



PRESENTATION DECK

273 GRAND ST, NEW YORK, NY, 10002

WWW.WHITELOFTNYC.COM

THE WHITE LOFT IS A DEDICATED SPACE HONORING PHOTOGRAPHY AND VISUAL CULTURE. LOCATED IN THE HEART OF NEW YORK’S LOWER EAST SIDE, WE ARE PROUD TO INTRODUCE A NEW PHOTOGRAPHY STUDIO, GALLERY, AND EVENT SPACE.

ROOTED IN A MISSION TO CONNECT, CELEBRATE, AND SUPPORT PHOTOGRAPHY ALONGSIDE CULTURAL AND BRAND INITIATIVES, **THE WHITE LOFT** SERVES AS A PLATFORM FOR COLLABORATION AND CREATIVE EXCHANGE. THE SPACE REFLECTS THE BOUNDLESS ENERGY, DIVERSITY, AND INNOVATION OF DOWNTOWN NEW YORK’S ARTISTIC COMMUNITY.

INFLUENCED BY THE SENSIBILITY AND ELEGANCE OF CURATED CREATIVE SPACES AROUND THE WORLD, **THE WHITE LOFT** IS DESIGNED TO INSPIRE PHOTOGRAPHERS, ARTISTS, AND CREATIVES— FOSTERING EXPERIMENTATION, DIALOGUE, AND NEW PERSPECTIVES.



STEP INTO A DISTINCTIVE **1,500 SQ. FT.** LOFT STUDIO FEATURING **11-FOOT CEILINGS**, **A 16'-WIDE X 17'-DEEP WHITE CYCLORAMA**, AND BEAUTIFUL NATURAL LIGHT—AN IDEAL SETTING FOR SHOOTS AND EVENTS, AND A SUPPORT SPACE FOR ON-LOCATION PRODUCTIONS.

A VERSATILE, LIGHT-FILLED CREATIVE SPACE

- FREIGHT ELEVATOR FOR EASY WEEKDAY LOAD-INS/LOAD-OUTS FROM 9AM-1PM, 2PM-5PM
- NORTH-FACING WINDOWS OFFERING SOFT, CONSISTENT DAYLIGHT
- EXPANSIVE OPEN LAYOUT PERFECT FOR PRODUCTIONS, EXHIBITIONS, CULTURAL ACTIVATIONS, BRAND EVENTS AND INTIMATE GATHERINGS
- WHITE CYCLORAMA & WHITE WALLS FOR A MODERN AND INDUSTRIAL CHIC AESTHETIC
- MULTIPLE BACKDROPS, CURATED FURNITURE AND THOUGHTFUL DESIGN ELEMENTS
- KITCHENETTE WITH NESPRESSO MACHINE, PRIVATE BATHROOM & LOUNGE AREA
- FULL BLACKOUT CURTAINS (**UPON REQUEST**)
- 150A, 3-PHASE POWER
- MARSHALL STOCKWELL II SPEAKER
- HIGH SPEED WI-FI
- IN-HOUSE PHOTO AND STYLING EQUIPMENT (SEE FULL EQ LIST)
- 1 MOVABLE BEAUTY STATION, FLOOR LENGTH MIRRORS & LARGE CONFERENCE TABLE
- GALLERY LIGHTING FOR EVENTS
- PRIVATE SPACE WITH VIDEO DOORBELL ENTRY.
- PRIME LOCATION NEAR DELANCEY/ ESSEX ST (J/M/F/B/D) SUBWAY WITHIN 10 MINUTES WALK

**** PLEASE NOTE: THE SPACE IS NOT SOUNDPROOF.**

**** FREIGHT ELEVATOR OPERATING HOURS MAY BE EXTENDED FOR AN ADDITIONAL FEE.**

THE SPACE

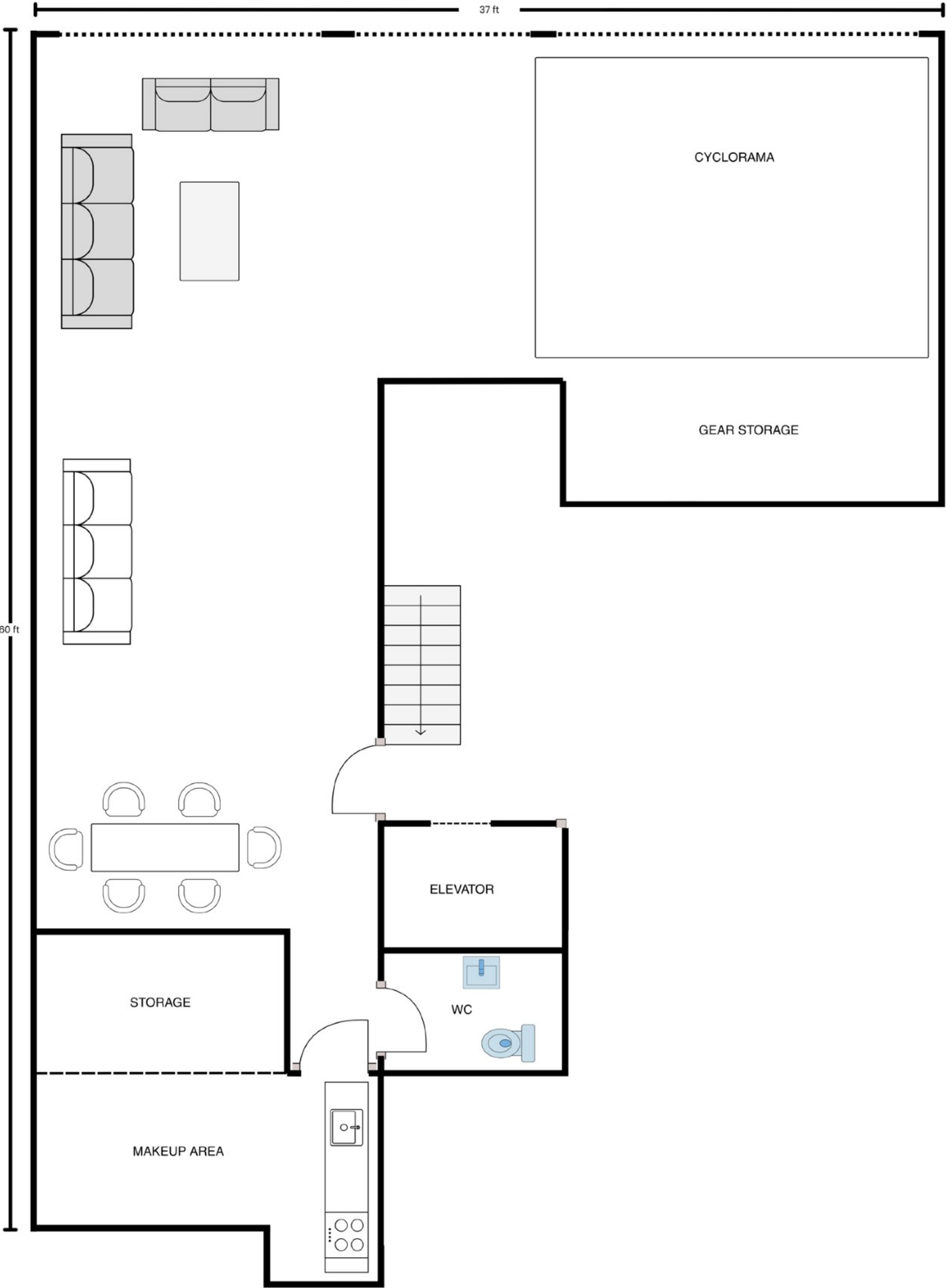


THE SPACE



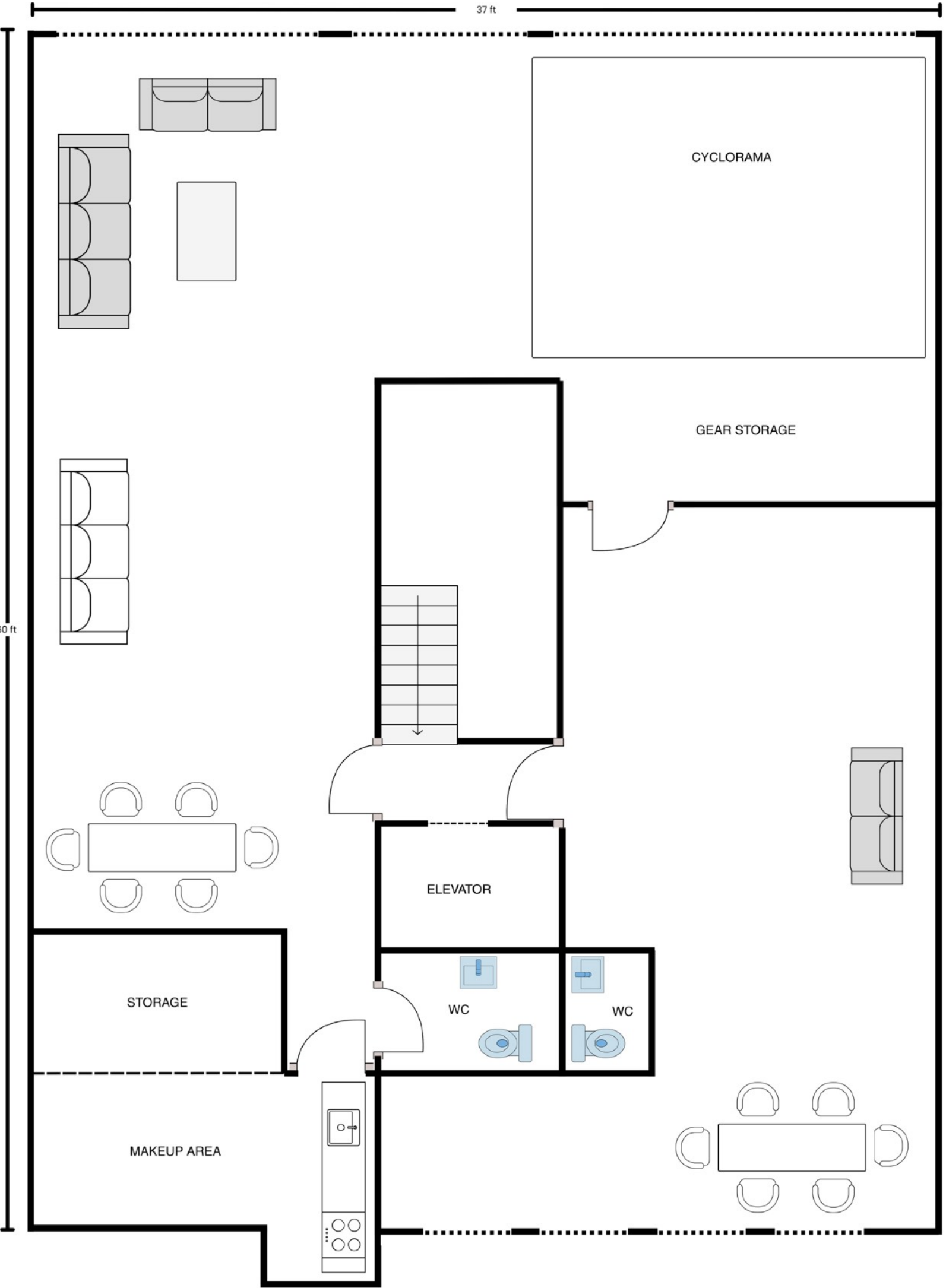
CONFIGURATION 1

1500 sq ft



CONFIGURATION 2

2200 sq ft



EQUIPMENT INCLUDED

EACH BOOKING INCLUDES A SELECTION OF EQUIPMENT LISTED BELOW.

- PROFOTO D2 500WS MONOLIGHT – 3 UNITS
- PROFOTO CONNECT PRO
- NANLITE FC500B - 3 UNITS
- C-STANDS WITH BOOM ARMS – 10 UNITS
- NEEWER 71" PARABOLIC REFLECTIVE UMBRELLA
- HEAVY-DUTY EXTENSION BOOM ARM BAR (ADJUSTABLE 3.6–8.2 FT)
- NEEWER 35.4" PARABOLIC SOFTBOX WITH GRID
- GODOX 14" X 63" STRIPBOX WITH GRID – 2 UNITS
- GODOX 24" X 35" SOFTBOX WITH GRID
- SPOTLIGHT OPTICAL SNOOT WITH GOBOS
- V-FLATS - 3 UNITS
- BEAUTY DISH - 1 UNIT
- SCRIM JIM 4X4, 6X6 OR 8X8 - 1 UNIT
- 2 RODE PODMIC
- 7 SANDBAGS
- 2 MOVABLE WHITE PIN BOARDS
- PLENTY OF CABLES, EXTENSION CORDS, GRIP, GAFF



CULTURAL INITIATIVES CAN INCLUDE:

- TALKS, PANELS AND ROUND TABLES
- WORKSHOPS AND ATELIERS
- POP-UP DINNERS
- SHOWROOMS
- BOOK LAUNCHES & SIGNING
- EXHIBITIONS
- CASTINGS & FITTINGS
- CREATIVE MEETINGS & MINDFUL GATHERINGS
- BRAND ACTIVATIONS AND PRODUCT LAUNCHES
- & MORE



CONFIGURATION 1

1500 sq ft

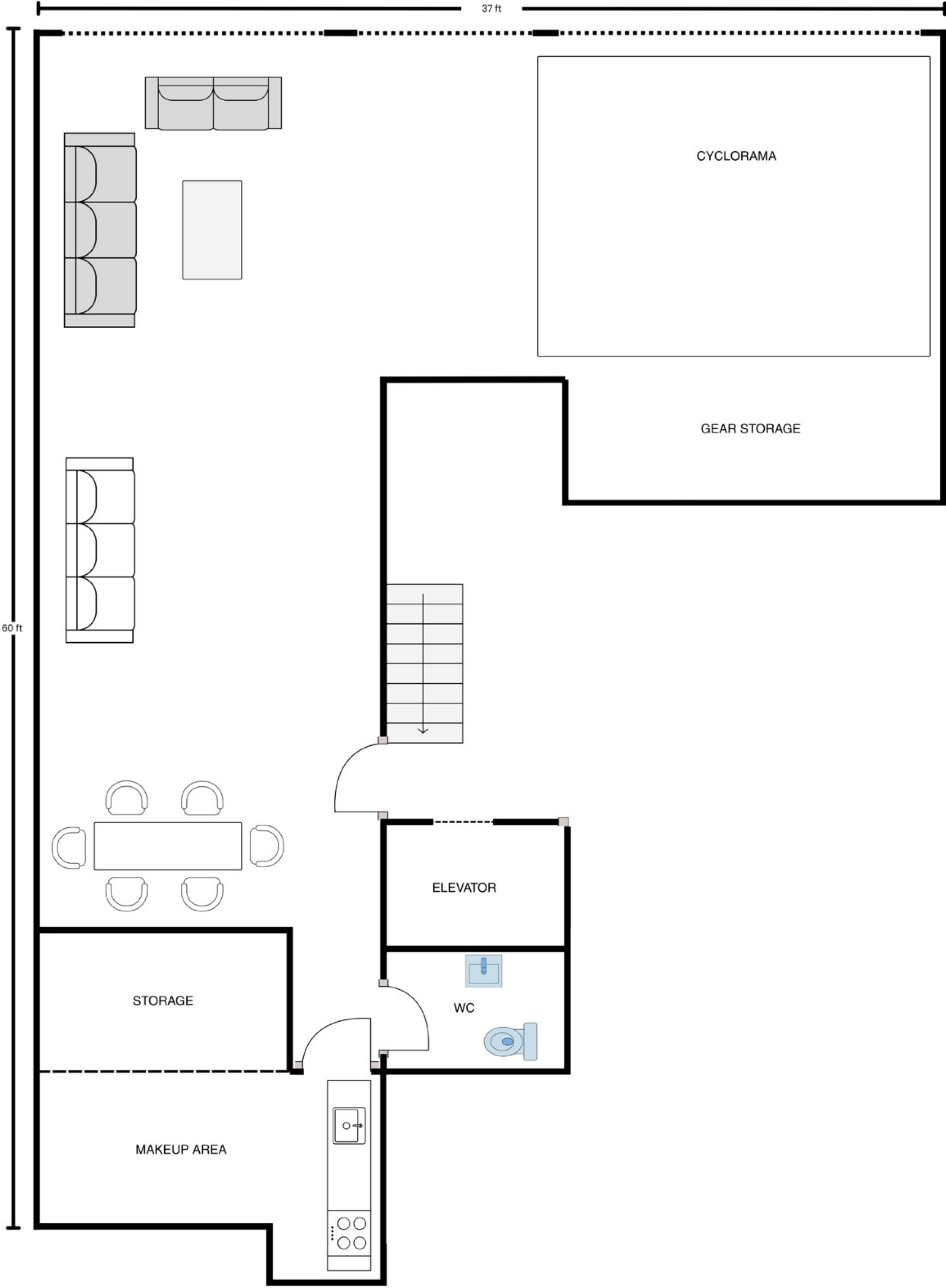
PHOTOSHOOT HALF-DAY RENTAL (5H)	\$1000
PHOTOSHOOT FULL-DAY RENTAL (10H)	\$1800
VIDEO SHOOT HALF-DAY RENTAL (5H)	\$1200
VIDEO SHOOT FULL-DAY RENTAL (10H)	\$2000
HALF-DAY RENTAL FOR EVENTS (WORKSHOPS, PODCATS, SHOWROOM, CASTINGS ETC.)	PRICE UPON REQUEST
FULL-DAY RENTAL FOR EVENTS (WORKSHOPS, PODCATS, SHOWROOM, CASTINGS ETC.)	PRICE UPON REQUEST
STANDARD OVERTIME RATES (AFTER 10H SHOOT)	\$250/HR
CYCLORAMA REPAINTING	\$250

** THE MINIMUM BOOKING DURATION IS 5 HOURS.

IF YOU REQUIRE A CUSTOM BOOKING LENGTH, PLEASE EMAIL US AT [INFO@WHITELOFTNYC.COM](mailto:info@whiteloftnyc.com) AND WE WILL PROVIDE A CUSTOM QUOTE BASED ON YOUR NEEDS.

THE CYC IS INCLUDED WITH ALL BOOKINGS AND IS MAINTAINED IN CLEAN, SHOOT-READY CONDITION. NORMAL WEAR, SCUFF MARKS, AND MINOR IMPERFECTIONS SHOULD BE EXPECTED.

CLIENTS REQUIRING A FRESHLY PAINTED, PRISTINE WHITE CYC MAY REQUEST A REPAINT PRIOR TO THEIR BOOKING FOR AN ADDITIONAL FEE OF \$250.



CONFIGURATION 2

2200 sq ft

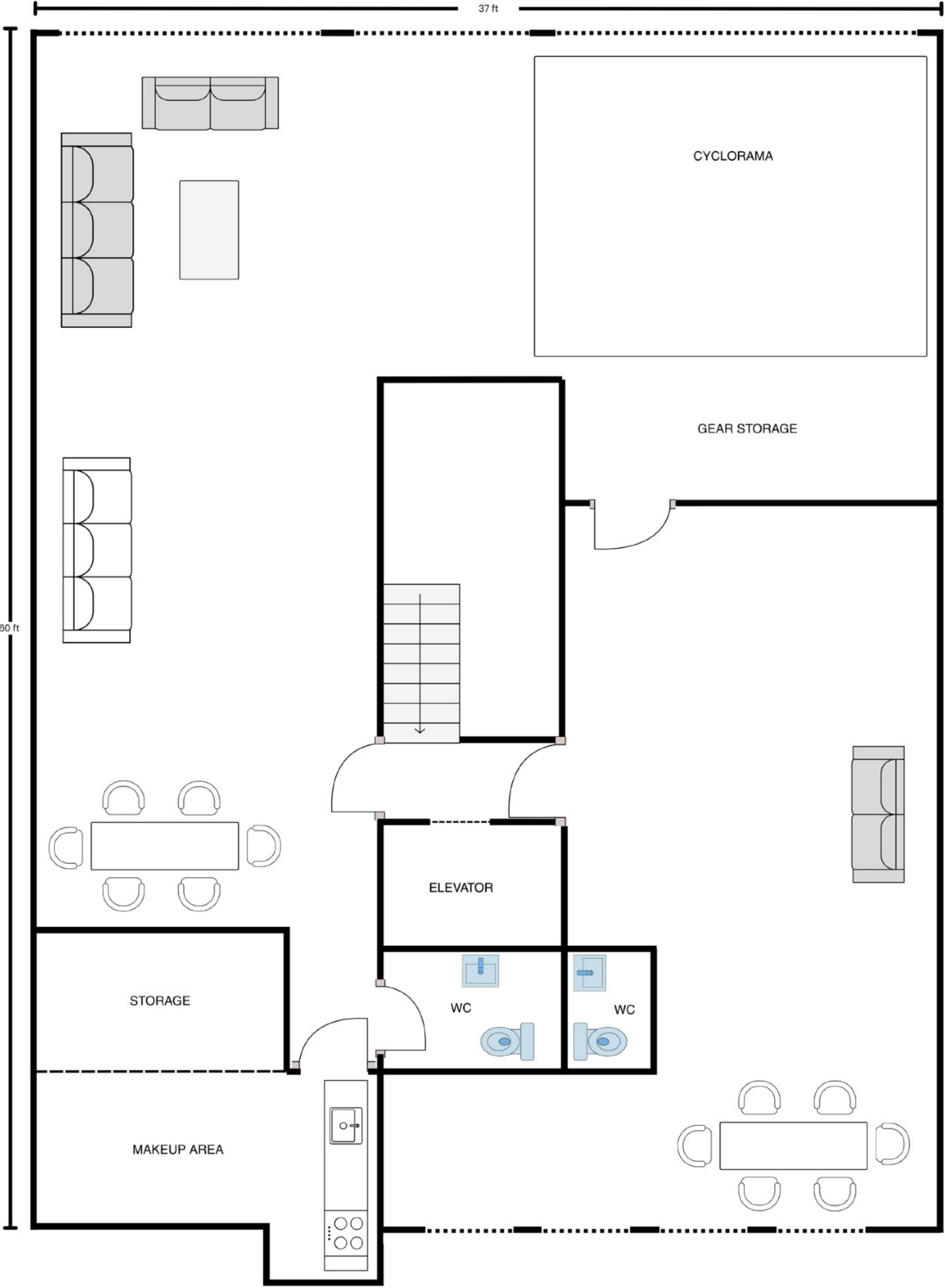
PHOTOSHOOT FULL-DAY RENTAL (10H)	\$2600
VIDEO SHOOT FULL-DAY RENTAL (10H)	\$2800
FULL-DAY RENTAL FOR EVENTS (WORKSHOPS, EXHIBITIONS ETC.)	PRICE UPON REQUEST
STANDARD OVERTIME RATES (AFTER 10H SHOOT)	\$300/HR
CYCLORAMA REPAINTING	\$250

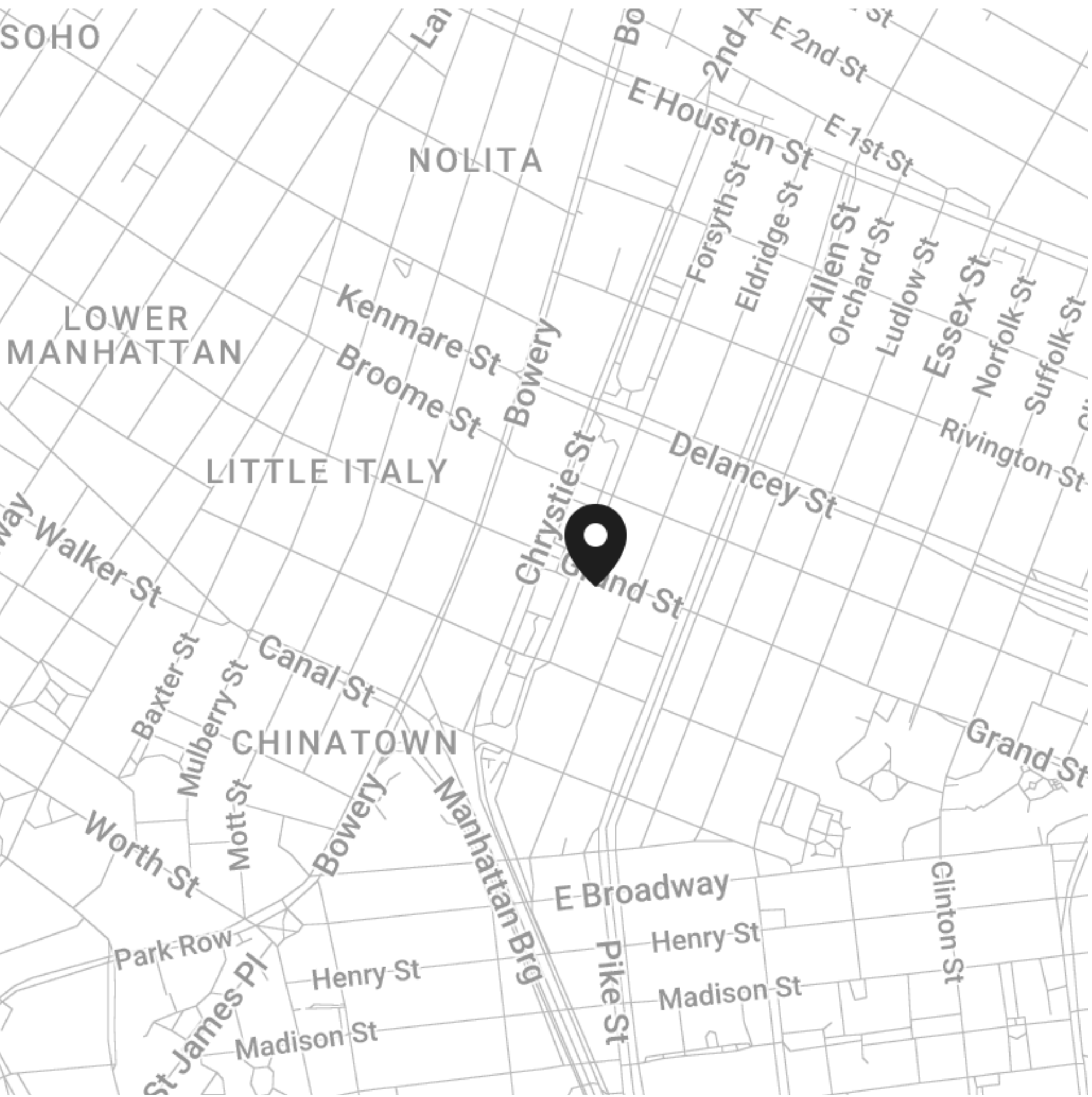
** THE MINIMUM BOOKING DURATION IS 10 HOURS.

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2ND FLOOR

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