

# PARADIGMA CATALOGUE

ISSUE ONE | 2021





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## 3 **ABOUT THE STUDIO.**

Located in Surabaya, Indonesia, our spacious studio, is 975 sq feet and is perfect for your next photo, video or film shoot!

Other amenities include a 130 sqft make-up / dressing room, full control of air conditioning and heating, as well as access to a 169 sqft greenroom, kitchen, and two bathrooms.

Access for loading in and out is via a ramp from the back alley. Storage can also be supplied.

We can also provide a seamless 12 paper backdrop in white or chroma green w/ stands and sandbags at no extra charge if you should require it.

Additionally, we have an array of Camera, Lighting, and Grip support for rent, as well as a crew of in-house

videographers, editors and producer/directors - just let us know what you need!

Founded in 2020, Paradigma Studio has built a solid reputation as a quality provider of school portraits in Surabaya.

Our managers, experienced lab staff, and knowledgeable customer service representatives play an

important role in our success. The benefits of being family owned and operated are evident in our quick response times - important decisions are made in a timely manner.



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## ***SPACE.***

\*The photo on the right is taken in Gema Jiwa studio.

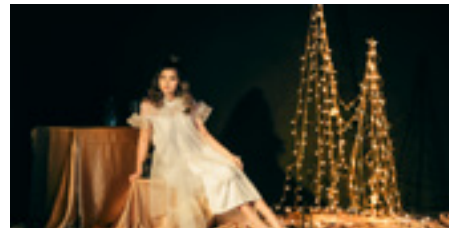
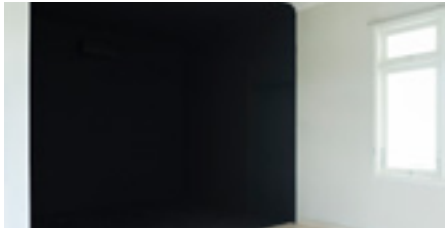


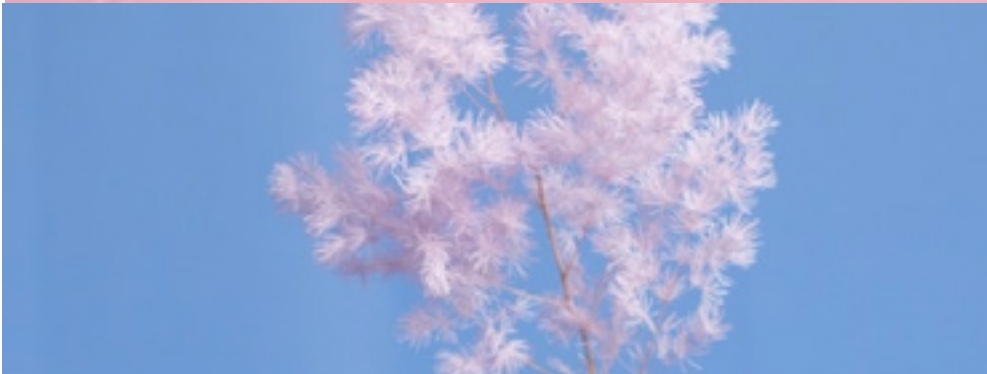
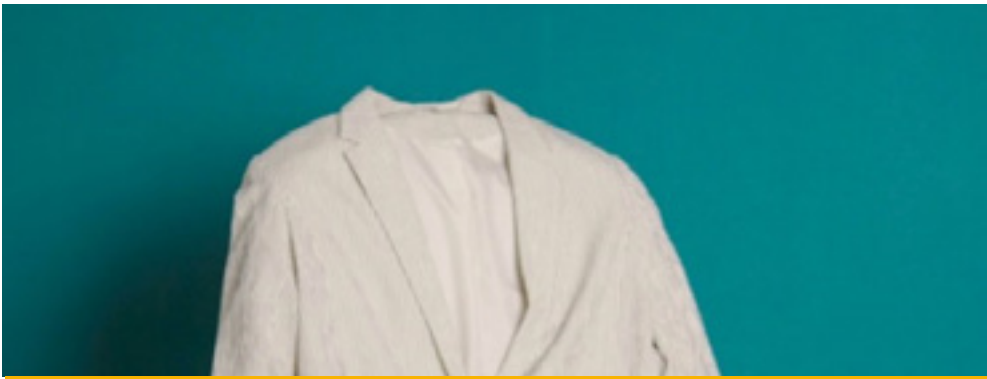


## ***Gugus Loka*** ***IDR 325,000 / Hour***

This space is an indoor studio, consists of three backgrounds and soft natural light. The first background is a black 3D background. In creating an outstanding black background, the most important thing to pay attention to is the lighting. To make it work, bring in a bright light focused on the subject to deepen the play of shadows on the dark background.

The second background is a curtain background, complemented with soft natural light. Then, at the end of the hall, you can also find another background with door and windows, also complemented with soft natural light.





## ***Ragam Warna IDR 275,000 / Hour***

Plain backgrounds studio with 12 solid colour options.

Selecting backdrops is one the easiest ways to add personality and style to your studio photography or videograph. Whether you are shooting people or products, the backdrop behind your subject can make or break your image.

Our background is made of a sturdy, durable, muslin-like fabric with greatly reduced wrinkles compared to normal muslin. Available in the truest colors to give you the blackest blacks and the brightest whites.

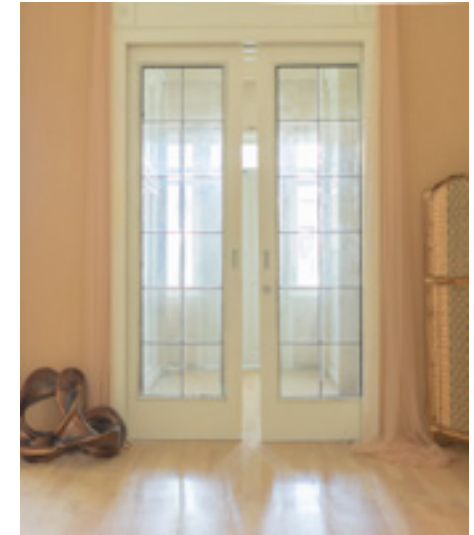
# 11

## ***Rajut Asa*** ***IDR 275,000 / Hour***

This space is an indoor area with natural light. Consisting of three backgrounds, namely the sliding door background, solid white background with a window and a wall panel background.

When taking a picture in a space with plenty of windows such as this space, we need to be aware of the lighting. The best way to make this space work for your picture is to move so that the window is beside you, and turn your subject to face you. Now, the window will be beside your subject, and will nicely light them. You also won't have something significantly brighter in the background now, and so you will end up with an evenly lit portrait.

Quick re-cap -- when photographing indoors, avoid putting your subject between you and a window. Instead, put the window beside both you and your subject.

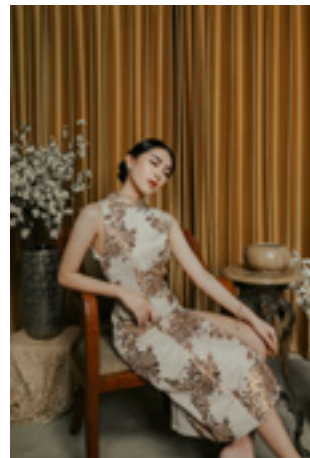


Outdoor portrait photography has its advantages and its challenges. Lack of control over lighting and backgrounds can lead to frustrations. The sun, however, is a fabulous light source. Learning to work with it and manipulate natural light to your needs is a good skill to acquire.

Our outdoor studio consists of stone wall landscape, exposed sand and some greenery.



**Pijak Tana**  
**IDR 250,000 / Hour**



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## ***Gema Jiwa*** ***IDR 400,000 / Hour***

The centre piece of this space is an exposed cement background with the same exposed cement as its flooring. Right next to it is a limbo seamless white 3D background and a gold curtain background.

For the first glance, the solid concrete wall studio welcomes you by the high ceiling chamber with the windows that allowed the natural light shine into the center of the studio. People can stand in the center of it and to notice the sun light gradually changed on the concrete wall due to the changing of daylight throughout the day.



The focal point of this room is the big window with a vintage style day bed. This window faces west, so the best time to shoot in this space is between 2.30 pm - 4.30 pm to catch the sunset.

There are also two more background in this space, namely, the classic wallpaper background and a solid beige wall background. These two backgrounds will work best with other props or decoration.

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**Bilik Cahaya**  
**IDR 275,000 / Hour**



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***Kala Senja***  
***IDR 275,000 / Hour***

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This area is dedicated for people who are looking for an industrial themed studio. It consist of an exposed cement background with a botanical set of couch and a wall made of natural stone.

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**Co - Makeup Space**  
**IDR 150,000 / 4-hours / seat**  
**IDR 2,000,000 / day / all seat**



Calling all makeup artist, hairstylist, and all beauty enthusiast! Our makeup room is available for rent to meet your needs! Workshops, courses, tests, client sessions - you name it!

Open by appointment only  
Monday - Sunday 9am - 5pm.

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# ***LIGHTINGS & PROPERTIES.***

\*The photo on the right is taken in Gugus Loka studio.



# LIGHTINGS & PROPERTIES.



Here are some of the properties that can be borrowed and used for your photoshoot. Our properties are elegant with a touch of Indonesian culture. You are free to use them at any times. Please use with care, any damages will be charged a compensation fee according to the market price of the item. This condition also applies for the usage of our lightings. Please let us know in advance the items you would like to borrow, so our team would be able to prepare prior to your arrival.

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## ***STUDIO POLICY.***

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- 50 percent deposit due max 4 hours after booking.
- Remaining rental fees due d-1 of rental day.
- Fees for additional time that was not billed during the initial booking will be due at the end of the rental period.
- Checking by studio representative will be done before and after each session.
- Any damages will be charged a compensation fee according to the market price of the item.
- Clients are not allowed to paste any object on the backgrounds.
- Smoke-bombs are prohibited.
- Full refund for cancellations made more than 72-hours before scheduled rental.
- No refund for cancellation made less 72-hours before scheduled rental.
- A change of schedule will occur in the case of incidents beyond the control of the studio or client.



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# COVID-19 SAFETY PROTOCOLS.

Our studio has implemented preventative measures to help reduce the spread of COVID-19. By providing a clean and sanitary facility upon initial delivery to all rental clients, and by implementing and requesting adherence by all studio attendees to the following guidelines and recommended best practices.

## Our Part:

We continue to provide your production team with the clean and tidy facilities you have come to expect, with the following added sanitary protocols:

- Sanitized high-touch surfaces prior to your arrival.
- Sterilized areas using UV light technology.

- Temporal lobe thermometer, slippers, hand soaps and sanitizer available for use.

## Doing your part:

You are required to adhere to all local government public health directives in place at the time of your rental and to provide all personal protective equipment (PPE) and sanitary supplies to your crew, talent, clients, and guests. At the studio please:

- Check your temperature upon entering.
- Wash/sanitize your hands upon your arrival
- Please wear available slippers at all times.
- Keep a 6-foot distance between everyone at all times and wear a mask. Mask wearing is mandatory at all times except for photography subjects having their makeup done and their photo taken.
- Please do not enter the studio if your body temperature higher than 37 degrees or have experienced the symptoms of COVID-19 in the last 10 days including fever, chills, new or worsening cough, shortness of breath, sore throat, and new muscle aches or headache.





## FREQUENTLY ASKED QUESTIONS. —

### **Is there a limit to the number of people in the studio?**

Yes, max 10 people. If you exceed the maximum limit, please contact us.

### **What is the maximum tolerance for lateness?**

15 minutes. After that we will start calculating the rental period.

### **Is there extra time for clean up?**

We will give you 15 minutes. After 15 minutes, we charge an additional 50% of the rental price.

### **Can we come earlier to prepare the decorations?**

Yes, if the schedule allows.

### **Is there any extra charge for using the makeup room?**

There is no extra charge. We provide makeup room facilities that can be used from 7 am.

### **Can I bring a pet?**

People friendly, well trained pets are allowed – but please let us know in advance.

### **What is the minimum rental limit?**

Minimum 2 hours, both indoors and outdoors.

### **Can I take a tour of the studio?**

Absolutely! Please email us to set up an appointment.

### **Do you have pressing equipment and clothing racks?**

Yes. We have a steamer and rolling clothing racks.

### **Can I move the furnishings in the studio?**

You can move anything you like, just please put it back before the end of your shoot.



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## ***CONTACT.***

Address:

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Surabaya  
Jawa Timur 60225  
Indonesia

Phone:

0813-3110-7365

Website:

<https://paradigmastudio.business.site/>

Instagram:

paradigmastudio.sby

## ***BUSINESS HOURS.***

Mon: 9:00 AM – 5:00 PM

Tue: 9:00 AM – 5:00 PM

Wed: 9:00 AM – 5:00 PM

Thu: 9:00 AM – 5:00 PM

Fri: 9:00 AM – 5:00 PM

Sat: 9:00 AM – 5:00 PM

Sun: 9:00 AM – 5:00 PM

