

COVID-19

THIS IS HOW WE DO IT.

PORTRAITS



LIFESTYLE

LEAH FASTEN



COVID - 19

THIS IS HOW WE DO IT.
WINTER SPRING 2021

LEAH FASTEN

LEAH PHOTOGRAPHER
FASTEN —

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LEAHFASTEN.COM

We work with brilliant commercial and editorial creative teams to produce compelling, joyful and human pictures. With deep roots in documentary photography, we thrive on projects inspired by something real. We like to find our images as a shoot unfolds, and adore all the little surprises that happen when we invite (dare I say it?) love and compassion on set.

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PORTRAITS

Before launching a lifestyle photography brand in California and well before Covid-19, I started my photography studio in Boston making hundreds of portraits for magazines and brands. This work remains fundamental to my creative process. Continuing this work during Covid-19 is a natural extension of our brand.

Since March of 2020 we've been experimenting with exactly how to continue to make portraits as always while staying safe. Here's a selection of portrait projects we've worked on during this peculiar time.

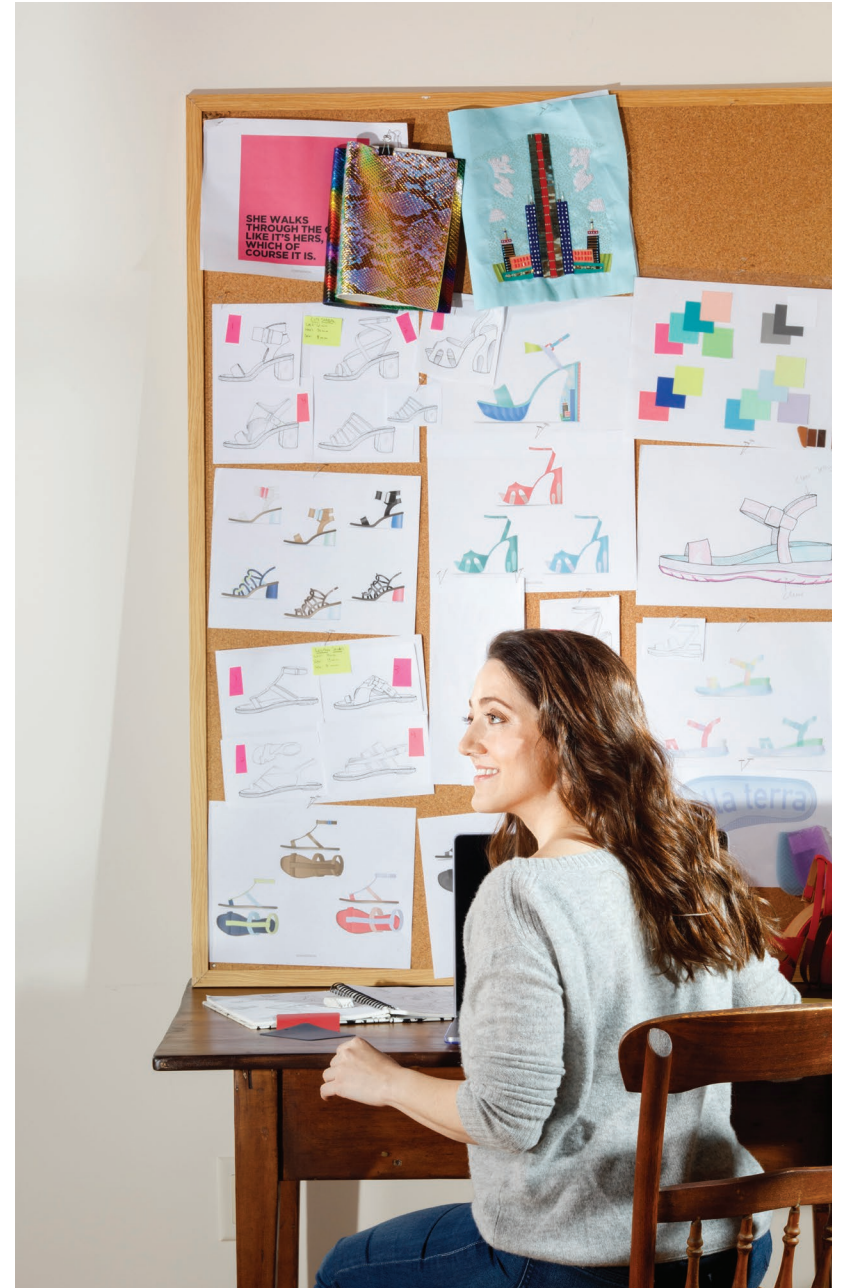






PORTRAIT PRODUCTION

- Crew is small and efficient.
- Equipment is light and mobile.
- Crew stays 6 feet apart.
- Masks on.
- Talent takes off mask for photos.
- Windows and doors open inside.
- Outside when we can.
- Wipe down surfaces as we go.
- Remote capture as needed.
- Covid support team as productions scale.





REAL FAMILIES

When my kids were born well before Covid-19 I became interested in what real family life looks like. We've photographed real families for ad campaigns, magazine features and a number of brands. Translating this work to documenting real families during the pandemic has been a very natural and easy transition.

This is a collection of images made at home of families wrestling and playing. This is a project I started prior to March 2020 and have enjoyed continuing with the project through the pandemic.





REAL FAMILY PRODUCTION

- Work at talent's home
- Photo team stays 6 feet from talent.
- Equipment is battery powered and nimble.
- Masks on.
- Windows and doors open inside.
- Outside when we can.
- Wipe down surfaces as we go.
- Remote capture as needed.
- Covid support team as productions scale.





ABOUT LEAH

Thanks for checking out the photography we create at Leah Fasten Photography.

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Until March 2020 you would find me traveling seamlessly between New England and the West Coast, working on location everywhere and splitting my time between both coasts. During the pandemic I've been working along the Northeast Corridor making remarkable photography even in the most challenging of circumstances. I live with my family next to the beach outside Boston and will be at full immunity the first week in May 2021.

Let's meet up for Zoom coffee chat. Sometimes the best photo shoots come from the simplest of conversations.



CONTACT

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PRODUCTION

"Although the pandemic has brought on very unique challenges, these challenges have allowed us to be creative in how we can accomplish making beautiful deliverables with fewer people. It just takes a dynamite crew and a little more time."

Mike Dagdag
Producer, Dagdag Productions
dagdagproductions.com

CREW

"Learning to work with COVID restrictions has led to an increased focus on making productions as efficient and streamlined as possible. Everyone on set is appreciative of the task at hand, and how we make great work in a safe environment. Plus a variety of remote teleconference options keeps everyone involved and facilitates collaboration even when the on-site crew is smaller."

Matt Dandy
Photographer, DigiTech and 1st Assist
matthewdandy.com

CASTING

"The possibilities for casting during the pandemic has changed and for many of my clients, this has worked out in a very positive way. By casting families (or pods) HumanKind casting + talent has provided the creative teams with true familial energy which brings new life to commercial photography. Capturing real moments between family members is an authentic approach to the capturing a slice-of-life."

Kristie Raymond
Founder, HumanKind Casting and Talent
youarehumankind.com

STYLING

"It is entirely possible to keep crew safe and have a successful shoot with appropriate preparations in place! The feeling of safety is priceless!"

Maren Rossman
Founder, Anchor Artists
www.anchorartists.com



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