

City of Danville, Virginia
Office of Economic Development
www.discoverdanville.com

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Photography Studio Locates to the River District

Danville, Va. – Bobby Carlsen Photography today announced its plans to locate to the Atrium Building at 312 Main St. in the River District.

Carlsen, an international award-winning photographer, has served the Southern Virginia and greater Piedmont regions for over 10 years and offers comprehensive photography and design services for businesses, and portraiture for newborns, children, high school seniors, and families.

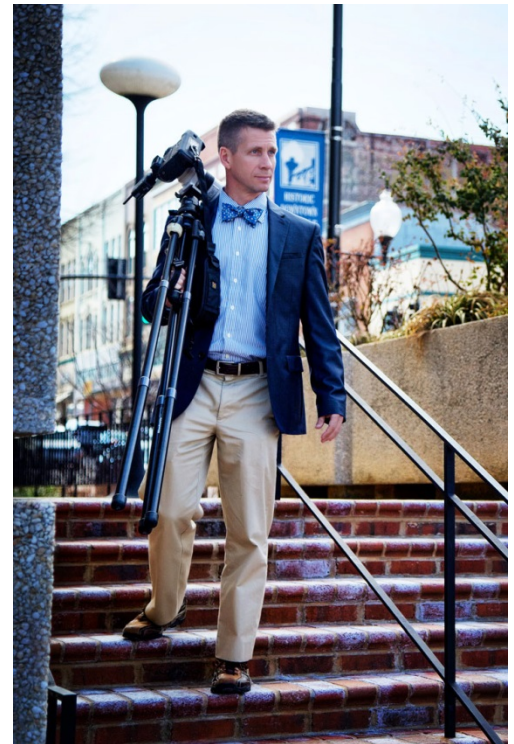
“Relocating to the River District has been a key component of our long-term plans for the past few years,” said Carlsen. “It strategically positions our company in the heart of Danville’s rapidly growing professional area and will help us foster stronger relationships within our community, especially for clients of our commercial photography division. Our portrait clients will also enjoy enhanced services and experiences due to both the location and unique characteristics of the space.”

Corrie Teague, assistant director for the Office of Economic Development, explained that the City’s development plan was to fill not only street level storefronts, but all floors of buildings in the River District, noting the positive outcomes they can have on lower floor tenants.

“We are thrilled that Bobby decided to locate his studio to the River District,” said Teague. “This project will bring clients into the River District that might not have frequented this area before. We anticipate that the street level restaurants and retailers will directly benefit from the traffic that this studio and other upper floor businesses will generate.”

The new 3,500 square-foot, multi-level studio has a Main Street entrance and will include a reception area, galleries, a traditional strobe-light photography room, offices, a cathedral skylight atrium, and a large floor-to-ceiling natural light photography room on the building’s third floor.

“We are especially excited about our renovations of the Atrium building,” added Carlsen. “Its architecture, design and beautiful arching Main Street windows are an exceptional fit for our studio, which will feature several gallery areas including one showcasing the history of the building and lower



Main Street. We have taken great care to retain the character and charm of the space and now residents will be able to better appreciate one of Main Street's most beautiful buildings.”

In addition to operating his studio full time, Carlsen is an educator and popular speaker regularly contracted to address other professional photographers at conventions and meetings around the nation. He is actively involved in several professional organizations, and is an area coordinator for the non-profit organization Now I Lay Me Down to Sleep.

Carlsen plans to open the studio this summer. Details of the ribbon cutting ceremony will soon follow. For more information about Bobby Carlsen Photography visit www.bobbycarlsen.com or contact the studio at studio@bobbycarlsen.com or (434) 836-6042.

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