

# ATTIC STUDIOS

## FREQUENTLY ASKED QUESTIONS

### CAN I CHECK STUDIO AVAILABILITY?

Yes, we do not publish our calendar but if you send us an email or call the studio with specifics of your shoot and dates we will be happy to let you know our studio availability for those specific dates.

### HOW DO I BOOK A SHOOT?

The easiest way to book a shoot is by calling or emailing the studio directly and discussing the specifics of your shoot with our helpful studio staff. Office hours are from M-F, 8a-6p. Calling 24hrs is ok too, leave a message and someone will get back to you asap.

### CAN I HOLD A STUDIO? WHAT IS YOUR BOOKING POLICY?

Studios can be held for no charge leading up to a shoot becoming confirmed. If another group makes an inquiry on the same studio a second HOLD will be placed on the studio, in the order of which they arrive. If a lower HOLD decides they wish to confirm, others holding above are contacted via email and must confirm or release the date within 24 hours. An email from ATTIC STUDIOS will be considered adequate notice for a 24 hour right-of-first refusal release regardless if a return confirmation of such email/voice notice is received by us. Once a shoot is "CONFIRMED" you are responsible for payment of studio charges.

### CAN I BOOK MORE THAN ONE STUDIO? CAN I HOLD MORE THAN ONE STUDIO AT ONCE?

Yes, you are allowed to hold/book as many studios as you like for as long as you like based on availability. If you need complete exclusive use of the space this is known as a "Lock-out" and use of café area can be used for production as well. Lock out rates vary and are different from our standard rates. Holding more than one studio is allowed but please do not hold studios you will not need out of courtesy to others.

### DO YOU HAVE A FREIGHT ELEVATOR?

Yes, Attic Studios' freight is fully accessible to all studios.

### WHAT IS THE LOAD-IN LIKE?

Great. Production vehicles can pull into our large covered dry loading dock area without sticking out onto the street. The dock area is steps away from the freight which takes you directly to the third floor space. Check our website for a downloadable document of our dimensions of the loading dock area, freight elevator as well as full floor plan.

### WHAT ARE THE HOURS OF THE FREIGHT ELEVATOR? IS THERE A SCHEDULE?

The freight elevator is available for us to use 24 hours, 7 days a week and does not have any down periods except for periodic and/or emergency servicing. There is no allotment of times when individual commercial tenants are allowed to use the elevator and no schedule for reserving times.

### CAN WE OPERATE THE FREIGHT OURSELVES?

No, only ATTIC STUDIOS staff is allowed to operate the freight. Feel free to ask one of our staff members to assist you. To request freight on street level, please call studio.

# ATTIC STUDIOS

## FREQUENTLY ASKED QUESTIONS

WHAT ARE YOUR FREIGHT ELEVATOR AND LOADING DOCK DIMENSIONS?

You can find that out on our Downloads page.

WHAT IS THE NARROWEST DOORWAY LEADING INTO THE STUDIOS SPACE?

59in wide to our smallest studio. Most doorways are double wide.

CAN WE STORE EQUIPMENT/CASES IN THE HALLWAYS OUTSIDE OUR STUDIO?

Sorry, all road boxes, equipment cases, hampers, etc must remain inside your studio unless approved by ATTIC STUDIOS management. Under no circumstance can equipment of any kind block fire exits including sets. All fire exits must remain clear by 6 ft.

CAN WE LEAVE WARDROBE OR EQUIPMENT OVERNIGHT TO BE PICKED UP THE NEXT DAY?

In most cases yes. Items left over are contingent on storage availability. We ask clients to fill out a stylist form listing what items to be picked up and when. This is helpful with facilitating pick ups.

CAN WE BRING OUR OWN EQUIPMENT? IS THERE A CHARGE FOR THAT?

Productions/Photographers are allowed to bring their PERSONALLY owned NON-BRANDED equipment at no additional charge. However, given our increased in- house inventory of G&E, we ask that all of that goes through us. Please be advised that any EQ brought in from any outside vendor could subject you to an additional fee.

ARE YOU 24 HOURS? CAN WE ARRIVE EARLY IN THE MORNING?

Yes, we can arrange to be open according to any production schedule. Our regular studio hours are 8A-8P. Late/Early or Overnight shoots incur an hourly surcharge.

WHAT ARE THE ACOUSTICS FOR RECORDING SOUND? ARE YOU A SOUND STAGE?

No unfortunately we are not an acoustically treated sound stage. However we are continually taking steps to reduce room tones, echo and noise occurring from street level, etc... At this point Studio B is the best studio for capturing sound in a controlled environment as it is located in the interior of the building and shielded from street noise. Studio A is reasonably sound insulated with double paned glass and duvetyne curtains that can be hung to create an acoustical room within the space. We also rent medium rolling baffle walls.

CAN WE TURN OFF THE A/C AND CONTROL OUR OWN THERMOSTAT?

Yes, however Studios A and B DUHRQWKHVDPHEHQWJDO#MMWHPVRL00UHVSRRQGWBJHWKHU adjustments. The Atrium and Studio C are also on the same central HVAC and will respond together to adjustments. Studios D+E have their own thermostat and heating and cooling system independent of the other spaces. We supply portable heaters and floor A/C units that can be brought into each individual space if required.

# ATTIC STUDIOS

## FREQUENTLY ASKED QUESTIONS

### ARE THERE ANY BREAKOUT ROOMS?

Yes, Studio D+E has a furnished private dressing room space perfect for client, celebrity talent or private HMU room. We can also divide several of our smaller studios and common areas into private dressing rooms, client sitting areas, video village, interview rooms etc upon request.

### WHAT KIND OF EQUIPMENT DO YOU HAVE IN HOUSE?

We are steadily building up our photo and film equipment department to include Profoto lighting, continuous lights including LED, KINO and ARRI, HMI, grip, electrical, camera, digital, seamless papers, set walls, and more. Call the studio or visit our website for the latest equipment list. Day of equipment availability is not always guaranteed so make sure to reserve equipment with us in advance if you are absolutely sure you are going to need it.

### CAN YOU HELP US RENT EQUIPMENT, CAMERA, LIGHTING, DIGITAL?

Yes we have ongoing relationships with most of the major rental and expendable houses in the production corridor. With Scheimpflug being steps away we are able to provide quick and easy pick ups for last minute requests. Just ask and we will be happy to source your equipment and have it waiting for you in the studio when you arrive.

### WHERE CAN I GET A FLOORPLAN OR ELECTRICAL PLAN FOR STUDIOS?

You can download floorplans and electrical plans on our website on the [DOWNLOADS](#) page and/or on each Studio's page.

### HOW HIGH ARE THE CEILINGS? CAN WE RIG TO THE BEAMS? DO YOU HAVE A GENIE LIFT?

The ceilings in Studio A are 14' high with exposed I-beams every 8 feet. Studio B has 14' ceilings as well. Studios C, D, E and Atrium have 16' high ceilings with exposed I-beams affixed to the ceiling at 15'. All beams are structural and can be rigged to within reasonable weight limits. Please ask before affixing any special riggings such as chain hoists or any riggings involving humans suspending from the ceiling et al. We do not have a genie lift at this point however we can recommend a qualified vendor to rent one. Lifts are not allowed to drive on cys without protective coverings. We have several ladders in-house that you can rent from us.

### CAN WE SHOOT ON THE ROOF? ARE THERE LIMITS TO WHAT CAN BE DONE UP THERE?

Shooting on the roof can be arranged for an additional charge. The main roof is limited to 20 people, lower roof 5 people at a time including crew and talent. We require that you book a studio along with the roof as there are no facilities (i.e. power, shelter) for holding, talent, HMU, etc. Building and rigging on the roof must be approved beforehand. Popup tents, photo umbrellas, butterfly or any other potential fly away hazards must be double sandbagged to ensure safety. Use of roof can be revoked if rules are not complied with. Necessary precautions must be taken with grip equipment to ensure roof membrane is not perforated including laying down Masonite, plywood, etc. Please see our [Roof Rules](#) and [Roof FAQs](#).

# ATTIC STUDIOS

## FREQUENTLY ASKED QUESTIONS

### WHAT IS YOUR AVAILABLE POWER LIKE?

Studios A, C and D+E are each equipped with a total of 300A (100A 3-phase cam-lok connections and plenty of additional 15-20A circuits throughout the space. Studio B is equipped with ample standard 15-20A circuits as well. The Atrium is equipped with 240 amps of available electricity (12x20A).

### CAN WE HAVE A GENNIE TRUCK OR CONDORS OUTSIDE ON THE STREET?

Provided you secure the proper permits from the City, yes. Any cantilevered rig, overhang, crane arms extending above the building or adjacent to the façade must be approved by ATTIC STUDIOS in writing and the building landlord. We will assist with this process. Call the office for more info.

### IS THERE A CHARGE FOR POWER OR STUDIO STAFF?

Normally standard house power is included except in rare cases where we anticipate a lot of electrical usage such as larger scale film or video shoots in which instance we charge a small surcharge. Connecting to cam-lok incurs a \$75 strike fee + cabling per day regardless of usage. Studio staff is always included.

### IS TAX INCLUDED IN THE RENTAL RATES?

Yes for studio rental and other services tax is included. Equipment rental, expendables, coffee bar charges, etc are charged standard sales tax.

### CAN WE BLACKOUT?

Studio A can be blacked out by us for a \$250 fee if notified in advance.

Studio B is practically windowless hence blackout by default. There is a small window that can be easily blacked out upon request

Studio C has four channeled discrete motorized blackout shades.

Studio D is windowless hence blackout by default.

Studio E has four channeled discrete motorized blackout shades.

Atrium has four channeled discrete motorized blackout shades.

### CAN WE PAINT THE CYC GREEN OR BLUE CHROMA? IS THERE AN EXTRA CHARGE?

In some rare cases we may allow the cyc to be painted another color other than white (e.g. extended shoots) Permission must be obtained from ATTIC STUDIOS in writing before painting cyc any color any time. Paint must be industry standard flat water based paint used for painting cycs. Light, neutral colors are favored. The fee to restore cyc to original white is \$3k for Studio B, \$3k for Studio E and \$5k for Studio C. Pricing is based on the labor involved of which requires primer and 3-4 coats of white with an average of 45 minutes to 1 hour drying time between each. In addition, there are no patterns or graphical designs allowed.

### WHERE CAN WE GET A GOOD CAPPUCCINO AND DO YOU ARRANGE CATERING/CRAFT SERVICES FOR US?

We serve delicious Dallis Bros coffee drinks pulled from our LaMarzocco GS3 Espresso machine as well as offer an assortment of cold beverages, smoothies, light snacks and other fare. As of now we do not arrange craft/catering service. However we have some great recommendations as well as a menu binder (located in office) for last minute vittles.

# ATTIC STUDIOS

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### IS THERE A SMOKING AREA?

Yes, we often open our roof deck during the week for smoking, weather permitting.

### THAT FIRE ESCAPE IS AWESOME. CAN WE SHOOT OUT THERE?

Yes upon request and for a nominal fee.

### WHATS THE BOILER ROOM ALL ABOUT?

We have access to a hugely unique shooting space we call the Boiler Room. Call the studio for more info and/or visit our website and download the Boiler Room FAQ.

### DO YOU KNOW ANY GOOD PHOTO ASSISTANTS AND DIGITAL TECHS?

Yes, please inquire.

### WHAT IS THE PARKING LIKE IN THE AREA?

You can download our parking PDF online. Go to INFO > DOWNLOADS on our website.

### HOW DOES THE LIGHT CHANGE THROUGHOUT THE DAY IN EACH STUDIO?

Studio A has windows facing North and West with soft even indirect light until the early afternoon when light rays begin to pour into the windows. In the summer as the sun sets over the city the light stretches completely across the entire hardwood floor illuminating the entire space with warm light. We have light blocking welded curtains on the West windows that can be drawn closed as well. Studio C has similar light except it has some Southern exposure, which means a little bit of sun all day. Studio E has North East exposure, perfect diffused light throughout the entire day. Studios B and D are windowless. The Atrium has Eastern exposure. Light pours through in the morning and becomes soft, and is diffused throughout the day. There is also a skylight in the Atrium.

### CAN YOU PROVIDE SPACE FOR HOLDING?

Yes, any studio can be rented for holding, catering, makeup stations, changing booths etc. Shooting actual photos or video footage is not required.

### DO YOU DO EVENTS?

Kind of. We host private and corporate workshops, seminars, product launches, trunk shows and film screenings. Call the studio for more info.

### DO I NEED PRODUCTION INSURANCE?

Yes, please refer to the Downloads page on our website for specific insurance requirements.