



A **megaphone** on set is a must, Pum Lefebure says. "With a big crew of people, they can't hear you."

Once used as props, **fake grenades** — painted in the firm's signature red, brown and mint — act as paperweights, anchoring photo backdrops.



Design Army acquired a **gurney** from a shoot at an old medical facility a few years ago. Now the team uses it to shuttle equipment, Jake Lefebure says.

Go-to tools include **caution tape** (used to block off areas and as an occasional prop) and clear fishing line to make objects appear suspended in air.

Creative thinking

A look behind the scenes of a photo shoot

BY KRIS CORONADO

Jake Lefebure says his job with Design Army, a local design firm, occasionally involves persuading people to take a leap of faith. "We're like, 'Come on, trust us. Get up that tree. Let us paint you purple,'" says Lefebure, who is co-founder and chief executive of the company. "... But when they see what we do, they're like, 'I want that in my portfolio.'"

Eight years ago, he and his wife, Pum, launched the business from their kitchen table; now the 12-person team has a studio on H Street NE. Design Army's work has included photographing and serving as art directors for Washingtonian magazine's biannual bridal issue since 2009, and shutting down Pennsylvania Avenue in 2008 to photograph costumed Washington

Ballet dancers for a book. There's more to photo shoots than cameras and models, however.

Pum, the firm's creative director, says: "A lot of people say, 'What does a creative director do? Doesn't a photographer do all the work?' ... Someone has to have the vision of how the shoot should look." Here, the Lefebures highlight the equipment that helps capture that vision on film.



Faber-Castell watercolor pencils can help designers plan color palettes for makeup or backgrounds. Drawings become watercolors when dampened, so designers can mix colors easily, Pum Lefebure says.

Design Army has six **trampolines** to give models an extra spring in their step in action shots. "It helps create a weightless look," Pum Lefebure says.



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