery wrapped canvas will make a 3-dimensional statement on the wall and can be hung without a frame, showing off a clean, modern look.



GROUPINGS

SYMMETRIC DISPLAYS

The even-keeled, predictable look of symmetrical displays is peaceful and logical. It is simple and easy to understand. Symmetry makes sense and gives our mind rest. It's a great way to tell a story with a series of images all in a row or spaced in a square layout.

ORGANIC DISPLAYS

Asymmetry creates interest and sparks curiosity in our brains. Disorder holds our interest and keeps our eyes wandering through the display. Going against the grain can be refreshing, but it's important to create them purposefully so they maintain a sense of balance.



Professional Tips for SUCCESS

1) **BE DIFFERENT.** You don't have to hang everything in a conventional way. Experiment with different pieces hanging up, on a shelf, or overlapping each other.

2) **CREATE BALANCE.** Use coordinating (not necessarily matching) frames and print types.

- A mix of gallery-wrapped canvases with complimentary framed images all in the same color family
- All prints have the same color frame (e.g., all white or all silver) in varying widths
- All prints have matching frames with different mat widths

3) **BE SELECTIVE WITH SIZING.** For a cohesive wall grouping, choose two to three size options for your images. For example, 16x20s, 11x14s, and 8x10s are a great mix of sizes for a large wall gallery.





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who your children are...
not just what they look like.



A session with Olivia Grey Pritchard Photography is a one-of-a-kind experience focusing on the love and connection within your family. We think your kids (both with fur and without!) are AMAZING, and your family's journey should be documented in beautiful, honest portraiture created with deep passion and meticulous attention to detail. Our dedication to your family extends well past your session to our end goal of giving you finished, heirloom wall art and albums that are ready for display in your home...and in the years to come, for passing down to your children. We believe that children who grow up in a home in which their photographs are proudly displayed gain confidence and self-esteem, and we love being a part of how you show your child how much she is cherished.

To book your session, please visit www.oliviagreypritchard.com or call us at 504.421.4130.
We can't wait to work with you!