PERFECT HIDEAWAY

Photography Guidelines & Policy 2019

Photography Guidelines & Policy

Elevated, unique imagery is one key aspect that continues to set us apart from other platforms, attracting design properties, savvy travelers and travel industry leaders from all over the world. We are building a team of photographers to tell the story of our properties - not just what the property looks like, but also *how the property feels*. These images are used mainly on our website and promotional platforms, and are often featured on design and travel websites, blogs and social accounts. Our intention is to create a community of like-minded global citizens that share the same values, as property owners, artists, brands, photographers, writers, travelers. We want to inspire people to travel beyond the norm, to seek unique and meaningful experiences, and to encourage conscious travel with a light footprint. We hope you enjoy being part of our community!

To get started, Please read through these suggestions...
Xx

1 / Approach

What makes this property unique and different from others? In other words, what is it about the property do we want to highlight and showcase? Is there a pool? Full length windows? An amazing view? Try to highlight the best features of the property, while avoiding things that may not photograph as well.

2 / Perspective

We recommend photographing each room from different corners to find its "best side" and include all the different design features. For example, one angle may feature the large windows and view, while another angle features the bed and decor. Please shoot each space horizontally and vertically.

4 / The "Money Shot"

If you could only take one photo that sums up the property, what would it be? Is it a cliffside home with a spectacular view? A quaint BnB with an epic courtyard pool? Is the architectural design the feature, or its surrounding environment? Think about what is selling the property, the design, the experience? Then photograph it in the best light!

3 / Vignettes

Texture. Shadows. Decor. Vignettes help to tell the story of a space and showcase more of the design and architectural details that may be overlooked in the wider room shots. These also help to round out the overall collection.

5 / Vertical Lines

One of the biggest rules in architectural photography is to keep vertical lines vertical. When lining up a shot, make sure the wall corners, doorways and window lines remain vertical. As a side note, shoot from a height so that the furniture is featured, but not so low that all you see is the *sides of furniture.*

@alexievto

7 / Lifestyle

Lifestyle photos show the viewer how they would experience the space. Showcasing the space is foremost, and the subject should only hint at the experience, not dominate the image. It shouldn't feel posed. Other options are to incorporate life-style items such as a book and sunhat beside the pool. Tip: take a photo both with the person and without so there is an option.

@lisacohen

6 / Magazines

We can learn a lot from *looking* at images, not necessarily just *taking them.* Some of the best architectural/interior shots go against logic and have parts cropped out - the pool is cropped or only half the couch is shown. Make some mental notes about why certain images work and try applying that to your next property.

8 / Tips

1 / Shoot as much as you can early on - that way you know you've got the shots and can re-shoot something later if necessary. Then you can enjoy the space and incorporate some lifestyle shots when it works.

2 / I can't stress enough that this is about so much more than free accommodation. It is an opportunity to build a beautiful portfolio, grow as a photographer, and establish relationships around the world!

9 / Techs & Specs

image size	quantity	orientation
high res jpgs min 3000px @ 300dpi	40+ (most send 60+)	mix of horizontals + verticals

lenses
We recommend using a wide-angle zoom for shooting the main interior shots (ex. 24-70mm) and a lens better suited for vignettes and details (ex. 50mm/1.2)

light
As experienced photographers, we trust you to photograph the space in light that best highlights each room. "light, bright and ariy" doesn't suit every space, however a dark, cavernous room is unlikely to look appealing to guests.

editing
For consistency throughout our platforms, please correct for white balance and exposure, but refrain from heavy use of filters. Please keep original files in the case we need to re-work the file or require a larger version.
Please include your info in the metadata + image name (ex. JaneDoe_CasaItaly01.jpg).

ownership & copyright
You, the photographer, retain ownership and copyright, however we retain usage rights for website, social media, promotion and marketing. Photographers will be credited in all applicable cases.

10 / Photo Checklist

You may find this checklist handy for your first few hideaways.
Please include a mix of verticals and horizontals.

☐ the room you stay in
  *in the case of a private home, each room must be photographed
☐ common areas (interiors + exteriors)
☐ detail shots / vignettes (feel free to get artistic!)
☐ environmental shots (the property in its surroundings)
☐ lifestyle photos
  - with people in them (ex. some laying in a hammock, feet in water)
  - indicative (ex. towel + sunhat by pool, a coffee cup + magazine in
    an un-made bed)
☐ neighborhood + regional photos (ex. nearby cafe, beaches)

We are selecting photographers that create imagery that goes
beyond typical real estate / travel photography and is in align-
ment with our brand and vision. For example: we would prefer an
image of a beautiful room that is "gently lived-in" (bed isn't per-
fectly made, sandals in the foreground, book and sunglasses on
the bedside table, etc) versus the perfectly made bed with folded
towels placed at the end. Ideally, we would prefer a shot of the
room before it was slept in + additional vignettes of it being
used. See link for examples.
We are hoping that our photographers will see this as an opportu-
nity to expand their skillset and portfolio, build relationships, and
perhaps experience places they might not otherwise be able to.

11 / Posting Guidelines

credit

The Perfect Hideaway commissions our photographers to photo-
graph the property on a collaborative basis. In return for arrang-
ing the stay, the photographer will credit The Perfect Hideaway
when posting any images taken at the property.

instagram

When posting any content created at the property on instagram
& social media, the photographer must credit @theproperty for
@theperfecthideaway within the first 5 lines of the comments
and clearly visible on all IG Stories.

exclusivity

The photos are exclusive to TPH platform and cannot be shared
with other property/travel booking platforms/feeds. The photog-
rapher can share the photos on their own platforms and online
+ print travel and design publications, but must credit the prop-
erty and TPH.

yes, feel free	no, not ok
- photographer's website / blog	- Property booking platforms
- photographer's social media	(ex. Smith Hotels)
- design blogs / instagram feeds	- Travel booking platforms
(ex. remodelista)	(ex. Six Travel)
- travel blogs / instagram feeds	
(ex. dwell, Suitcase)	

12 / Collaboration Terms

The Property
- hosts the photographer for 2 - 3 nights (depends on property type)
- provides breakfast where applicable

The Photographer
- photographs the room they stay in + common areas (*in the case of vacation homes, all interior and exterior spaces will be photographed)
- posts 1 photo + multiple IG stories per night of stay, always crediting @theproperty for @theperfecthideaway

The Perfect Hideaway
- helps coordinate collaboration dates and terms
- sends property 10+ photos for social media use

Image Use
-The Property has access to 10+ photos to use on social media only and must tag @thephotographer + @theperfecthideaway
- The Perfect Hideaway has permission to use the submitted images for website, social media, marketing and promotion in perpetuity, crediting @thephotographer in all cases where applicable.
- the photographer credits @theproperty for @theperfecthideaway when posting or publishing content from the property

Timeline
 photographer must submit photos within 1 month and post within 2 weeks of stay (please let us know in cases where an extension is needed)

@chrisaadman

13 / What's Next?

We are currently automating our system so that photographers can log in and see which properties are intersted in having a photographer visit. Until it's completed, these are the steps...

1 / All photographers must complete a "trial property" to make sure we are a good fit and to help streamline the overall process. Photographers can submit any property they have shot which would evaluate before accepting them as one of our team.

2 / Once approved, email us your dates and locations of travel. In some cases we can connect you with properties, but we also ask to send us some potential hideaways to reach out to on your behalf.

things to note

- Properties aren't as receptive during peak season months
- Often times our emails go unanswered due to langauge barriers or not reaching the "person in charge"
- Some places are not as receptive as others (Bali- yes, NY - no)
- Due to the time it takes to set up each collaboration, we ask for at least 2 months notice
- Please don't send us large resorts or chain hotels. We want to feature the "hidden gems", boutique design hotels, unique BnB's, off-the-beaten-track vacation homes.
- Airbnb doesn't allow us to reach out via their message platform, so an alternative contact must be provided such as instagram
- Send at least 3 potential hideaways for each location/date
- Once dates are confirmed, we will send an introduction email so you can connect directly regarding check-in directions, etc

please use this format:

Provence - April 3-5
Property A - www.propertyA.com - email@propertyA.com
Property B - www.propertyB.com - email@propertyB.com
Property C - www.propertyC.com - email@propertyC.com

Cote D'Azure - April 5-7
Property D - www.propertyD.com - email@propertyD.com
Property E - www.propertyE.com - email@propertyE.com
Property F - www.propertyF.com - email@propertyF.com