



# PHOTO / FILM / CREATIVE USE

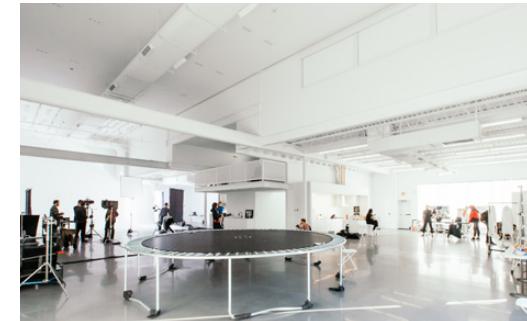
5600 TUXEDO ROAD  
HYATTSVILLE MD 20817

ATYOLK.COM  
202.797.2691  
HELLO@ATYOLK.COM





WASHINGTON DC'S NEWEST CREATIVE  
SPACE FOR CREATIVE MINDS.



#### **WHAT IS AT YOLK?**

AT YOLK is a 10,000 square-foot multimedia space available to rent for photo and video shoots or events. With soaring ceilings, natural daylight, a full kitchen and cyc wall and the ability to customize the size space you need, it's easy to imagine bringing your creative vision to life—whether for a moving picture or for the event of your dreams.



**CREATE YOUR OWN**

PHOTOSHOOT AT YOLK  
VIDEO AT YOLK  
EVENT AT YOLK  
WEDDING AT YOLK  
CONFERENCE AT YOLK  
WORKSHOP AT YOLK  
COOK AT YOLK  
POP UP AT YOLK  
DINNER AT YOLK  
LUNCH AT YOLK  
FUNDRAISE AT YOLK  
PRODUCT LAUNCH AT YOLK  
EXHIBITION AT YOLK  
SOCIAL AT YOLK  
PRESS PARTY AT YOLK  
TALK AT YOLK  
PERFORMANCE AT YOLK  
MUSIC AT YOLK  
LECTURE AT YOLK  
CHOREOGRAPHY AT YOLK  
EDUCATION AT YOLK  
PHILANTHROPY AT YOLK  
ART AT YOLK  
EXPERIENTIAL AT YOLK  
FASHION AT YOLK  
TASTING AT YOLK  
HOLIDAY AT YOLK  
RECEPTION AT YOLK  
CORPORATE RETREAT AT YOLK  
BOOK SIGNING AT YOLK  
WELLNESS AT YOLK  
INSTALLATION AT YOLK  
BIRTHDAY AT YOLK  
STYLE AT YOLK  
CONTENT AT YOLK  
YOGA AT YOLK  
REHEARSAL AT YOLK  
COLLABORATE AT YOLK  
NETWORK AT YOLK



## OVERVIEW FLOOR PLAN

### STUDIO A

DAYLIGHT + KITCHEN  
30W X 33L X 14H

### STUDIO B

DAYLIGHT + 24 FOOT CEILINGS  
33W X 35L X 24H

### STUDIO C

CYC STUDIO  
SPACE - 60W X 45L X 24H  
WALL - 25W X 32L X 19H

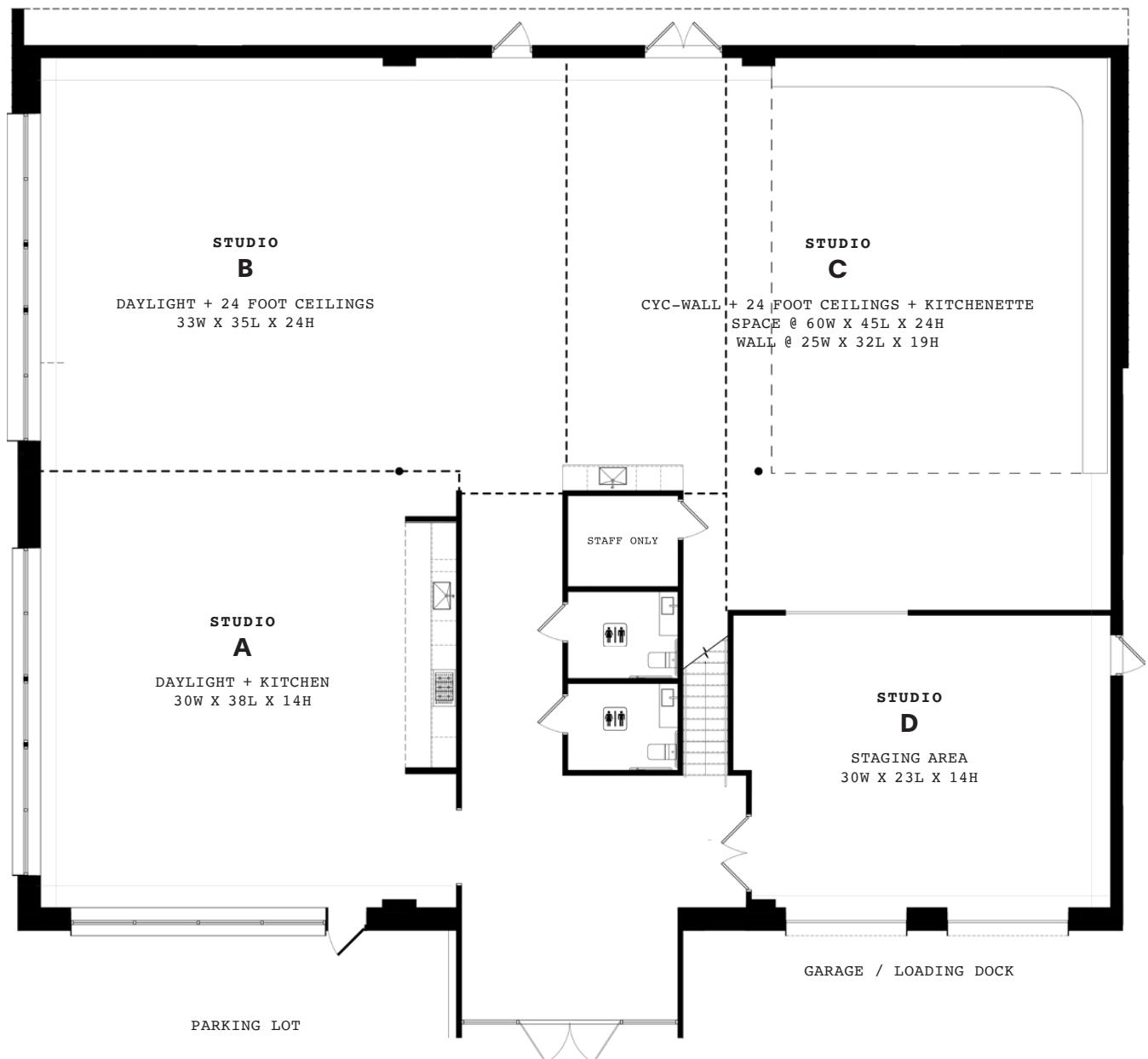
### STUDIO D

STAGING AREA  
30W X 23L X 14H

+ALL OUTLETS RATED AT 20A  
INDEPENDENT BREAKERS.

+200A 3-PHASE CAMLOCK

+GRID IS AT 19FT.



# **PHOTO / FILM / CREATIVE USE**

FULL DAY IS 10 HOURS

HALF DAY BLOCKS AT 4 HOURS EACH  
8AM – 12PM OR 1PM – 5PM

ALL LOAD IN/OUT  
BETWEEN 7AM TO 7PM

EXTENDED/WEEKEND  
HOURS UPON REQUEST

**PHOTO/FILM/CREATIVE USE**

STUDIO

**A**

DAYLIGHT + KITCHEN

30W X 38L X 14H

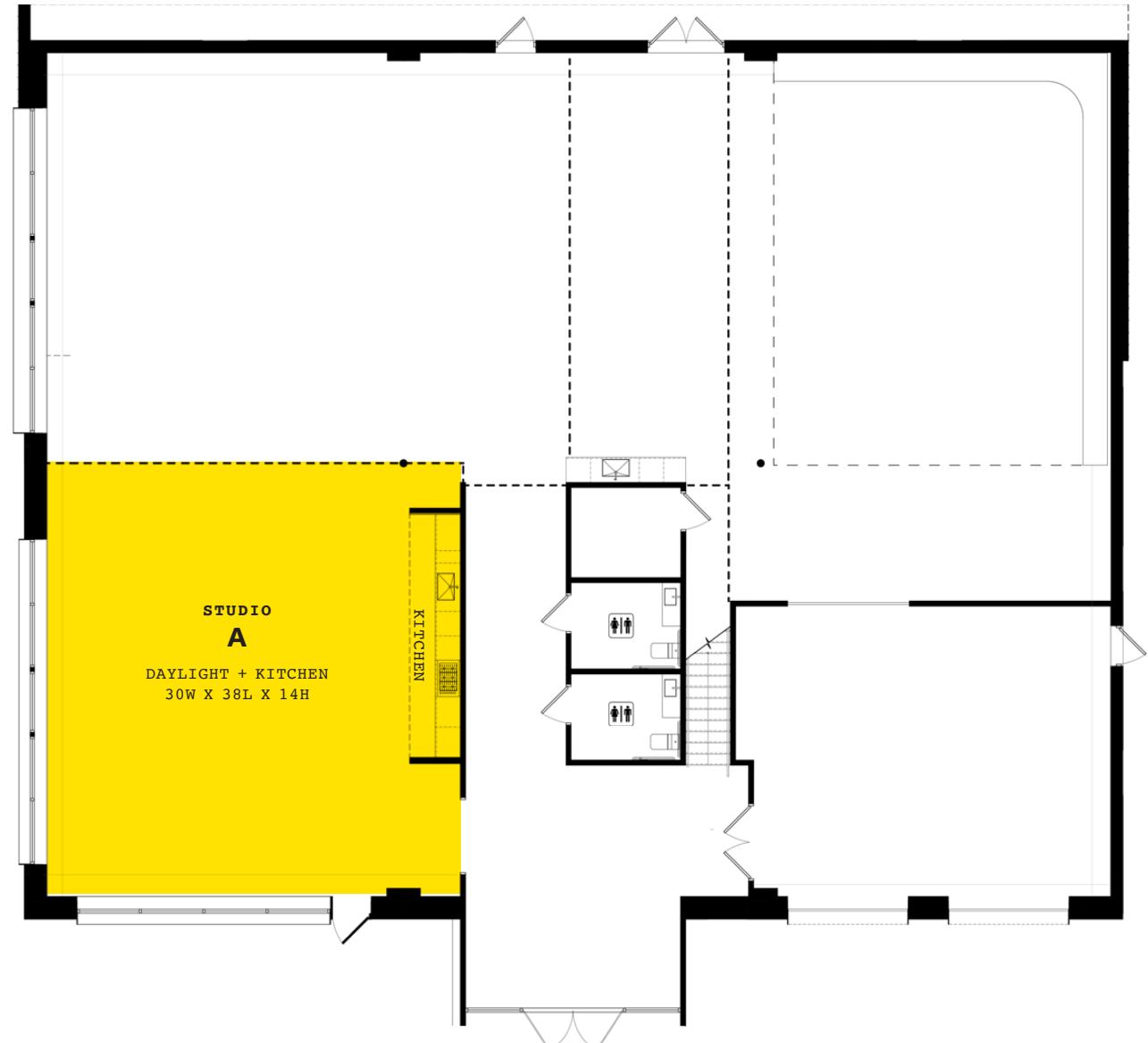
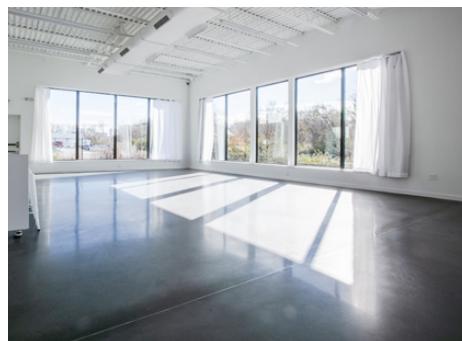
DETAILS:

\$1,400 – FULL DAY  
\$1,000 – HALF DAY

UNDER 15 PEOPLE,  
NO MEZZ ACCESS

KITCHEN USE FOR COOKING +\$350

ADDITIONALS SEE PAGE 14



**PHOTO/FILM/CREATIVE USE**

STUDIO

**B**

DAYLIGHT + 24 FOOT CEILINGS

33W X 35L X 24H

DETAILS:

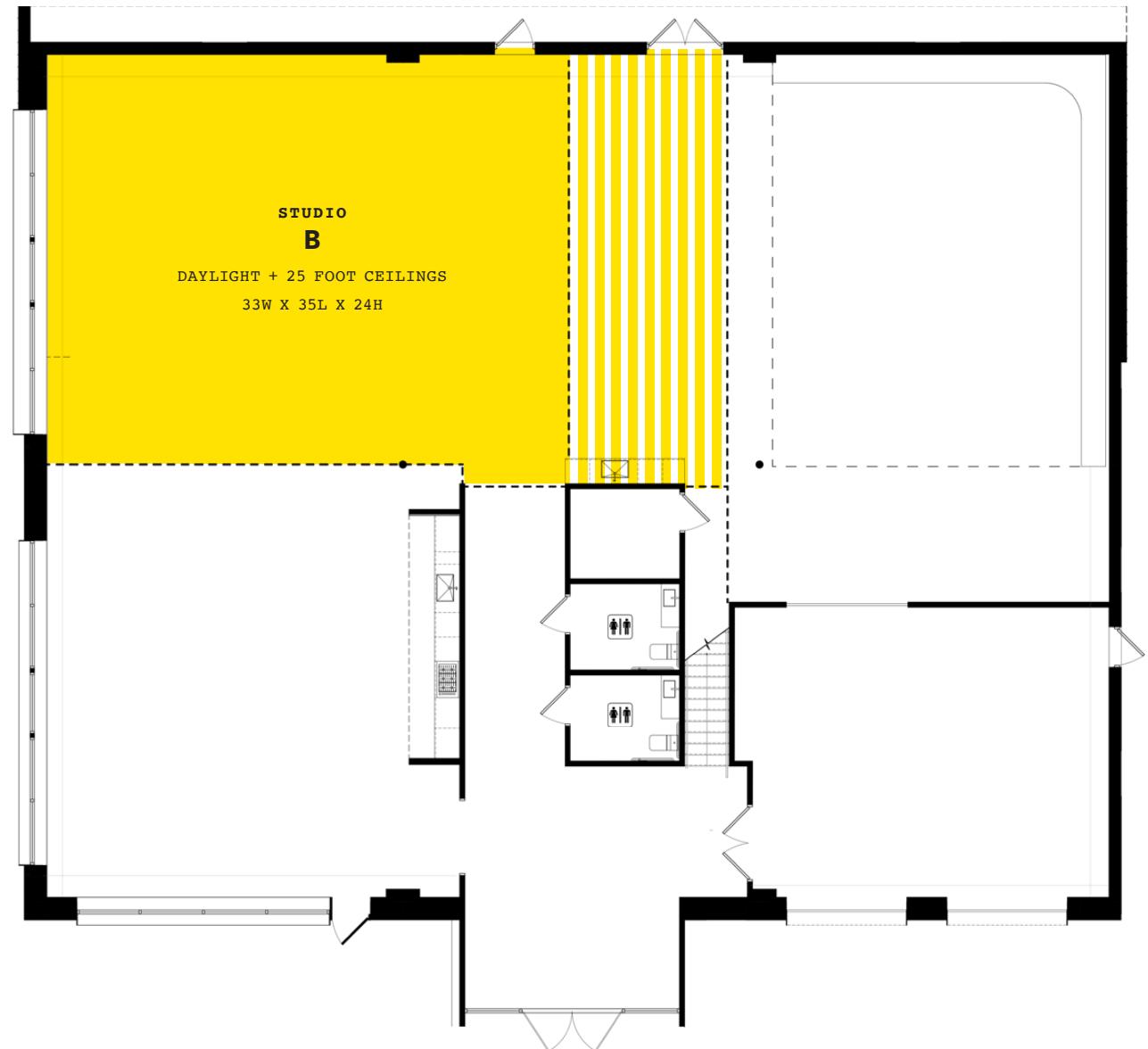
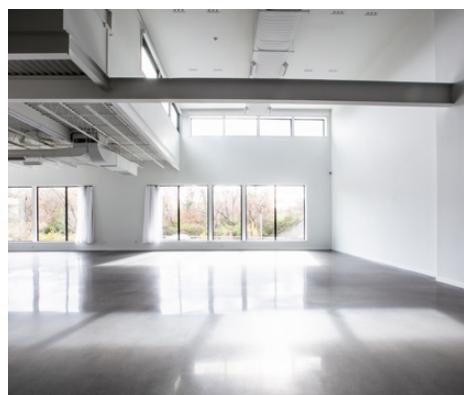
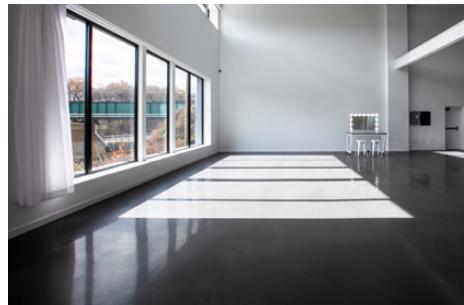
\$1,150 – FULL DAY

\$675 – HALF DAY

\$250 – ADD ON KITCHENETTE

UNDER 15 PEOPLE,  
NO MEZZ ACCESS

ADDITIONALS SEE PAGE 14



**PHOTO/FILM/CREATIVE USE**

**STUDIO**

**C**

CYC-WALL + 24 FOOT CEILINGS  
+ KITCHENETTE

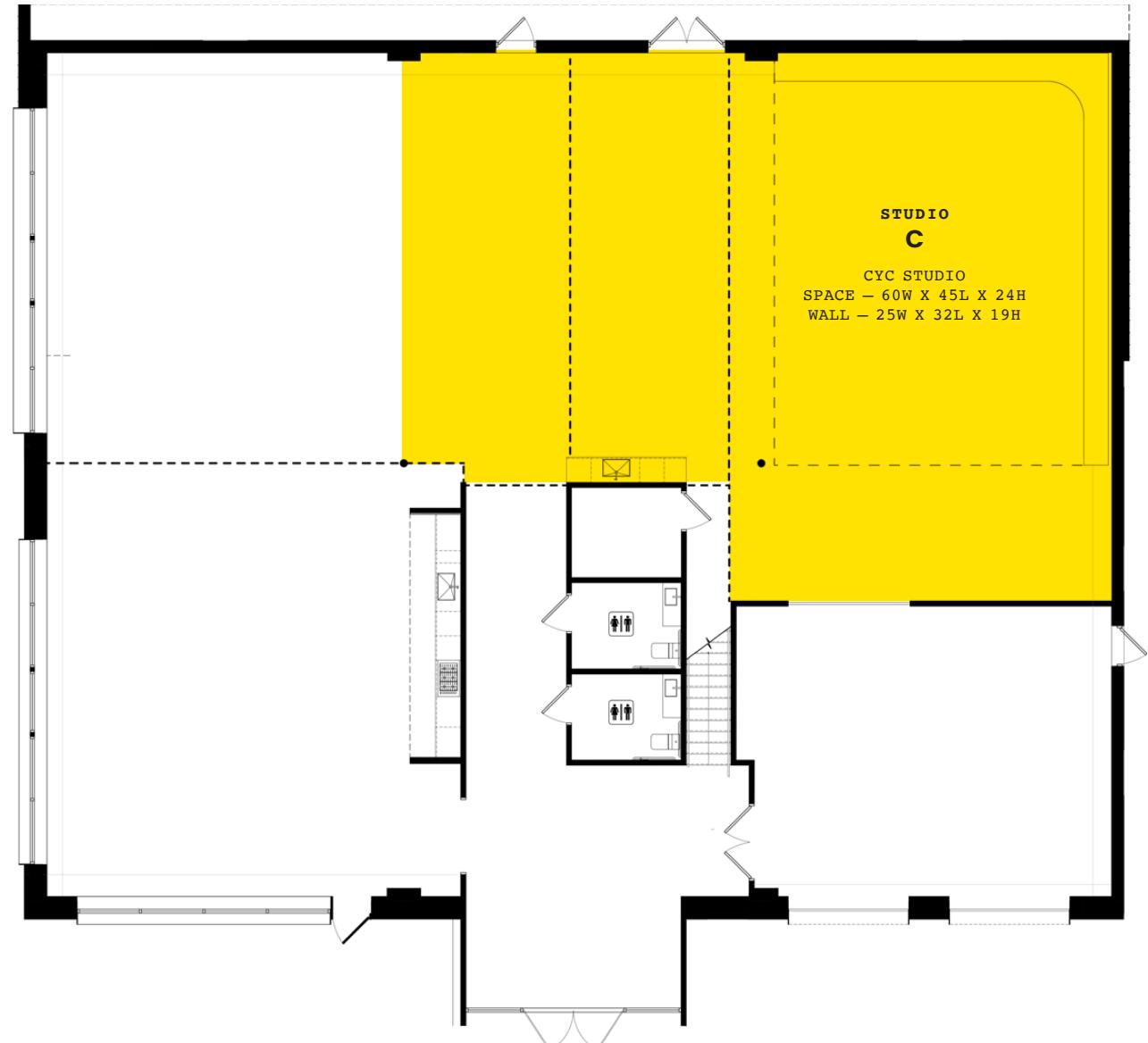
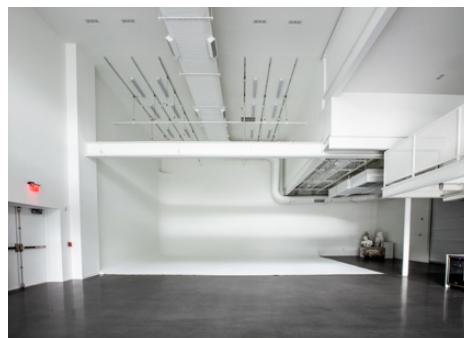
SPACE – 60W X 45L X 24H  
WALL – 25W X 32L X 19H

DETAILS:

\$1,900 – FULL DAY ONLY

UNDER 15 PEOPLE

ADDITIONALS SEE PAGE 14



**PHOTO/FILM/CREATIVE USE**

STUDIO

**D**

STAGING AREA

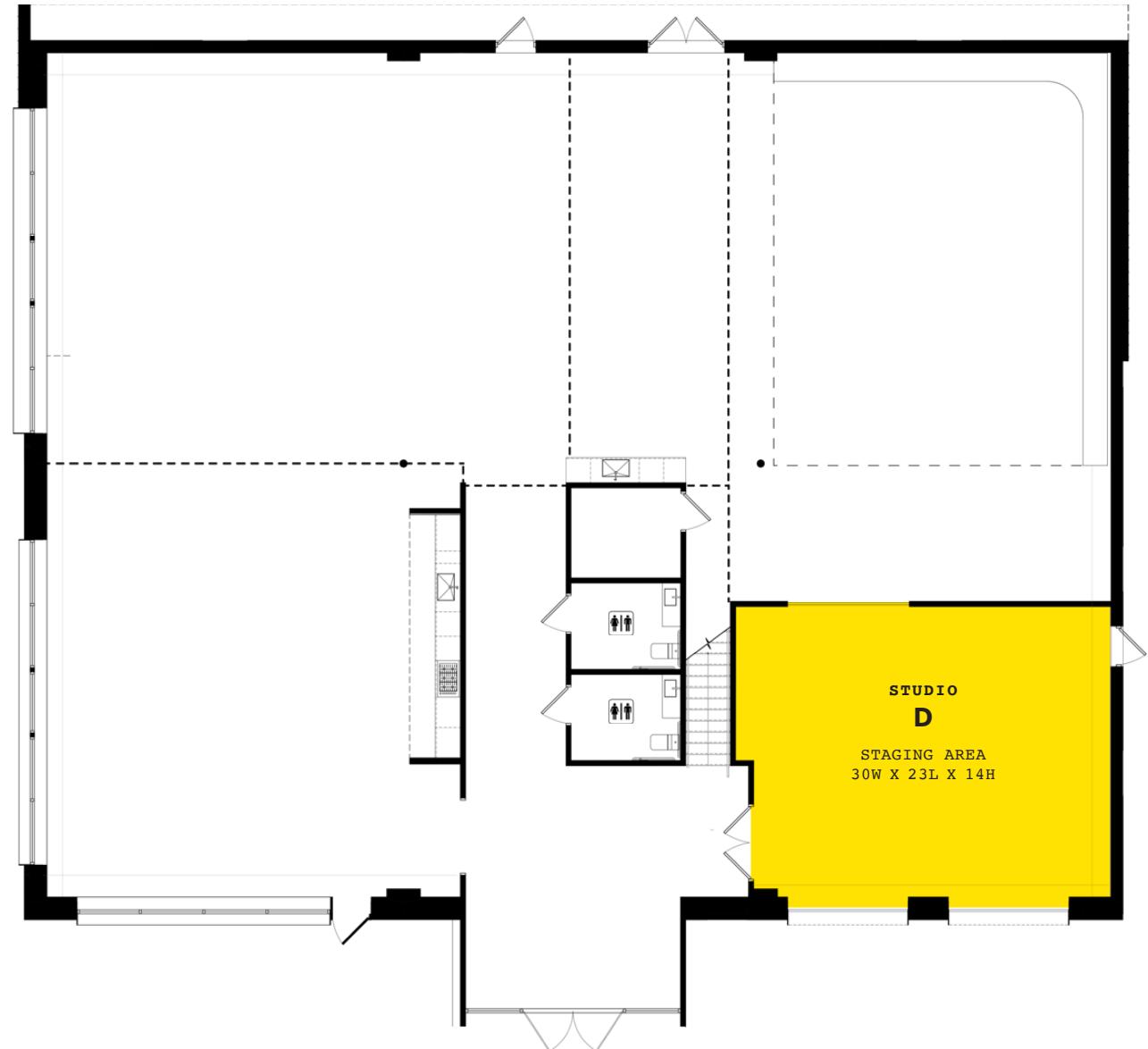
30W X 23L X 14H

DETAILS:

+\$ 750

ALL PAINTING OR CONSTRUCTION  
MUST BE APPROVED BY MANAGEMENT

ADDITIONALS SEE PAGE 14



**PHOTO/FILM/CREATIVE USE**

STUDIO

**AB**

DAYLIGHT + KITCHEN  
+ 24 FOOT CEILINGS

2145 SQ FT

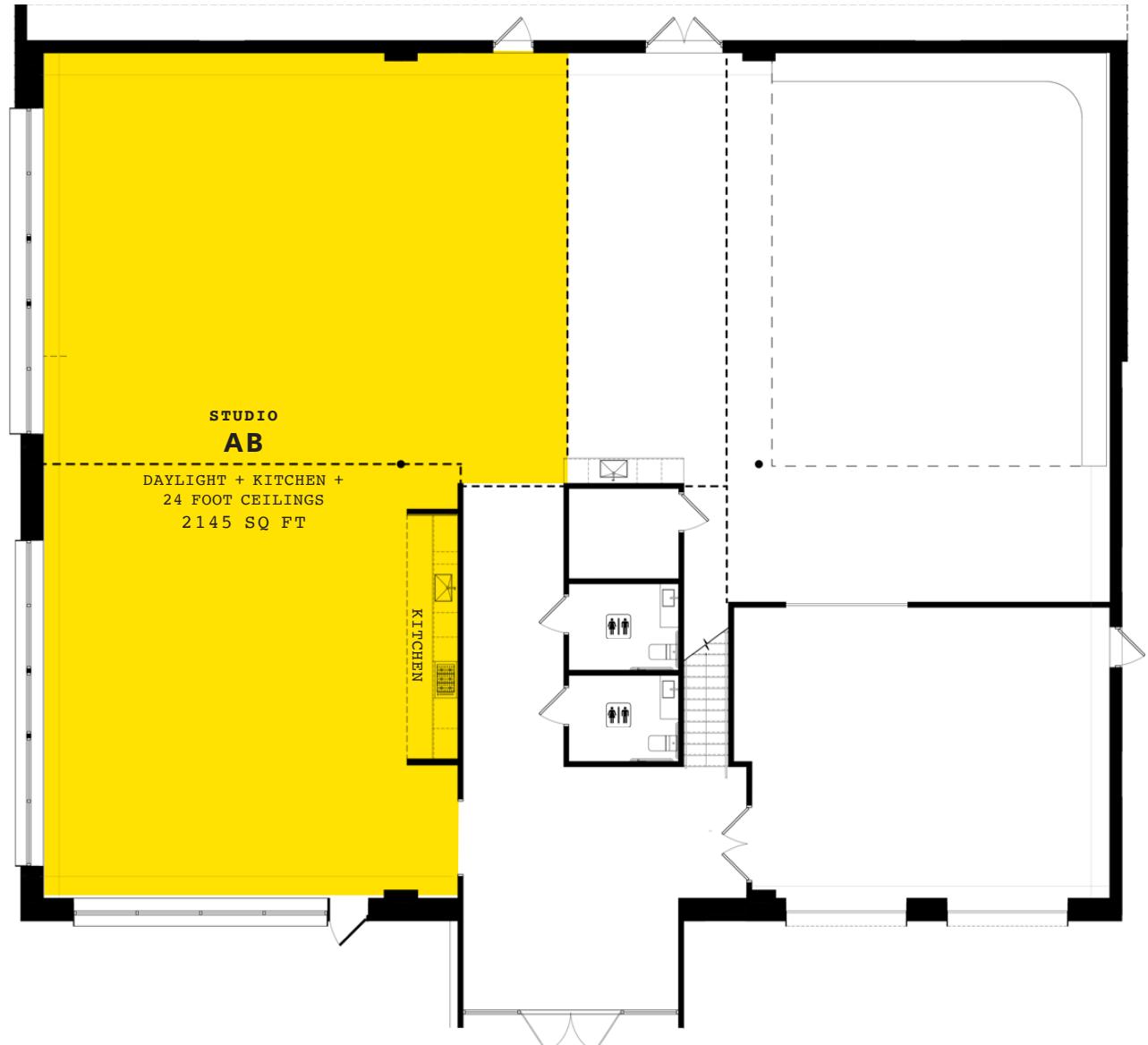
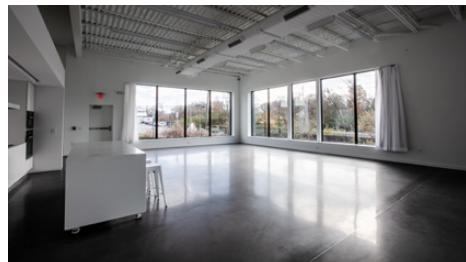
DETAILS:

\$1,800 – FULL DAY ONLY

UNDER 25 PEOPLE

KITCHEN USE FOR COOKING  
+\$350

ADDITIONALS SEE PAGE 14



**PHOTO/FILM/CREATIVE USE**

**STUDIO**

**BC**

DAYLIGHT + KITCHENETTE  
+ 24 FOOT CEILINGS

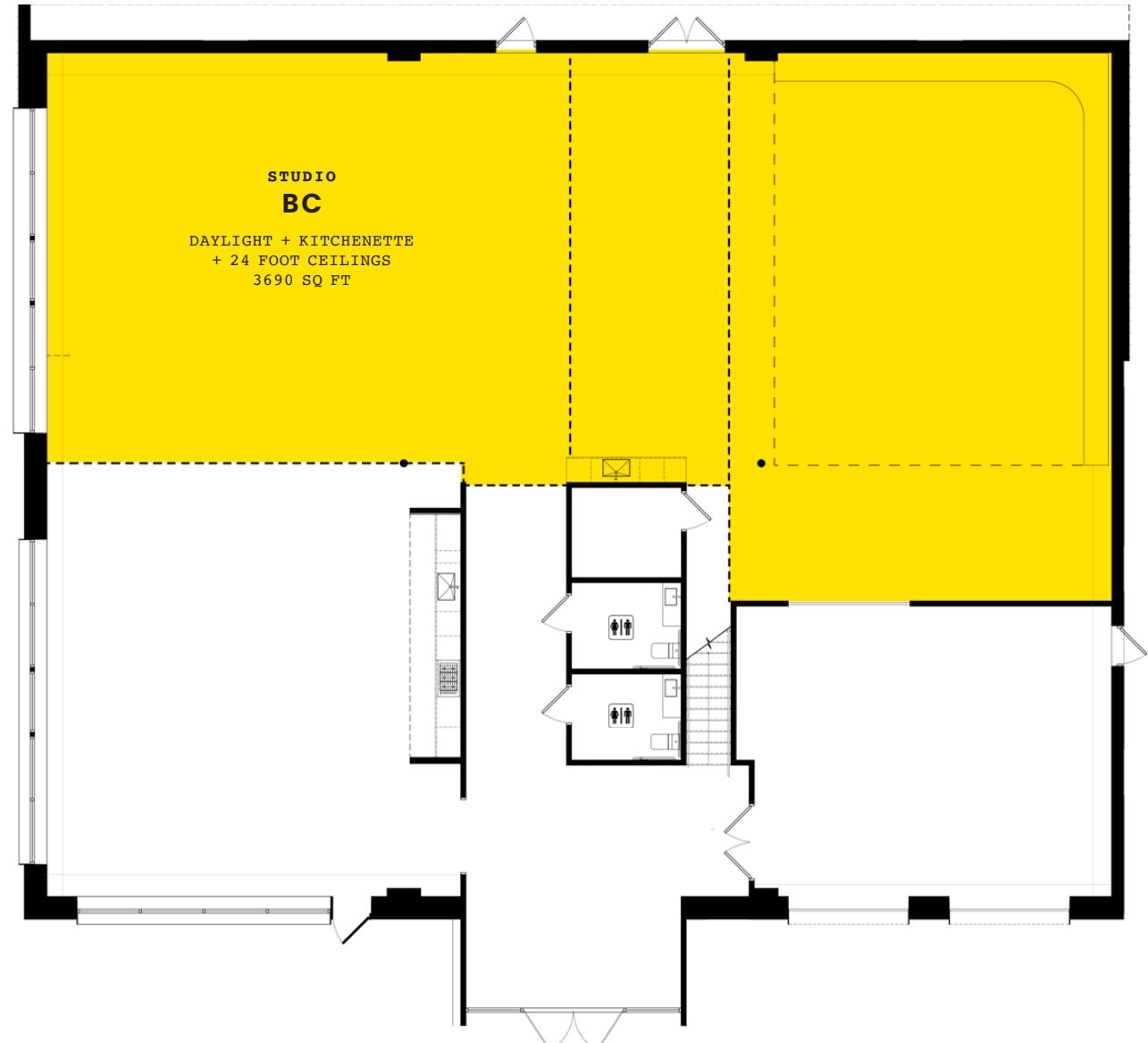
3690 SQ FT

DETAILS :

\$2,500 – FULL DAY ONLY

UNDER 25 PEOPLE

ADDITIONALS SEE PAGE 14



**PHOTO/FILM/CREATIVE USE**

STUDIO

**ABCD**

DAYLIGHT + KITCHEN +  
25 FOOT CEILINGS +  
STAGING AREA

5535 SQ FT

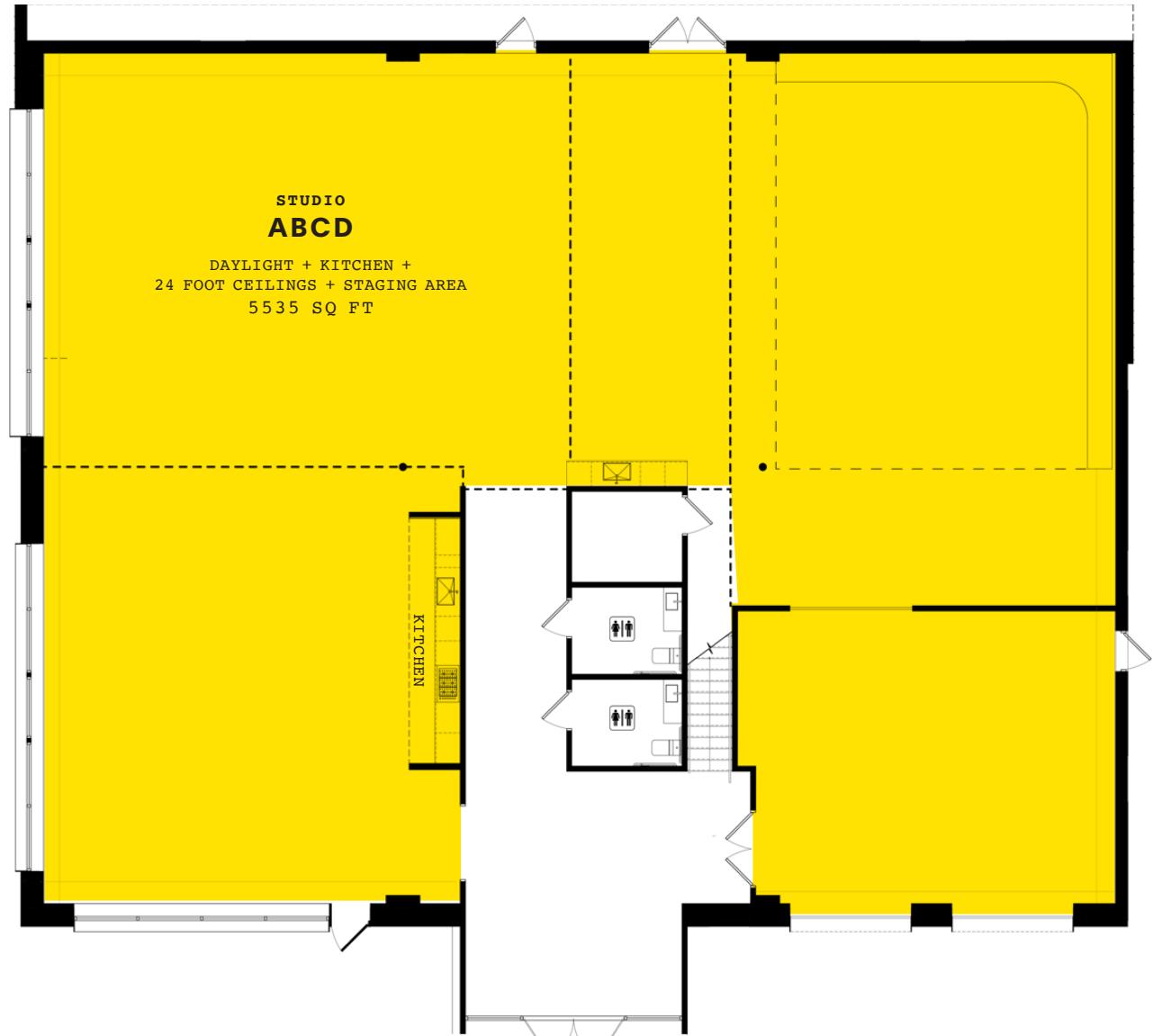
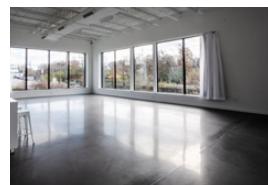
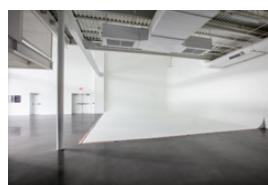
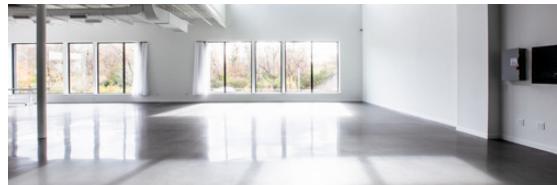
DETAILS:

\$4,250 – FULL DAY ONLY

25+ PEOPLE

KITCHEN USE FOR COOKING +\$350

ADDITIONALS SEE PAGE 14



## ADDITIONALS/OPTIONALS/PHOTO STUDIO

## REQUIRED FEES

+**MANDATORY AT YOLK STAFF:** FOR SHOOTS WITH OVER 25 PEOPLE ONE SITE MANAGER FOR THE DURATION OF SHOOT IS REQUIRED  
SITE MANAGER IS BILLED AT \$30.00 P/HR FROM LOAD IN TO LOAD OUT (8HR MINIMUM)

+SANITIZE/ENVIRO FEE – \$250 TO \$750 (BASED ON RENTAL SPACE/AREAS BEING USED)

## ADDITIONAL/OPTIONAL FEES

+CYC WALL REPAINT (WHITE) – \$500

+LIVE COOKING/USE OF OVENS AND/OR STOVE IN MAIN KITCHEN – \$350

+MEZZ ACCESS – \$500 (VIP AND STAFF ONLY)

+HAIR/MAKEUP STATION KIT – \$50/PER

+WARDROBE RACK/STEAMER KIT – \$50

+FOLDING TABLES/CHAIRS, DAYLIGHT STOP SILK DRAPES, BLACK-OUT DRAPES, AND ON-SITE CARTS/CORDS – NO CHARGE

+FREE PARKING FOR 11 CARS OR STREET PARKING (DAYTIME ONLY)

+OVER 50 PEOPLE – ADDITIONAL RATES TBD/NEGOTIATED

+COURTYARD SPACE WILL NOT BE AVAILABLE FOR USE UNTIL LATE SUMMER 2019

## ADDITIONAL TIME

+GRIP/RENTAL/EQUIPMENT DROP OFFS PRIOR TO SHOOT DATE AVAILABLE FOR FULL DAY RENTALS ONLY

+PRE-LIGHT/SET RATES ARE 75% COST OF DAY RATE. AVAILABLE FOR FULL DAY RENTALS ONLY

+HALF DAY RENTALS WILL BE CHARGED **FULL DAY RATE** IF THEY EXCEED THEIR TIME SLOT

EXAMPLE: IF YOU ARE SCHEDULED FROM 8-12 FOR A HALF DAY, YOUR SHOOT GOES FROM 8-1 YOU WILL BE CHARGED FOR FULL DAY RATE

## OTHER IMPORTANT INFO

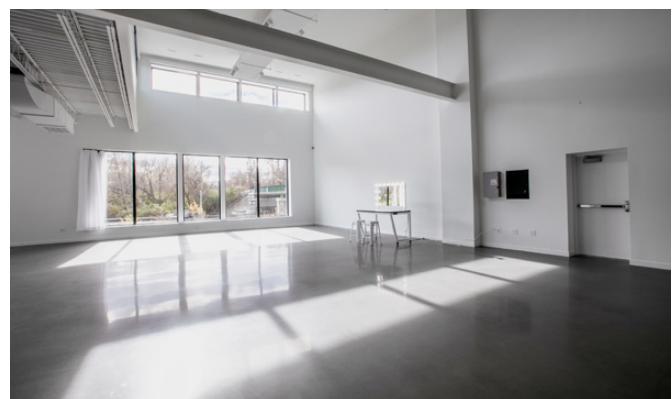
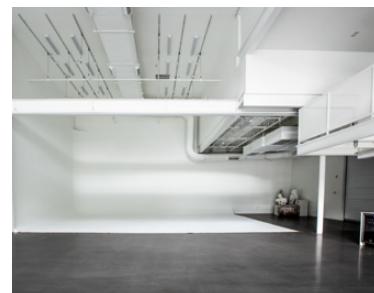
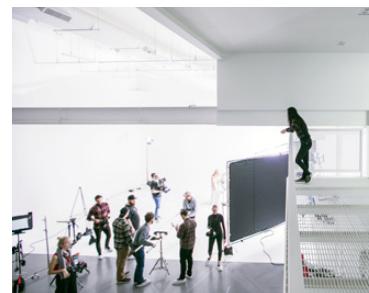
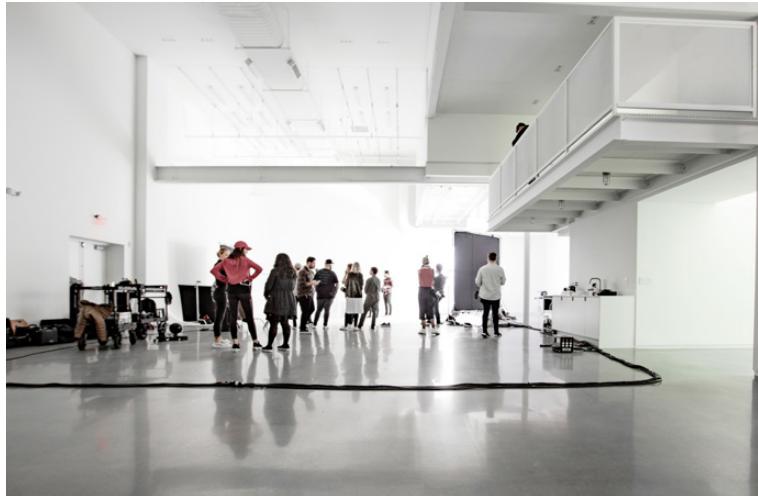
+LIABILITY INSURANCE REQUIRED – \$1 MILLION MINIMUM AND/OR SIGNED WAIVERS AND GUARANTEES REQUIRED

+ALL SPACES SHOULD BE BROOM SWEPT BEFORE VACATING, AND ALL BULK/TRASH NEEDS TO BE REMOVED – NO DUMPSTER AVAILABLE

+ALL OUTLETS RATED AT 20A ON INDEPENDENT BREAKERS. 200A 3-PHASE CAMLOCK AVAILABLE. GRID IS AT 19FT.

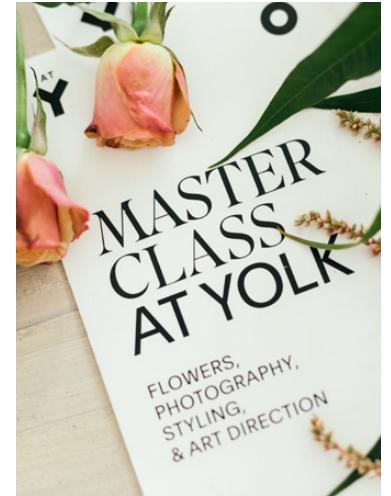
## PHOTO STUDIO / FILM STUDIO EXAMPLES

SHAED MUSIC VIDEO AT YOLK



## PHOTO STUDIO / FILM STUDIO EXAMPLES

FLOWER MASTERCLASS AT YOLK: FLOWERS, PHOTOGRAPHY, ART DIRECTION

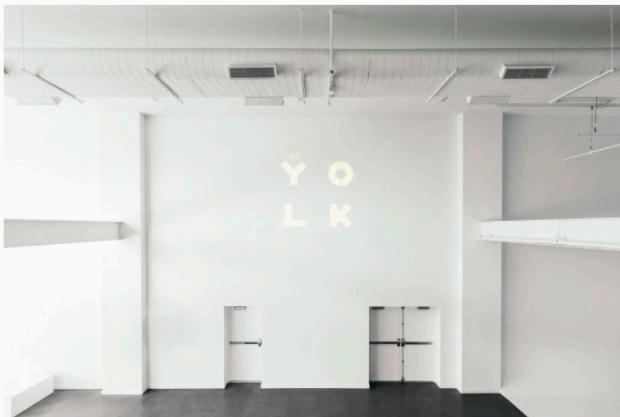


## ≡ Forbes

# D.C.'s Stunning New Creative Space Marks A New Era For Washington



**Stephanie Orma** Contributor @  
*I write about travel and design*



At Yolk interior IMAGE COURTESY DESIGN ARMY

Our nation's capital has a stunning new 10,000-square-foot creative mecca that's so fresh you can still smell the eggshell-white paint drying. Just 10-minutes from downtown D.C. in the up-and-coming Hyattsville district, **AT YOLK** is a hip, industrial, edgy, light-flooded, state-of-the-art creative space with 25-foot soaring ceilings, designed to be a testing ground and play space for designers and artists to build their vision. And it's the first of its kind in D.C.



## ADWEEK

CREATIVITY

# Design Army Gives Back to D.C. With a Creative Space Everyone Can Use

Q&A: Pum Lefebure explains 'At Yolk'

By Tim Nudd | April 5, 2018



Design Army co-founder and Chief Creative Officer Pum Lefebure checks on the construction progress of At Yolk in Washington, D.C.

Design Army

### Entries Now Open: Adweek Experiential Awards

Introducing a new award celebrating the best brand experiences of the year in 40 categories! [Enter your brand activation today](#) to take advantage of early bird pricing.

Design Army has made the chicken. Now it's going back to the egg.

The Washington, D.C., agency, perhaps best known for its gorgeously crafted ads for



# CAPITOL FILE

Parties ▾ People ▾ Food & Drink ▾ Home & Real Estate ▾ Style & Beauty ▾

## PUM LEFEBURE ON CREATIVE INCUBATOR AT YOLK

By Michael M. Clements | December 19, 2018 | Culture

Think tank, intellectual forum, incubator for emerging talent—Pum Lefebure tells us about At Yolk, her dream vehicle to amplify the Washington creative class.



### Why open a space like At Yolk?

**PUM LEFEBURE:** The main reason was out of necessity. Over the past 15 years at Design Army, we have produced a ton of custom photo and video shoots. When we needed to shoot in a studio, it started to get expensive. After we opened, we found there was quite a lot of demand for a larger creative space, so on days we're not shooting we rent it out.

### Are there other spaces in DC like this?

**PL:** There are quite a few, but most are smaller or don't have easy access. We intentionally looked just outside of DC where we could find an affordable space, and it had to be at least 10,000 square

# WASHINGTONIAN

### 6. THE NEXT HOT...

#### Event Space: At Yolk

The photo studio/workshop/event space will help cement Hyattsville's creative-class rep.

#### Neighborhood: Crystal City

With or without Amazon.

#### Restaurant: Emilie's

Himitsu chef Kevin Tien's second venture will be on Capitol Hill.

### FITNESS

## 7. Gyms for Everyone

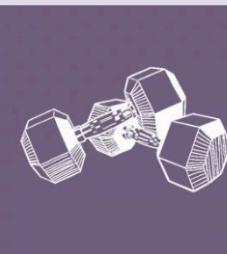


Illustration by Claire McCracken.

Pity the multipurpose gym. In the age of SoulCycle and Orangetheory, it seems like every with-it fitness devotee needs to have a favored name-brand workout—and a pricey hyper-niche studio to do it in. But there are signs that we've reached peak boutique. For a glimpse at the new new gym, visit the **St. James**, a 450,000-square-foot Springfield sports megaplex that debuted in September. There's a three-story health club, a climbing wall, an Olympic pool, and two NHL-size hockey rinks, among other things, under one

roof. A month's membership costs slightly more than a four-pack of classes at Solidcore.

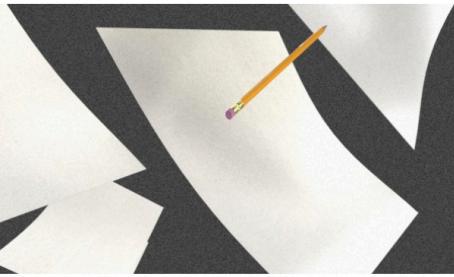


**FAST COMPANY**

[Image: FC (illustration), ibworlds/Blendswap (pencil)]

**ASK "WHAT IF" OVER AND OVER AGAIN**

Practice being open to even the wackiest ideas. D.C.-based [Design Army](#) took "radically open-minded" to the next level when grappling with exorbitant photo-shoot studio fees and travel costs. Founders Pum and Jake Lefebure imagined different "what-if" scenarios and came up with the crazy, yet inspired, idea to build their own photography space—one large enough to rent to other local designers and artists. The egg of an idea evolved into recently launched [At Yolk](#), a 10,000-square-foot creative hub designed to be a testing ground and play space for the D.C. creative community with master classes, fashion and art events, and a massive photography studio. "Good ideas can come from anywhere and might sound nutty at first," says founder Pum Lefebure. "But imagining 'what if' is key."



[Image: FC (illustration), ibworlds/Blendswap (pencil)]

**BIZBASH** [BACK TO ARTICLE](#)

**LOCATION SCOUT**

10 New Washington Venues for Fall 2018 Meetings and Events



**4. At Yolk**

In September, D.C. creative agency Design Army unveiled a new 10,000-square-foot event space in Hyattsville. Dubbed [At Yolk](#), the stylish, warehouse-like space from the mind of founder Pum Lefebure is designed to appeal to artists and creatives. There's a photo studio and space to host art exhibitions, runway shows, dance performances, test kitchen dinners, and more. The venue can accommodate a mix of 150 sitting and standing guests.

Photo: Design Army

**99U**

**GET MOTIVATED**



**Interviews**

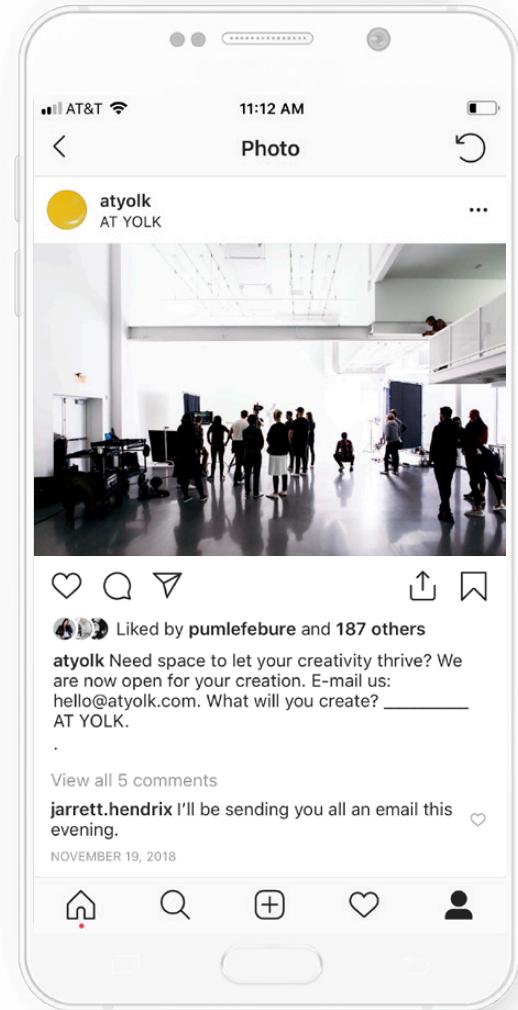
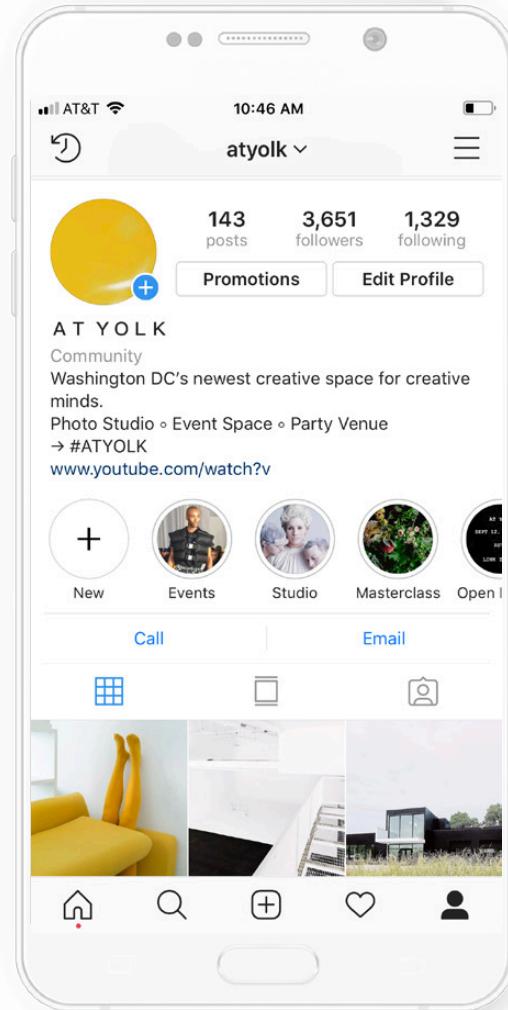
**Design Army's Pum Lefebure: If You Have Vision, a Great Portfolio, and a Sledgehammer, Don't Let Anything Stand in Your Way**

Bangkok transplant and Design Army cofounder, Pum Lefebure, has taken up the mantle of Washington design godmother, bolstering the artistic community into a city-defining hub, and (literally) knocking down barriers wherever she goes.

By Emily Ludolph Image courtesy of © Design Army. Mar 5, 2018

## DIGITAL COMMUNITY

@ATYOLK #ATYOLK



# **BOOK YOUR PHOTO STUDIO OR EVENT SPACE TODAY**

CALL US  
202.797.2691

EMAIL US  
[HELLO@ATYOLK.COM](mailto:HELLO@ATYOLK.COM)

5600 TUXEDO ROAD  
HYATTSVILLE MD 20817  
[ATYOLK.COM](http://ATYOLK.COM)

