

Behind the Scenes: More Than Just a Photo Shoot

By Jen Barraza

Publicity photo shoots for theatre productions are more than just an opportunity to capture the cast in costume—they serve as the first visual invitation for audiences to step into the world of a show. Every lighting choice, costume detail, and pose works together to craft a compelling image that sparks curiosity and excitement. Let's take a closer look at how we brought our upcoming musical, *Into the Woods*, to life through the lens.

Into the Woods required a whimsical, mysterious, and layered aesthetic to capture the intricate storytelling and darker themes of the show. The marketing team worked closely with our design and costume departments to ensure the shoot reflected the show's enchanting yet foreboding essence.

The Look: Though the final costumes had not yet been created, the marketing team worked from the costume designer's sketches and reference images from rental costumes to assemble a look that aligned as closely as possible with the director and production team's vision. The Witch's prosthetic was handcrafted by Jen Barraza, while the costume shop sourced a cloak and an underdress from its extensive costume stock.

The Props & Setting: The witch was positioned in dynamic, storybook-worthy poses—complete with a glowing spell book that was rigged to cast a magical glow using small lights hidden within the pages. A white background was used to give our graphic designer the opportunity to put the witch in a scene from the musical and match the current show art.

The Vibe: The final images feel as if they were plucked straight from a storybook, with the witch emerging from the magical forest both as the cursed crone and as the wily witch who broke her spell through the misadventures of others. The photos hint at the musical's layered narrative, where happily ever after isn't always what it seems.

Stay tuned for more behind-the-scenes glimpses into our creative process, and don't forget to grab your tickets!



Photos by Brennen Russell. Graphics by Sean Keepers.

Click [here](#) to watch Behind the Scenes of the *Into the Woods* Publicity Photos.