

SHOT LIST

Because we do not present the same artists every year, we are mainly looking for pictures that are crowd shots / people in the museum / architectural and art details with crowds. We want to capture a few scenes of great music being made, but our focus should be of people having a good time at MASS MoCA. So if you're in the pit, be sure to turn and face the crowd, too. Please work to shoot photos that we can use to promote future festivals, or you will not be asked back to shoot FreshGrass.

Topics

- Needed by sponsor Topo Chico: stills of their tent, activation, people with Topo Chico product, etc.
- Stage / crowd / grass and lots of sky, both at night and day
- Critical mass in front of the stage of the field is needed, especially on Saturday when the field is totally full
- Side + straight on of audience enjoying the music
- Shots of diverse groups of fans
- Courtyard C pop-up stage acts, with audience
- Galleries full of visitors
- Films with live music
- FreshGrass volunteers, w/ volunteer shit on assisting, giving directions, etc.
- Spontaneous jams throughout the museum
- FreshGrass Award contests
- Straight-on shots of the stage with the FreshGrass logo backdrop clearly visible, and with some crowd in the frame
- Festival goers dancing
- Courtyard C + D from above
- Vendors
 - Festival goers buying food, being handed food, showing off their food
 - Beer/drinks being poured + handed to festival-goers
- Spontaneous jams throughout the campus
- Families and kids
 - Kids making art at The Drifting Studio
- Performers
 - Close up of performing hands playing guitar/banjo/etc.
 - Wide shots of musicians rocking out
 - Headliners rocking out while silhouetted by lights
- FreshGrass gear
 - People wearing it
 - For sale in the merch tent

Layout

- Both horizontals and verticals, taken at both day and night
- People shots with bright colors and lots of negative space
- Color

Attached are some examples of shots we're looking for:





