

www.fotoexpressferrara.it



*' Siamo una coppia e fotografiamo future coppie,
sembra uno slogan,
ma è il nostro punto forte '*



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Foto Express is a leading company in the wedding industry since 1990, and for 30 years, we have loved telling stories through images. We are Pier and Anna Lisa, a couple that photographs future couples. It sounds like a slogan, but it's our strong point. We are not your typical photographers; we are your new friends who will empathetically follow you on your wedding day with our cameras. We are dreamers, travelers, and parents to Diego and Gabriel, who often join us on our adventures in Italy and abroad.





Him about Her:

We are two opposite poles, but somehow, together, magic happens.

She is the empathetic and passionate component of our company. She studied in Bologna, Venice, and Rome and has lived in Spain. I often chased after her in her travels until I proposed we build something together, not only as a couple but also professionally. She often serves as my model, especially when we visit new locations or want to experiment with new equipment. She seeks emotional shots that capture the most intense gazes and, during the celebration, enjoys highlighting the most joyful moments.



Her about Him:

Extremely technical, you'll often see him roaming locations with various electronic gadgets. He has even infected me with the love of flashes, and we often have fun creating new light patterns. He is an artist's son and honed his skills at the Florence Academy of Photography. We often say that I am an artist's wife because, despite our many years together, during shoots, he still manages to inspire me without invading my creative space at least most of the time. He loves to capture unique angles and unusual backdrops while maintaining his style.

Opposite Poles

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Our team

The world of photography requires teamwork and synergies that allow us to orchestrate shots and lights, creating atmospheres without forcing poses, but enhancing the spontaneity of emotions. Our team includes Andrea and Gabriele, enthusiastic professionals who work with us daily, side by side, handling both the shooting and post-production.





Our Working Method

Once you have chosen us as the photographers for your wedding, and since we will accompany you throughout your wedding day, we believe it's essential to meet a few weeks before the event to outline a detailed schedule for your wedding: timings, important people for you, when and where to plan some romantic shots at the venue, and coordination with other suppliers such as musicians and catering.

The Photographer as Wedding Coordinator

The Wedding Coordinator is the person who, on the wedding day, ensures everything runs smoothly and coordinates the suppliers during the various phases of the day. While this role is very present in Anglo-Saxon countries, it is rarely found in Italy. Due to the constant presence of the photographer throughout the event, our team will assist you in the final planning phase, listening to your wedding plans, finding the best solutions for your desires, and providing suggestions based on our experience. Furthermore, Anna Lisa has obtained diplomas as a Wedding Planner from Aiwa, the Italian Wedding Angels Association, specifically to help you finalize the details and accompany you confidently to your big day.

Our Style: Reportage or Posed Shots?

All couples prefer reportage-style shots, and most wedding photographers will tell you that posed shots are outdated, but... there's a big BUT! Most of the photos that you choose as your WhatsApp profile pictures and post on Facebook or Instagram will be the result of a controlled romantic reportage shoot. This is because your naturalness will be enhanced by small tips and suggestions we will give you during the shooting phase to help avoid any awkwardness that may arise with two or three professionals observing you.



Moreover, there are shots that cannot be missed and that we will discuss during the planning phase, namely photos with your parents and closest relatives.

These are the classic shots that require only a few minutes to capture in church or at your chosen location, where everyone smiles at the camera. They are not demanding for you, but they will likely be the photos your parents will ask you to print and frame as a memento of the day. We can honestly say that our wedding reportage is about 80% focused on capturing your wedding day comprehensively from a photographic perspective.

How Long Should You Wait to Receive Your Wedding Photos?



A question that haunts every couple! You are surely curious to see your shots, and we know that waiting the usual delivery time, which is between 4 and 6 weeks from the wedding date, can cause impatience! Therefore, we have decided to prepare a small preview a few days after the wedding. We will send you some of the most representative shots from the day without watermarks or copyright so you can share the photos with whomever you wish. Additionally, if you agree, a few days after the wedding, we will create a small preview on our social media channels to further facilitate the sharing of such an important day for you.



Video and Drone Services

Foto Express can also cover your wedding with video and drone services, creating the Film of your wedding. We call it a Film because we create a script based on the events of your wedding day. We emphasize this because everything we produce is customized and not standardized according to your attitude and the event you are organizing.



How to Create the Wedding Album?

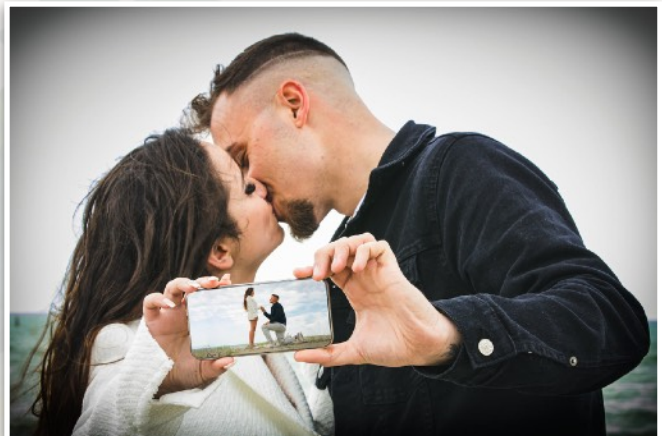
You got married a few weeks ago, we have delivered all the photos, and now you need to choose which shots to include in your album, but where do you start? The number of shots you will receive is high, and we know this can lead to confusion and disorientation, so we strive to guide you even in this decision-making phase. How? By suggesting the photos that we believe should not be missing to develop a coherent storytelling of your wedding, providing you with a foundation to start from.



After you make your selection, we will prepare the layout, paying attention to gazes, details, and the correct sequence of events to create an album that allows you to relive the emotions of your wedding. Before printing the album—a service we do in-house and not outsourced—we will show you each page so you can have a precise idea of the final product. Now your album is ready to be bound, and soon you will hold the tangible memory of your wedding in your hands.

Pre-Wedding and Post-Wedding Shoots

In addition to the wedding day, it is possible to organize a shoot before the event to create special shots that can also be used as Save The Dates to include in your invitations, making them even more personalized. This type of service will also allow you to become comfortable with the camera and feel more at ease on your wedding day.



The shoot after the wedding day is entirely dedicated to romantic and intimate photos between the couple without the worry of ruining the dress or entertaining guests. It's a way to extend the magical moment of the wedding in a location that is significant for you.



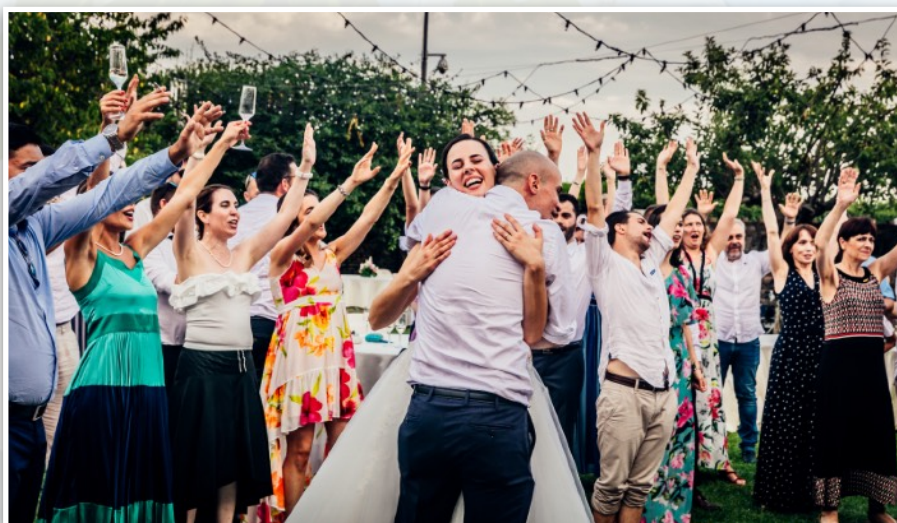
Extra Services to Make Your Wedding Even More Dynamic and Unforgettable!

Instant Photo Printing During the Event

We will agree in advance on the type of shot you want, which we will print directly during the event. The photographs will be delivered to guests in an elegant folder with the logo of your invitations. A gift that can be accompanied by favors to make them even more personalized.

Polaroid Rental

If you want guests to take photos independently that they can hang on a tableau you create, include in a guest book, or take home as a memento, we will rent Polaroids for you and provide assistance to your friends in case they have difficulties.



Projection of Your Wedding Video on the Day of the Event

Do you want to amaze your guests by projecting your wedding video just before the cake cutting? It's possible! We can prepare a teaser of the film of the events that have just occurred in real time, as if it were almost a live broadcast, with an engaging and fun montage to make the memory of your wedding unforgettable.

Music Video Clip with Your Guests

If you wish to include an original and choreographic part in your wedding film or in the video you plan to project, simply choose a lively song that will be replayed throughout the event, encouraging and involving your guests to dance and sing with you. The result will be a music video in which you will be the stars!



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