

fresh 48

INFO GUIDE





Melissa is not only the youngest of two sets of twins, but also the mother to two radiant, exceptionally goofy twin girls, Ruby and Vera. A trained bilingual educator, Melissa met her best buddy (and now spouse), Joe, in 2009 while they were English teachers in Barcelona, Spain. Joe is from New Jersey and was dangerously close to persuading his wife to name one of his daughters after a Bruce Springsteen song. In 2020, Melissa's family welcomed their newest member (of the canine persuasion), Rugby.



a bit about icarian



Icarian Photography specializes in documentary-inspired, natural light maternity, birth, newborn, family, headshot (say that 10 times fast!) and editorial photography. Melissa's shooting and editing style is unpretentious, honest, and heavily influenced by the unique narrative found within each individual she has the privilege of serving. With a background in education, Melissa also has the great joy of helping aspiring photographers along their artistic journeys both through group workshops as well as individual mentorships.

Photographer images by Zoe Lopez



you may be wondering



What exactly is a fresh⁴⁸ session?

A fresh⁴⁸ session is a somewhat non-traditional form of a newborn session in which you have your new family documented within the first 48 (or so) hours of your child(ren)'s birth. This session typically takes place in-hospital, but can be done at home, in a birth center, or really anywhere your family is within the first 48 hours of your child(ren)'s birth.

What happens if our child(ren)'s delivery does not go as planned?

As as mother myself, and friends to many past clients that were once in your shoes, I understand how quickly a birth plan can change. Rest assured, if those first days of your new child(ren)'s life are different or more hectic than originally planned, we can arrange an in-home newborn session for no additional charge.





you may be wondering



What is documentary-inspired photography?

Documentary photography, also known as "photojournalism" or "reportage," is an artful approach to photograph your family with you being (mostly) unaware of the camera. Simply put, it's when a photographer senses, anticipates, and documents moments without changing the scene. In my experience, people look naturally best on their own without being told when and how to look.

What techniques do you use to make your subject comfortable?

I draw on experiential photography techniques. That is, in the pre-session process, I get to know about what makes your beautiful family so unique; I learn a bit about your passions, your idiosyncrasies, the activities that fill the minutes of your everyday lives — those songs and books that make your child giggle in delight, all of it. Then, during our session, we magically interweave those unique elements to allow each and every participant shine.





you may be wondering



How should we best prepare for this type of photo session?

Prior to our session, you will receive a PDF guide with tips for a successful session. These tips really lend themselves to a much more relaxed, but organized experience. All I ask of you is to be 100% *yourself* — this will allow me to do all the groundwork in discovering what makes your family exceptional and structure a session that will truly reflect *you* in this space and time.

Have a question left unanswered? Check out these [FAQ](#) or [hit me up](#) anytime.





“I should start saying that I’m not the type of person that reviews businesses, nor give 5 stars ratings. However, Melissa totally exceeded my expectations in every way. We did a Fresh48 and a maternity session; both photo shoots turned out fantastic, every photo was amazing!

I will continue to work with her and I hope you make the right decision if you want AMAZING photographs!!!”



★★★★★
“What Melissa sent us after our shoot was beyond expectation. The images are warm, tender, rich, have depth and soul. We are so in love with her work and how she captured the essence of our stay at the hospital, and the love and wonder we had in that room. Really, truly, special moments that she captured perfectly.”



what to expect



initial contact + booking

Once your session date availability is confirmed, and your booking fee has been settled (please see investment section of this guide for all payment options), you will receive a comprehensive, pre-session questionnaire.

pre-session

We will hop on the phone for an initial consultation — plan about 30 minutes. I will then send along your questionnaire several days before our session. After carefully reading over your questionnaire, I will draft your photo session plan pdf which will provide a structured yet flexible guide — including a customized color palette and tips for a successful session — for documenting your family in a way that is authentic to both your vision as well as my artistic aesthetic.

session day

OMGGGG — The day has arrived! Do your thang; call your family, shout out to social media, text your bestie. Then, within preferably a 12-hour timeframe, give me a holler (call, text, email, smoke signal. .. you get the idea). I'll check in, see how everything went, then come on over and meet the new bundle of joy! We will have a relaxed, fun time for about an hour. Don't be surprised if I get a little weepy – fresh⁴⁸ sessions hold a very special place in my heart.

post-session

Within 5-7 business days after our session, you will receive a high-resolution sneak peek (i.e. smallish sampling of your entire collection) via a private online gallery. Your entire high-resolution collection will be carefully processed and available within three weeks from receipt of your sneak peek.



investment



session rate includes

- A 30-minute phone consultation with Melissa to get to know each other a bit, discuss your vision for the session, and address any questions you may have.
- A pre-session questionnaire.
- A comprehensive, personalized pdf that covers everything you need to know about how to prepare for your session.
- A 60-minute session done within 48 hours (up to 72 if necessary) of your new child(ren)'s arrival.
- A high-resolution sneak peek (i.e. smallish sampling of your entire collection) within 5-7 business days of your session.
- 45 high-resolution images available via private online gallery within three weeks of sneak peek receipt, with option to upgrade to full gallery.
- Access to a professional, museum-quality photo lab for premium quality albums, photographic prints, and wall display products.

\$1175

20% deposit due at booking — remainder due upon receipt of your sneak peek.



★★★★★

“Melissa was great!! We really appreciated her taking our fresh 48 photos. Baby was a few weeks early and we had easy communication with Melissa who worked on coming to the hospital when we needed.”



next steps



Before going any further, *please* take the time to look over my portfolio. My style is not considered *traditional* — I prefer raw moments and honest emotion over perfectly posed "say cheese" photos any day. Please be 100% sure that this is what you would like.

If all looks good, I would absolutely love to work with your family.

you rock.

Seriously, though. I know you have a huge pool of amazing photographers to choose from in our area. Just the fact that you would take the time to read over this info guide means more than you'll know.

I look forward to connecting with you and ensuring your creative vision comes to life.

Please contact me with any questions, to book a session, or share funny stories.

With gratitude,
Meli

