



FOUNT


2019 workshop

November 12th-15th

SERENBE • ATLANTA GEORGIA



VISION

A photograph of a woman with long dark hair holding a newborn baby. The woman is looking down at the baby with a gentle expression. The baby is wrapped in a white cloth. The background is a soft-focus outdoor scene with green foliage and white flowers, suggesting a garden or park setting. The lighting is warm and natural, likely from the sun being low in the sky.

The name Fount is grounded in the Middle English version of the word, meaning: a rise or beginning from a source, something that provides what is needed. We grew attached to this name instantly, as we believe it describes motherhood as perfectly as we hope to capture it— a source where life flows from; a deep wellspring.

We believe motherhood deserves to be celebrated, lifted higher, and beheld for the daily devotion it demands.

In a creative industry that is most often giving recognition to the wedding photographer, we wanted to create a workshop entirely devoted to the art of photographing motherhood...

and it is our favorite.

A photograph of a woman holding a young child, both seen from behind, standing on a stone-paved path. The woman is wearing a light grey dress and the child is in a white top. They are being photographed by a group of four women on the right, who are holding professional cameras. The scene is set in front of a white house with a black door and potted plants. The word "DETAILS" is overlaid in a white box in the upper right.

DETAILS

THE CREATIVE TEAM & SPEAKERS



TIFFANY FARLEY

Tiffany is the founder of The Fount Collective, and a photographer of motherhood and family currently based in Pittsburgh, PA. She is most known for her signature motherhood portraits created with black & white film.

tiffanyfarley.com | [@tiffanylfarley](https://www.instagram.com/tiffanylfarley)

RYLEE HITCHNER

Rylee is a destination wedding and family photographer based in Alabama. Since beginning in 2009, her painterly sunset portraits and grainy black and white film work have been featured in publications such as The New York Times, Martha Stewart Weddings and Vogue.com. Her work takes her all over the world, but her favorite place to be is at home with her husband, Andrew, and their sons, Wilkes and Ollie.



www.ryleehitchner.com | [@ryleehitchner](https://www.instagram.com/ryleehitchner)



ALEX OF DAPHNE MAE PHOTOGRAPHY

Alex lives on a little farm with one handsome almond farmer and their three little ones. Film and words are her mediums of choice in creating and preserving beauty in all seasons. She has been documenting beautiful mothers and their little ones on film for over four years now, and continues to be inspired by their innate connections and organic rhythms. Motherhood is her muse, and love is her platform.

www.daphnemaephoto.com | [@lovedaphnema](https://www.instagram.com/lovedaphnema)

A rustic wooden boat planter filled with greenery and small white flowers sits on a metal stand in a garden. In the background, there is a brick wall with two lanterns, a white house, and trees. The word "INCLUDES" is written in a serif font inside a thin black rectangular box in the upper right corner.

INCLUDES



A LUXURIOUS, ALL-INCLUSIVE STAY AT SERENBE.

The workshop will begin with a 4:30pm check-in on Tuesday
November 12th with check out by 10am on
Friday November 15th.

Serenbe is located approx. 30 minutes from the Atlanta GA
Airport. There will be one optional shuttle provided for attendee
convenience on arrival and departure days.

Each attendee will have a shared room (with your own bed) for
three nights.

All meals, snacks, and drinks are provided during the duration of
the workshop.

*It is our goal to provide a restful travel experience, so that your time
and energy can be spent intentionally pressing into all three days of
inspiration, encouragement, community, and education.*

*The venue at Serenbe provides a wide variety of styled shoot locations
(both indoor & outdoor), and will allow us to have relaxed time
together outside of the "Classroom"--think comfy pajamas, special treats,
and authentic heart to heart conversations!*

HOURS OF INTIMATE,
CONVERSATIONAL TEACHING ON
TOPICS INCLUDING:

Developing a Vision for Your Business
Defining and Attracting Your Ideal Client
Curating Your Portfolio as an Artist
Client Experience & Education
Image Composition
Film Photography
Styling Your Sessions
Brand Presentation
Marketing & Booking

and much more!



Images by Workshop Teacher
Rylee Hitchner

Images by Workshop Teacher
Daphne Mae Photography



MULTIPLE STYLED, PORTFOLIO BUILDING SHOOTS.

Attendees will be given time to watch how Rylee Hitchner, Tiffany Farley, and Daphne Mae Photography each approach, and uniquely photograph a portrait shoot.

Each attendee will also have the opportunity to photograph the models, providing the opportunity to leave the workshop with beautiful new images for your portfolio.

Shoots will be led with both film and digital mediums, and attendees may bring either that you prefer to work with.

It's important to us at Fount to celebrate and recognize each artist's unique eye, and while we provide teaching from different industry experts, we also encourage attendees to create images with their own vision and style throughout the workshop.

COMMUNITY & FRIENDSHIP

Perhaps one of our favorite elements of this workshop experience is the community that is cultivated through creating, learning, and spending time together with like-minded creatives from near and far. We will be opening only 15 spots to ensure that the creative atmosphere remains intimate and personal.

We value community over competition at our workshops, and strive to make every attendee, new or seasoned, feel welcome and a part. Our last four workshops have included a range of photographers who have had their business for years, to those were just starting out. All are welcome!






"...I am so glad I attended The Fount Workshop. I left with inspiration and practical business ideas. The workshop also allowed me to think about family photography in new ways and gave me the opportunity to refine my work through beautifully curated styled shoots. Tiffany, Rylee, and Abany create an atmosphere that is inviting to questions and reflections. I felt like I was at a wonderful soirée the whole time.

It truly was an incredible experience and the best workshop I've been to..."


DIANA MCGREGOR

A pregnant woman with long, wavy blonde hair is shown in profile, facing right. She is wearing a light blue, off-the-shoulder, long-sleeved dress with a ruffled hem. She is standing in a field of tall green grass and wildflowers. The background is a soft-focus landscape with trees and a bright sunset or sunrise sky, creating a warm, golden glow. The woman is gently holding her belly with both hands.

*"I am so **THANKFUL** I chose to invest in the Fount Workshop! When I attended the workshop, I was six months into my photography career. I have to admit that before arriving I was nervous to be around so many professional, experienced photographers. But those nerves were easily swept away the moment I walked into the door and had the honor to get to know these ladies.*

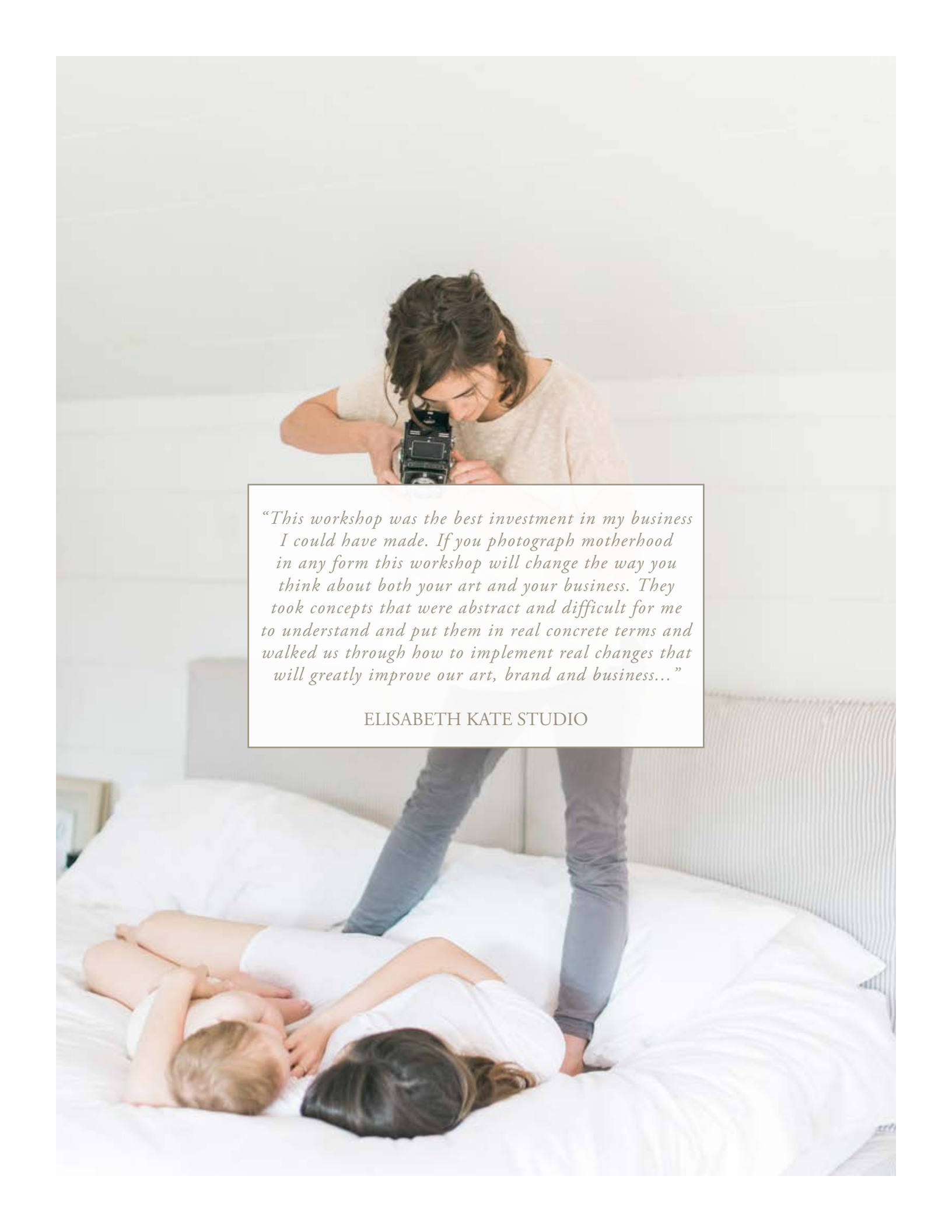
Both the speakers and the additional attendees were always willing to help if any questions came to mind. They easily explained the process behind their approaches in an understandable manner that I know I can apply to my business. After two days of beautiful shoots, a serene atmosphere, and tons of learning, I walked away feeling inspired and ready to grow my photography business into something more!"

ASHLEY LANDRY

A photograph of a woman with long brown hair hugging a young girl with blonde hair from behind. They are standing in a lush garden with green bushes and trees. A stone wall is visible on the right side of the image. The scene is soft and emotional.

"If you are on the fence about investing in the Fount Workshop all I can say is it's SO WORTH IT! I not only gained valuable knowledge from the workshop coordinators about how to more effectively run my business, but I also gained priceless confidence in my worth as a photographer and business owner. When running a business and having a family, the balancing act can be exhausting and discouraging. The support and genuine love from these women is so powerful. I also loved the different perspectives from each speaker. I took away so many new ideas that I now put into practice with my business and loved the fellowship with other like-minded women."

HAZEL & HAZE PHOTOGRAPHY



“This workshop was the best investment in my business I could have made. If you photograph motherhood in any form this workshop will change the way you think about both your art and your business. They took concepts that were abstract and difficult for me to understand and put them in real concrete terms and walked us through how to implement real changes that will greatly improve our art, brand and business...”

ELISABETH KATE STUDIO

A group of photographers, mostly women, are standing in a field of tall green grass. They are all holding cameras and looking through the viewfinders, seemingly taking photos of something off-camera. The background is a dense thicket of bare, light-colored trees, suggesting a late autumn or winter setting. The overall tone is artistic and focused.

“The Fount Workshop was a fabulous workshop held in the most beautiful, and tranquil Inn in a place where time literally pauses. You’re surrounded by such a captivating and inspiring environment that is true to the Fount brand. The speakers were full of insightful information on how to define a brand that is truly your own, how to design unique and meaningful sessions with your clients, how to tell a story with your images instead of words, and so many other amazing details to help you take your work and client experience from simple portraits into luxury fine art.”

REAJ ROBERTS PHOTOGRAPHY

INVESTMENT

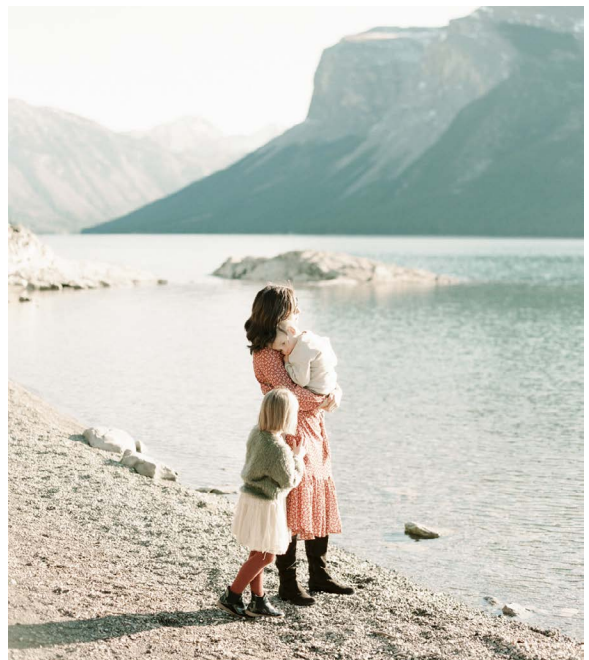




YOUR INVESTMENT INCLUDES:

- Shuttle Transport to and from the Atlanta Airport.
- All teaching presentations, led by a variety of industry experts.
- Multiple styled, portfolio building portrait shoots for hands-on learning, and interactive, creative inspiration.
- Shared rooming accommodations at the exquisite Serenbe for 3 nights.
- All meals for the duration of the workshop. This includes dinner Tuesday through breakfast on Friday.
 - Drinks & Snacks! (*we promise you won't go hungry!*)
- All attendee teaching materials, surprise swag, fun treats & an overall meaningful experience.
- Full access to Fount Online beginning April 1st, 2019

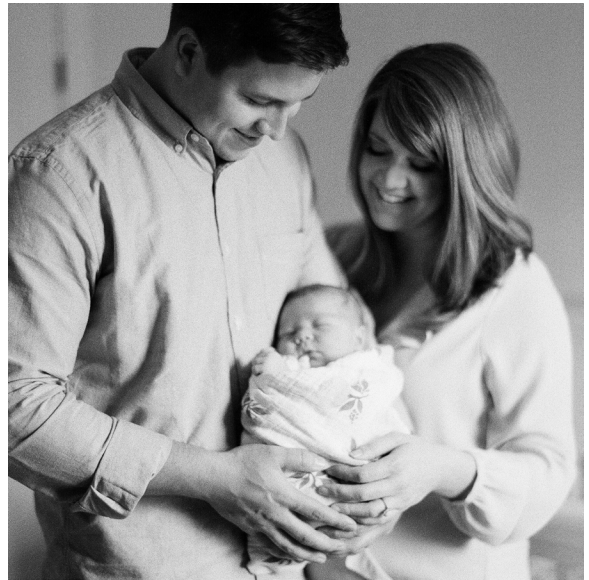
Teaching By Daphne Mae Photography
Color Film Photography
www.daphnemaephoto.com
@lovedaphnema



Teaching By Rylee Hitchner
Color & Black and White Film Photography
ryleehitchner.com
@ryleehitchner



Teaching By Tiffany Farley
Digital & Black & White Film Photography
www.tiffanyfarley.com
[@tiffanylfarley](https://www.instagram.com/tiffanylfarley)





INVESTMENT

\$3100 in full
or \$3300 with our payment plan.

Payment for The Fount Workshop may be made in full at the time
of your registration (saving \$200)

OR

A \$700 non-refundable retainer holds your spot, with five,
\$520 payments due on:

May 1
June 1
July 1
August 1
September 1

*Due to the nature of workshop planning,
each registration will require a signed agreement
to our payment plan and cancellation policy.*

FREQUENTLY ASKED QUESTIONS

Can I still come if I live near Atlanta and prefer to sleep at home?

We whole-heartedly believe in the value of this all-inclusive experience and require that all attendees stay at Serenbe.

Is this a film exclusive workshop?

No this workshop is for both film AND digital photographers. Our styled shoots will be led with both film and digital mediums, and attendees may bring either that you prefer to work with.

If I don't need the shuttle, will I receive a discount?

Our workshop is all-inclusive. An optional shuttle will be provided for airport transport to and from Serenbe, and discounts will not be given to those who choose not to use it. We will provide the shuttle times in advance for your flight planning.

As a nursing mama, I will need to pump during the workshop. Will there be time or accommodations for that?

We do our best to support all of our attendee's needs, and we have had many nursing mamas attend in years past. There is full kitchen access for needed refrigeration, and small breaks provided throughout each day.

Are single rooms available?

Currently all attendees will share a room, each having their own bed. If any change is made to this, due only to any unforeseen event with our venue, the offer for a private room would be made available to attendees in the order they registered for the workshop.

How will I make payments if I choose the payment plan?

All payments are collected online. After registration, attendees will be invited to join a private Facebook group, as well as be subscribed to an attendee email list. You will receive payments via online invoice, and will have the option to pay off your balance at any time.

Is this the only workshop available in 2019?

Yes, we will be opening online and in person workshop registration just once, and this is your only chance to sign up for both.

FREQUENTLY ASKED QUESTIONS

If I am a workshop alumni, will I learn something new if I return?

We have excitedly welcomed alumni attendees each year. While some of the core concepts that we teach are the same, we will be refreshing our content overall for 2019, and are so thrilled to have Alex of Daphne Mae Photography joining us for the first time. The Fount Workshop community is so unique and special, we welcome return attendees!

What if an unforeseen event or emergency occurs and I am unable to attend? Will I receive a full or partial refund?

While we would understand & share in your great disappointment should an emergency of any kind arise, we are unable to provide any full refunds due to the unique nature of workshop planning and our non-negotiable venue cancellation policies. You can view our full cancellation and partial refund policy at registration.

I have special dietary restrictions, are those accommodated in the food provided?

We do our very best to provide a variety of food and snack options that meet any restrictions or allergies. We ask that you provide us with this information as soon as possible so we can plan accordingly.

If I register for the in person workshop, I also get access to Fount Online?

Yes, we are excited to share that in person registration ALSO includes access to Fount online, which includes more than 6 hours of video teaching from Rylee and Tiffany- as well as additional Bonus VideoContent. There are 5 Core Modules, and 8 candidly filmed behind the scenes videos of Rylee and Tiffany photographing different types of motherhood sessions.



RESERVE YOUR SEAT HERE

Please keep in mind that each Fount Workshop has completely sold out. We have provided the best payment plan option to try to meet all budgets, while planning a luxurious, one of a kind, meaningful, workshop experience.

*Questions?
hello@thefountcollective.com*

ADDITIONAL IMAGE CREDITS

Rochelle Louise Photography

01, 02, 06

Rylee Hitchner

03, 17

Elisabeth Kate Studios

04, 07, 11, 13-16

Diana McGregor Photography

12

Tiffany Farley

10

Olya Vitulli

15

Anne Miller Photography

24