

MICHAEL'S PORTRAIT DESIGN

A wedding is one of the most memorable days of a couple's life, so it's only natural that they would every moment captured. Michael's Portrait Design in Durand, WI offers one of the premier photo studios in the Chippewa Valley specializing in wedding and senior portraits. Michael gains his inspiration from national trends and his own active lifestyle. He states on his website, "Tricia and I have a wonderful life outside of photography that filters back into our studio. It's the fuel that keeps us constantly changing, current, and new while maintaining a laid-back atmosphere full of energy."

Michael earned his photography degree in 1994 and is recognized as one of fewer than 2,000 Certified Professional Photographers in the U.S. by the Professional Photographers of America. His expertise has led him to several state and national awards as well as local prestige. Michael attributes the studio's success, appeal and customer satisfaction to the studio's "perfect blend of professionalism and fun". At Michael's Portrait Design, customers can expect innovative technology coupled with friendly small town service to produce an exceptional experience. Most importantly, Michael's strives to keep their customers relaxed in front of the camera, as Michael whole-heartedly believes that the subject's expression is the key element to client satisfaction. We provide our clients with a well-blended mix of candid and romantical-



ly posed images for their engagement pictures as well as wedding day coverage. Michael's is fully in tune to what customers are looking for today. "We know that our customers want their photos to be unique and we accomplish this with a variety of lighting techniques, composition, and posing".

What sets us apart from many other studios can be summed up in a single word. Education. The type of education Michael received from The Ohio Institute of Photography specialized in portraiture. The education he continues to receive thru professional seminars, workshops and various local, state and national competitions ensures that Michael and Tricia stay on par with current wedding and portrait trends on a national level. Because understanding not only how to create good photography but why an image looks great, is the key to being able to go into any situation and produce quality results.

Michael and Tricia have always operated under the idea that a client's wedding day is not the end of the client/photographer relationship. In most cases it's a continuation of the Senior Photography Experience. It is not uncommon for past high school seniors to call to reserve





their wedding date without even coming to the studio for a consultation. That trust is exactly the type of relationship that Tricia and Michael hope to create with each and every new client. Michael and Tricia also look forward to photographing clients again as the families grow.

We reduced our presence in the wedding market in early 2002 because our children were growing and we felt it was important to spend family weekends with them. We have always photographed weddings, but during that time been selective on the weekends we chose to work. Balancing our family lifestyle and our profession has always been a priority. With one child headed for college this year and another in his last couple of years of high school our weekend schedule has again opened up for wedding photography. We still won't photograph every weekend but we look forward to adding a few more weddings to our schedule.

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