

# Shooter Profile

## Mayo Studios

**“I want that in my living room!”**

Have you ever gotten that feeling after seeing a shot in a catalog with so much depth and texture you want to recreate it in your own house? If so, there's a good chance you were looking at work from Mayo Studios.

The distinct product that comes from Mayo Studios is a direct result of a deep and dedicated talent pool. Mark Mayo explains, “We like to think of ourselves as a team of artists and photographers whose unique specialty is in the fashionable presentation of Home Furnishings design.” And this shows in the work. Rooms come alive with sharp contrasts between colors and dramatic lighting. Fabrics reveal every detail of their textures, almost inviting the viewer to touch them.

When Mark's father, Louis Mayo and a partner began photographing furniture in a small studio on 19th Street in Manhattan, he set a standard of excellence for the studio. More than 50 years later, Mark, his wife Sandy and their team of artists continue to serve an enviable group of A-list clients with superior fashion design and photography.

Mayo Studios had incorporated some digital technology into their client-centric workflow by being one of the first studios to allow clients to preview shots through email. But, going totally digital was a decision that the studio struggled with. “We were very slow in adopting the digital format as we just loved, loved film,” revealed Mark Mayo. “The glory of light coming through a sheet of 8x10 cannot easily be matched. However, the world moves along, and our clients demanded that we find the best cameras and digital equipment possible to match and possibly surpass the passion that we had delivered on film for over 40 years.”



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**PHOTOGRAPHER** *Mayo Studios*  
**STYLE** *Home Furnishings*  
**HARDWARE** *Phase One P 45+*  
*Phase One H 25*  
*Phase One H 20*  
*Hasselblad V*  
*Hasselblad H*  
*Arca Swiss 4x5*  
**SOFTWARE** *Capture One PRO*  
**CONTACT** *Mayo Studios*  
*www.mayostudios.com*

Luckily, the studio had some help from friends – including Mark Oster from Digital Transitions. And Mayo was happy to have help making the switch to full digital. “Mark Oster and his team understood our passion for quality and beauty in our images – how we never settled – and they were ready for the challenge. Several thousand “shots ago” Mark Oster and Allison spent days here holding our hand, helping us to solve the unique problems that Mayo Studios encountered in showing fabrics at their best.” Now Mayo Studios delivers 100% of their files with their Phase One systems. Looking back, Mark tells us, “I think that it would be impossible for an operation such as ours to meet the challenges and timetable requirements of its clients without the speed and flexibility of the digital milieu.”

The world of digital photography has created new opportunities for Mayo Studios and their clients. They are able to provide magical services that help them maintain their position in the Home Furnishings industry. “Only one pillow for your bed ensemble? No problem! We’ll give you four on your final!” Mark says, “We no longer spend hours waiting for film that has been sent out for processing... and avoid countless re-shots that can be easily remedied digitally.” With so much time saved and the ability to expand, Mark and Sandy recently welcomed their son, Mickey, into the business and the family dynasty can now continue on.

What advice would Mayo Studios give to another photographer considering a digital solution? “Our team is constantly looking at the latest equipment and innovations. But, at the end of the day, many of the systems have certain common qualities based on the flow of innovation over time. What truly makes the difference is the quality of the team who sell you their equipment. How they will support your purchases and be there for you when the problems do arise. Those considerations would probably point a new photographer towards Digital Transitions. We feel secure knowing Digital Transitions is just a phone call away when we need them.” And that means that Mayo Studios can focus on what they do best — designing and photographing rooms that are the stuff of dreams.



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