

Instant Commercial Studio Space

Every photographer dreams of owning his own studio. Skyrocketing costs for urban spaces, utilities, insurance, and equipment however make it more and more difficult to make this dream a reality. Running your own studio is a costly affair. The revolution of digital camera systems saves some money on the actual production process, but keeping equipment up to date to compete in a highly competitive market turns out to be costly. Wouldn't it be great to have access to studio space, equipment, and all kinds of collaborators whenever and wherever you want without the need to set up your own studio? A new Internet collaboration platform is trying to achieve nothing less than that.



There is almost no controversy in the industry. Very few studio spaces are being used 100% of the time. In fact, most studio spaces aren't even used 25% of the time. What about equipment? The medium format digital camera gear you bought to land that great ad job, how often do you use it in a month? Don't cheat! I don't mean the fun project you did for the open studios event. I mean real, paid client work. That full range of lenses, are they doing their job more than once a month? Although every photographer's situation is different, most professionals would agree that a big chunk of their stuff is idle most of the time, and studio space is just sitting there, not racking up any revenue. Some people try to advertise their spaces on Craigslist™, some others let friends use the space for their projects. The idea of sharing isn't new; the professionalism behind StudioShare.org™, a new Internet-based collaboration and sharing platform, is.

StudioShare.org™ has a communal spirit that most rental arrangements lack. Booking resources on StudioShare.org™ is like having a gym membership: the same group of people share a pool of resources with each other on a recurring basis, making them all more likely to keep resources in good condition, and maybe even strike up a conversation in passing every now and then. Even better, instead of sharing an external business' resources, members book each others' resources, keeping income in the photo community. StudioShare.org™ provides a platform from which every member of the community can profit.

Built upon input from hundreds of photographers of various specialties and levels of experience, StudioShare.org™ is a new kind of business platform, efficiently uniting photo professionals with diverse skill sets for professional collaboration. These are hard times to make a living in the photo industry, but StudioShare.org™'s system provides a new way of doing business, through which we can all succeed together, both professionally and artistically.

Check out www.studioshare.org for more information.