

- Home
- Things to Do
- Museums & Sights
- Classes & Camps
- Shopping**
- Eating
- Staying In
- Birthday Parties
- Neighborhoods
- Archives

**Sign up today!**

### Newsletter

Get kids events, news and discounts delivered to your in-box every week.

**Discount Diva**

### Need a bargain?

We hook you up with all kinds of online deals, from cheap theater tickets to discounted duds.

**The inside scoop**

### You're invited

Get the lowdown on fun family events and special discount offers.

**Enter to win**

### Get this

Tons of cool prize packages from *Time Out Kids* could be yours.

**Want the mag?**

### Subscribe

- ▶ Subscribe now
- ▶ Give a gift
- ▶ Subscriber services

# Shopping

## Recently Opened: Photo Op

**Photo Op, a new family photo studio, opens on the Upper West Side.**



Nathan Gindi, a Manhattan father of three, considers himself an amateur photographer, but he can also appreciate the value of a professional. That's why he's teamed up with famed shutterbug Brian Marcus to open PhotoOp, an innovative children's studio on the Upper West Side.

Upon entering, youngsters can pick out fun outfits to wear—clothes and accessories from CrewCuts, Zara Kids and H&M Kids are there for the borrowing—and do last-minute primping at the vanity station. When it's time for their close-up, little ones pose in front of a number of backdrops, including a wall covered in real candy dots, or on custom, pint-size versions of iconic seats like Mies van der Rohe's Barcelona Chair.

Basic packages start at \$99; portraits from the session can also be emblazoned on a handful of novelty gifts (starting at \$49), including tote bags and charm bracelets.—*Lisa Freedman*  
442 Columbus Ave at 81st St (212-362-1911, [photoopnyc.com](http://photoopnyc.com))

See more...

- [Shopping articles](#)
- [Articles from this issue](#)

Time Out New York Kids / Issue 64 : Mar 1–31, 2011



**No comments yet**

**Leave a comment**

Name

E-mail  (will not appear on site)



## Most viewed in Shopping

Articles Venues

1. Disney Store in Times Square
2. Cheap shopping for NYC kids
3. Best baby shops in NYC
4. Midtown megastores for NYC kids
5. NYC baby stores
6. Lego store at Rockefeller Center
7. Discount sites for NYC parents
8. Jewelry for kids
9. New York City spas for kids
10. Scribble Press

**On the blog**

## What parents are buzzing about

**Monday's pick of the day: Blades of Glory at the Citipond Winter Film Festival**

7:00am

Does your tween have a case of the Mondays? Well, Will Farrell and Napoleon Dynamite's Jon Heder will clear them up in a jiffy with *Blades of Glory*. In this super silly comedy, two

[More posts](#)