

# Life's a Beach

*Kauai  
Hawaii, USA*

RODNEY LOUGH JR.  
MASTER WILDERNESS PHOTOGRAPHER

## Five Oh! Folio

For as long as I can remember I have been fascinated with the grand narrative of the natural world. It's hard to believe, but for almost 50 years now I have been gifted with this Great Journey of discovery.

As a Wilderness Landscape Photographer, it has been my mission to enrich people's lives around the globe with my nature based photography. So far, accomplishing this mission has been more than what I could have imagined it would be. I have mastered many trials and tribulations and been blessed with incredible support and graced with stunning vistas that have all brought me to this level of achievement.

As I prepare to turn 50, and look back on my life thus far, I realize that this is a journey that I have been gifted with, and now it is my turn to give something back.

A while ago, as I was contemplating how to observe this auspicious occasion I began to wonder who else is celebrating this milestone anniversary with me. It didn't take long for me to narrow the list down to one clear compatriot, it happened to be our 50th State-Hawaii who is currently celebrating their 50th Anniversary.

To commemorate the picturesque state that we admire for its beauty, culture, and sweeping landscapes, I decided to bring my photography to a place I had never before photographed. Reflecting upon my life, I have realized that there have been 5 distinct periods and I as such I have chosen to create a folio of 5 images from Hawaii that represent each of these decades of my life.

It is with this in mind that I have created a truly unique and exclusive folio comprised of five images from Hawaii, called, "Five Oh!" This is an extremely limited edition of 50 folios.

Over the next 5 weeks, leading up to my 50th Birthday, I will be releasing one image from this "Five Oh!" folio each week. Join me on this journey to my 50th birthday and be sure not to miss out on this opportunity to be a part of something that only happens once in a lifetime!



**Life's a Beach**

*Kauai  
Hawaii, USA*

**Available Sizes:** 10x24, 15x40, 25x66, 31x83, 45x120

**Artist's Choice:** Della Terra, Charcoal with Black Linen

Limited Edition: 50

## Life's a Beach

*Kauai*

*Hawaii, USA*

"Life's a Beach," well, sometimes. Sometimes it's something else.

The title is obviously a play on words, but there is a duality here that I'm hoping comes across. While we may often find ourselves in places that we simply don't want to be, there's always a beach somewhere and there's usually an amazing sunset going off as well... and we all would much rather be there, at the beach.

Don't let life get you down, because in the end it just doesn't matter. There's only so much you can take and there's only so much they can take from you. In either case, you control the taking - not "them."

So go hang out at the beach this weekend!

See Ya On the Trail!



### Field Notes

**Camera:** Arca Swiss 8x10 f-line camera

**Lens:** 150mm

**Aperture:** f45.3

**Exposure:** 8 Seconds

**Film:** Professional Fuji Astia 100f

### Awards

**2012**

Epson International Photographic

Pano Awards • Bronze

## Artist's Series / Large Artist's Series

We offer Rodney's favorite frame choice, lovingly called the Artist's Series, as a signature framing style. The framing is created exclusively for Rodney and cannot be purchased anywhere else. This lovely frame option is made from sustainable wood and provides a simple "Earthy, with Class" style that can hang on any wall with elegance. It's "organic chic," if you will.

♥ **Our solid all wood frames are made using wood from active reforestation programs. That means that for every tree they cut down, they plant more in its place. We should be able to use this sustainably harvested wood for generations to come.** They grow their trees like we grow Fir in the Northwest, continually planting, harvesting and replanting. Not unlike a cornfield in Iowa - but it takes a little longer to grow.

After all, as Rodney puts it, "Destroying the planet isn't very high on my to-do list!"

- \* Artist's Series frames come in two sizes, large and standard. Large frames have a thicker border, but are otherwise identical.
- \* Artist's Series can use Nature View Glass, as an option. This is an anti-reflection, UV protect glass that is higher quality than any museum glass available.



15x40 - Artist Series on Black Museum Board





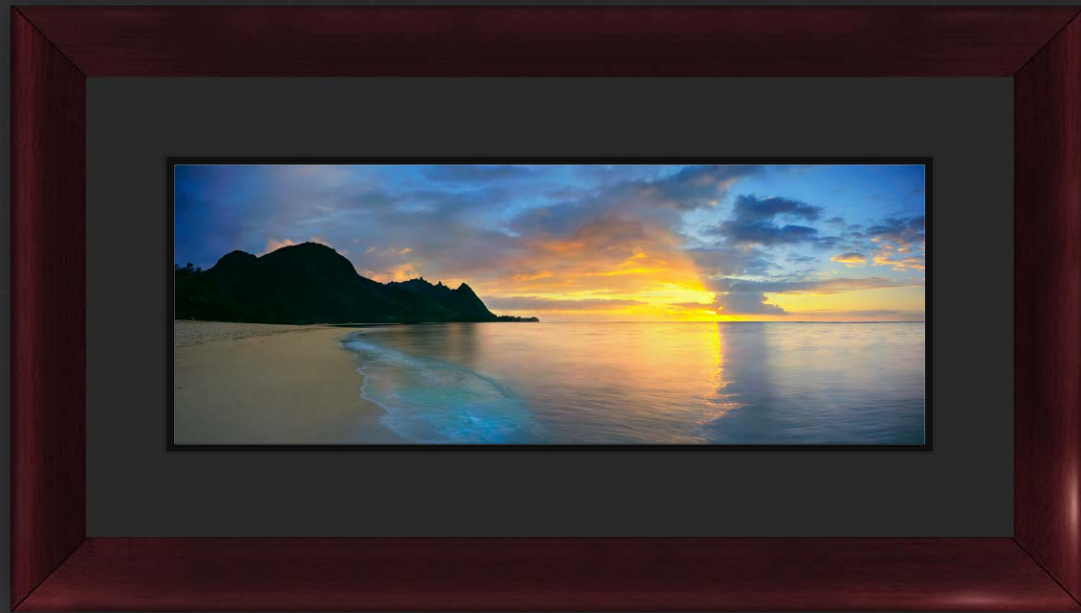
Artist Series: White Museum Board



Artist Series: Black Museum Board



Large Artist Series: White Museum Board



Large Artist Series: Black Museum Board

## Koa

This is one of those absolutely stunning frames. LeeAnna & Rodney were walking through a framing show a few years ago, and this frame stopped them dead in their tracks.

LeeAnna recalls Rodney saying, "I don't care how much it costs; the rest of the world has to see this, it's amazing!"

As Hawaii's most esteemed natural resource, Koa is a symbol of Health, Wisdom and Well Being. In the past, this warm, glowing wood was reserved exclusively for royalty, but now it's available to everyone, making us all "royals."

Yes, it's spendy, we admit it – but it's definitely worth it.

\* Koa framing can be used on both Artist Series and Della Terra framing styles.



25x66 - Koa with Black Linen

"I don't care how much it costs; the rest of the world has to see this, it's amazing!"

– Rodney







Koa with White Linen



Koa with Black Linen

## Della Terra

We often get asked where we come up with some of these names. In this case it was easy. Della Terra is Italian for "From the Earth." What more do we need to say? It's the perfect description for this wonderful style. Each piece is hand fitted with a very high end tightly woven fabric wrap, in either black or white. Rodney has personally picked out several frame options that work phenomenally well with this style: Walnut, Charcoal and Cherry. Each is hand crafted in and imported from Italy, and are sourced from sustainable forestry programs. All you have to do is pick which frame and linen works best for you - because Rodney already knows that they will look great together!

\* Since Della Terra frames are made from sustainable forests, the trees are younger and therefore smaller. These smaller strips of veneer are applied to the frames, giving it the look of varied grain and stains - enhancing the beauty of the artwork it surrounds. Keep in mind if you see lines in the veneer, this is a natural characteristic of the wood due to the use of smaller, sustainably grown trees. These lines are not flaws. They are normal features of the materials and processes used in these high quality frames.



25x66 - Large Charcoal with White Linen

\* The smaller Della Terra frames have the following production restrictions and cannot be made in these size/frame choices: Small Walnut - 40x50, 50x62, 25x66, 31x83, 42x70, 45x120.

\* Della Terra frames come in small and large sizes. These sizes represent the thickness of the border of the frame, and are otherwise identical. Cherry are available small and large, while Charcoal is only available large.

## Della Terra is Italian for "From the Earth."



Della Terra: Charcoal with White Linen



Della Terra: Charcoal with Black Linen





Della Terra: Cherry with White Linen



Della Terra: Cherry with Black Linen

## Vista Mount

If you're looking for a sleek, contemporary display that feels simple and elegant, then our Vista Mount, exclusively designed by Rodney, is perfect for you. It highlights your stunning photograph with a contemporary feel.

The entire image is raised off the wall by a specially designed, cutting-edge frame that beautifully displays the image as if it is hovering in midair.

### Multi-Panel Vista Mount

Sometimes our collectors want a mounted photograph with something a little extra special added. We're happy to indulge you! We'll work with you to create just the piece that fits your needs. We can make images out of multiple vista mount panels to cover an exceptionally large area. An example would be a 312.5" x 200" image made up of 20 50" x 62.5" images in a 5x4 grid.

50x62 - Vista Mount



31x83 - Multi-Panel Vista Mount

Vista Mount highlights  
your stunning photograph  
with a contemporary feel.

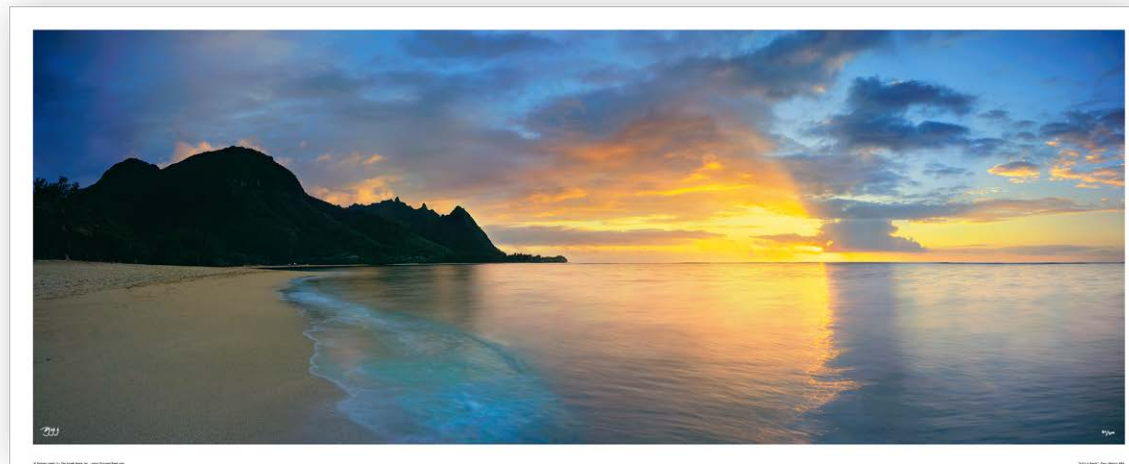


## Loose

When it comes to Art, it's personal. We realize that, of course. That's why we offer Rodney's beautiful images in a raw form: the photograph by itself.

The image comes to you packaged in a sealed shipping packet. We recommend that you open it in the presence of your framer to ensure its perfection - it's good to know that you left it with the framer in perfect condition. There's also a note to the framer with an open invitation to call the studio to discuss any issues or concerns they might have regarding how to properly handle your pristine Fine Art photograph. These photographs are very delicate, and it's easy for someone without experience working with them to damage them.

In fact, you'll never be able to get one of these images framed by someone else as well as we can frame it. So, even though we offer this option, we really try to dissuade



you from choosing it and work to convince you to get your photograph framed by us, because we've been doing it a long time. After all, Rodney wants his artwork to be presented perfectly.

In the long run, if you see a framing style you like with us, you'll never be able to get it done elsewhere for less, or with quality as high. **NO ONE can frame these images better than we can.**

These photographs are very delicate, and it's easy for someone without experience working with them to damage them.

## Matted

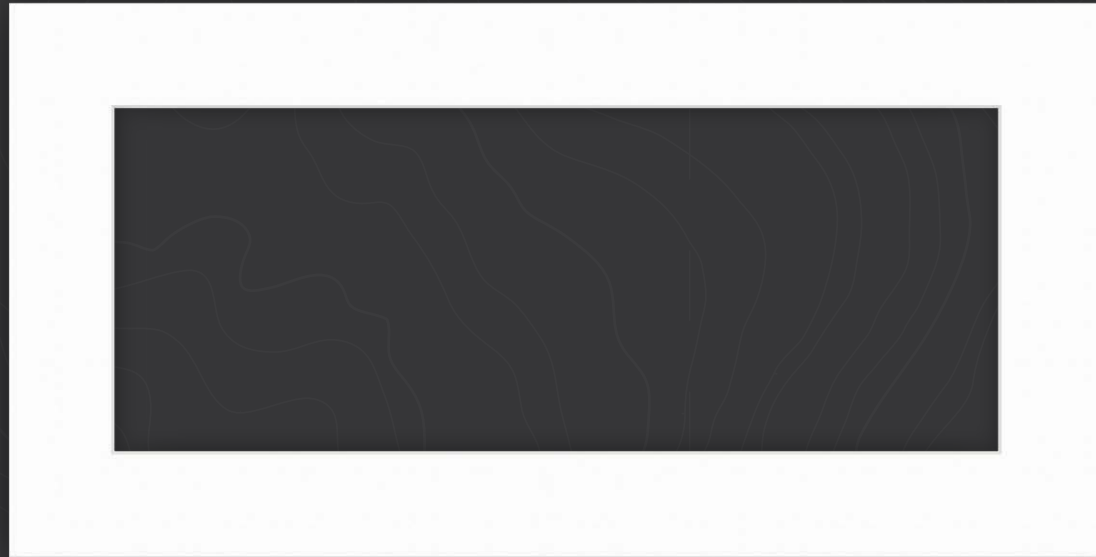
We offer only one type of matting for our Fine Art Photographs: Crescent museum board, in a combination of 8 ply, double 8 ply and/or 4 ply. This cotton museum board was designed specifically for the Metropolitan Museum of Art in the late 1920s, and now is used in almost all museums and libraries worldwide. All of our museum boards are 100-percent cotton. This ensures an entirely acid-free and PH balanced environment for your Fine Art Photograph, allowing for year after year of carefree enjoyment. The museum board is sized to your image perfectly and features a traditional beveled cut. You can choose between two classics: black or white. Both look fantastic.



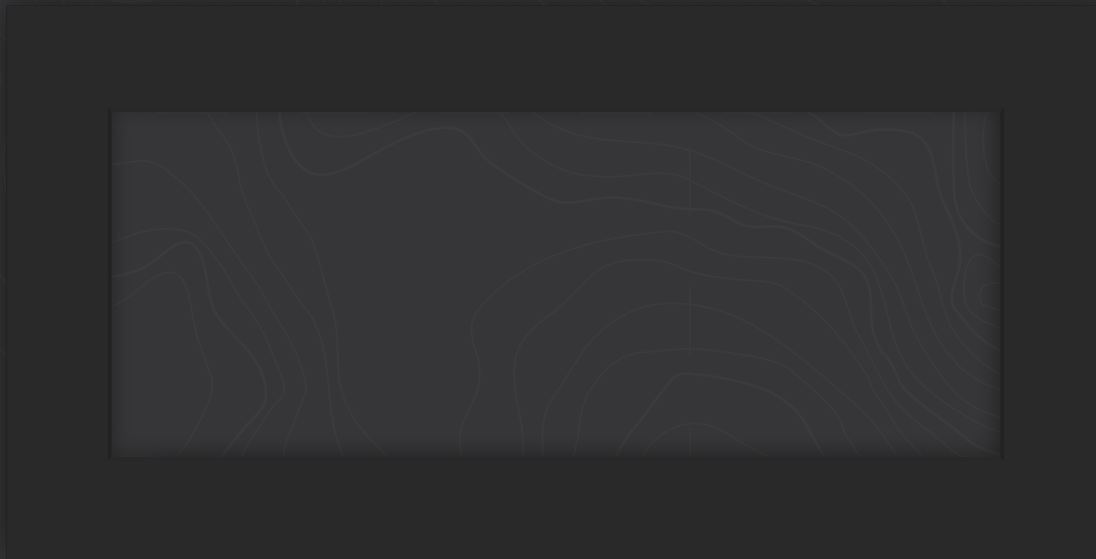
Single 8 ply matte

You can choose between two classic colors: **black or white.** Both look fantastic.

\* Depending on the size of the image being presented, the museum board we use comes either single or double matted. For image sizes 20x24 a combination of 4 ply on top with 8 ply beneath is used; for 30x40 two layers of 8 ply museum board are used.

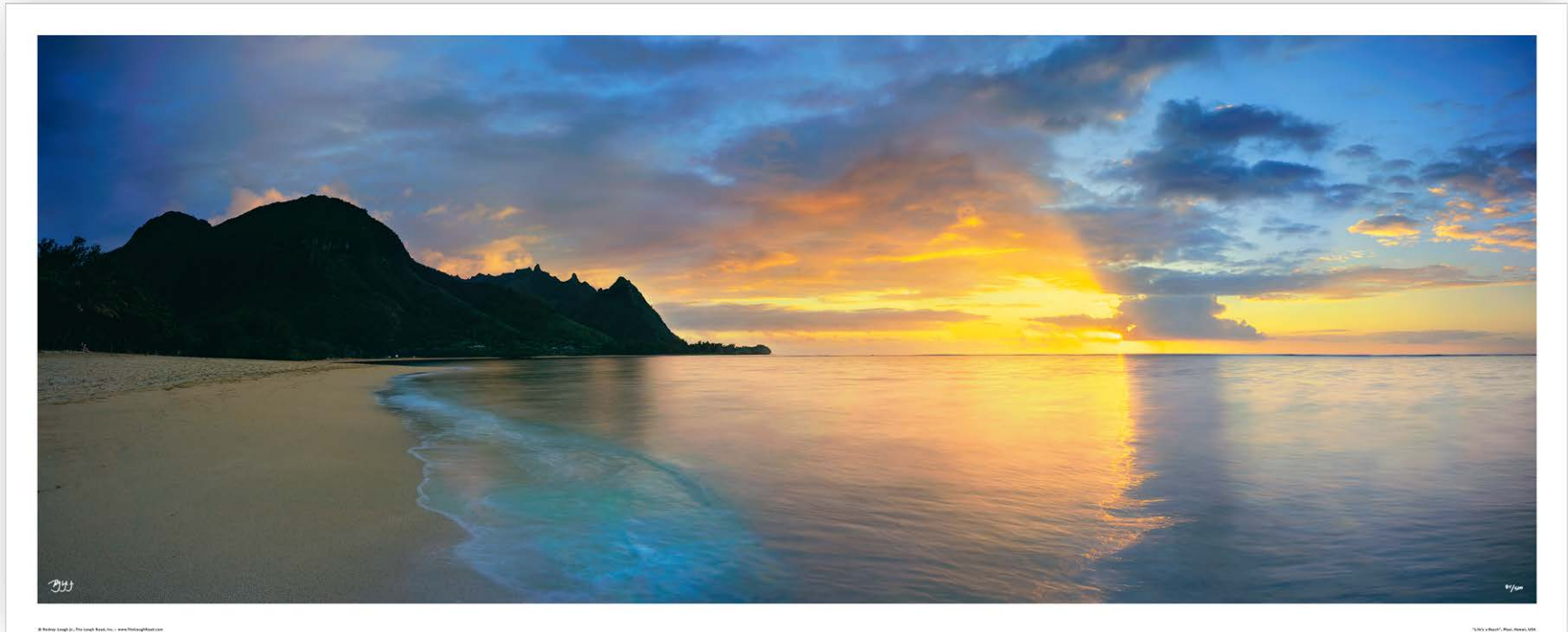


White Museum Board



Black Museum Board

## Limited Edition



### Limited Edition

Limited Edition series photographs are printed in a series of 50. Once all 50 are sold, the photograph will never be issued again.

# Sizing Chart

## Standard Pano Format

Image Size	10x24	15x40	25x66	31x83	45x120
Loose	10x24	15x40	25x66	31x83	45x120
Matted	18x32	25x50	-	-	-
Artist's Series	22x36	29x54	-	-	-
+KOA (Artist's Series)	28x42	35x60	-	-	-
Large (Artist's Series)	26x40	33x58	-	-	-
Vista Mount	10x24	15x40	25x66	31x83	-

## Standard Pano Format (Della Terra)

Image Size	10x24	15x40	25x66	31x83	45x120
Small Cherry	25x39	32x57	42x83	48x100	-
Small Walnut	24x38	31x56	-	-	-
Large Charcoal	26x40	33x58	43x84	49x101	-
Large Cherry	28x42	35x60	45x86	51x103	69x144
KOA	28x42	35x60	45x86	51x103	-
LAS	26x40	33x58	43x84	49x101	-



## Shipping

We ship everything insured, signature required, because this is the best way to ensure your product reaches you in perfect condition.

- We do NOT ship to P.O. box addresses, only actual, physical addresses.
- All your vital information is required to ensure proper delivery: name, address, phone and email.
- You'll be provided with tracking information so you can monitor where your image is at all times during the shipping process.
- Customs can hold up delivery at their discretion, and that's outside our control... surely you understand.
- All duties and taxes are the responsibility of the recipient. It is after all your country.

Our packaging has gone through the UPS testing center and passed with flying colors. If something were to happen to a piece during shipment we will work quickly to get the piece back out to you as soon as possible.



It leaves the studio perfect  
and it will arrive to you perfect.  
**We Guarantee It.**

## About Rodney Lough Jr.

Rodney has been traveling to the ends of the earth and weathered all types of climate, in a quest to find nature's most exquisite terrains to photograph. Equipped with his Dodge 4x4 turbo biodiesel truck, Lance camper, 26' Custom Jet Boat, camera and tripod – Rodney is determined to obtain that perfect image of Mother Nature at her best. From the sweltering dry deserts of the American Southwest, to the rainforests in the Pacific Northwest, from waist-deep snow fields of the great Alaska wilderness, to the heat in Death Valley, Rodney has survived everything the earth has thrown at him. He's even survived a fall off a 30 foot cliff!

Renowned for the vibrant colors and rich textures of his wilderness landscape photography, Rodney is a purist who captures what nature creates, using no color filters or darkroom deception. The world today is a remarkable place full of beauty and splendor," Rodney exclaims. "To witness the simple grandeur of creation, the miracle of nature, is perhaps all that we need. The peace received while viewing a leaf turned color at the height of fall is immense and divine."



“Rodney Lough Jr. makes me want to pick up a camera and start. They make you stop and consider visiting the places he shot.”

– Andrew W.

## Background of a Master

Rodney knows the outdoors like few do. He's been hiking and camping the wild places of America since he was just a small boy on his father's back. Born in Jacksonville, Florida Rodney is completely self-taught. Though his talents were recognized early on when he received his first camera at the age of twelve, it wasn't until later that he pursued photography as a full time career.

Rodney's path first led him to Brigham Young University where he studied mathematics and statistics, eventually earning a Masters degree in the field. With a steady job in the corporate world, he continued hiking, camping, and shooting wilderness photography with his wife and their four children in his spare time. Then one day when he was traveling in Colorado,

a stunning mountain view inspired a profound moment of clarity that made him realize his true calling was right in front of him. From that moment on, Rodney's love of adventure and photography took hold of his destiny and dramatically changed both his life and career.

Shortly after, he resigned from his corporate position and set out on a new career path as professional landscape photographer and entrepreneur. He began by selling his work at art fairs and soon opened his first gallery in Sausalito. Just a few short years later he opened three more galleries and a production studio near his home in Portland, Oregon.

His most recent and significant achievement has been earning a Masters of Photography degree while simultaneously opening the world's largest photography gallery! Throughout his extraordinarily successful career, Rodney has earned numerous awards in addition to his Masters of Photography degree from the Professional Photographers of America.



*Yosemite National Park  
California, USA*



# Awards & Recognition

## 2015

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- **Highly Honored Award, Windland Smith International Photo Competition**  
Half Dome at Twilight  
Smithsonian National Museum of Natural History

## 2014

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- **International Color Awards**  
Honorary Color Master for Nominee in Nature
- **Grand Prize, Wilderness Forever**  
Swan Lake  
Smithsonian National Museum of Natural History
- **Launches StandHere.net & iOS App in iTunes Store**  
Dedicated to preserving the most beautiful places on the planet.
- **PPA International Print Competition Awards**  
Three Merited Image Awards  
One Merited Image and Image accepted into Loan Collection and the Silver Achievement Award

## 2013

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- **Benny Awards of Excellence for Stand Here Book**  
Best in Category for Stand Here, Wilderness Collections Volume III, Stand Here also wins three Certificates of Merit
- **Fifteen Epson International Photographic Pano Awards**

## 2012

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- **Publishes Third Book - Stand Here, Wilderness Collections Volume III**
- **Master of Photography Degree from the Professional Photographers of America (PPA)**
- **Popular Photography Magazine Feature Article on Rodney: "The Bigger Picture"**
- **Two PPA Summer Shootout Competition Awards**
- **Four Epson International Photographic Pano Awards**
- **Award of Recognition for Excellence Photography**  
La Universidad Americana, Nicaragua  
Central America

## 2011

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- **Grand Prize in Popular Photography Magazine's 18th Annual Readers' Photo Contest**
- **Certificate of Recognition**  
California State Senate
- **Certificate of Honor**  
City of San Francisco
- **Invited to NASA and Granted All-Access**  
Documented Final Historic Launch of the Space Shuttle Discovery
- **Six Professional Photographers of America International Print Competition Awards**
- **Five Epson International Photographic Pano Awards**
- **Four International Loupe Awards**
- **Popular Photography Magazine's 18th Annual Readers' Photo Contest**

## Awards & Recognition (cont...)

### 2010

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- **Gold Ink Awards**  
Certificate of Excellence for Beyond the Trail, Wilderness Collections Volume II
- **LEED Gold Certification Awarded to Rodney's Las Vegas Gallery**  
Leadership In Energy and Environmental Design-U.S. Green Building Council  
(The only gallery in Las Vegas to achieve this honor)
- **Fuji Film Certificate of Commendation**  
United States of America Senate
- **Two PPA International Print Competition Awards**

### 2009

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- **Benny Awards of Excellence for Beyond the Trail Book**  
Best in Category for Beyond the Trail, Wilderness Collections Volume II
- **Five PPA International Print Competition Awards**

### 2008

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- **Six PPA International Print Competition Awards**
- **Popular Photography Magazine Feature Article on Rodney: "The Viewfinder Within."**
- **Outdoor Photographer Magazine Feature**
- **Article on Rodney: "A New Look at the Landscape."**
- **My Home Magazine Feature Article on Rodney: "The Art of Photography."**
- **Fujifilm Licenses Rodney's Work**

### 2007

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- **Publishes Second Book - Beyond the Trail, Wilderness Collections Volume II**
- **Smithsonian National Museum of Natural History Displays Worldly Wonder**
- **Best Landscape Photographer - Smithsonian**  
Smithsonian Windland Smith Rice International Photography Award
- **Five PPA International Print Competition Awards**
- **Professional Honorable Mention**  
The Lucies International Photography Awards
- **Professional Honorable Mention**  
Environmental Photography Invitational

### 2006

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- **Secondary Market Begins Selling Work in Europe**



## Awards & Recognition (cont...)

### 2005

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- **United Nations Certificate of Appreciation**  
Outstanding Contribution,  
World Environment Day
- **International Museum of Women**  
Hosts "Generations"

### 2003

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- **Named to the Yahoo! Master Photographers List**
- **Best of Show**  
Denton Art & Jazz Festival
- **Festival Award**  
Three Rivers Art Festival

### 2002

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- **Named to Fuji Film Talent Team**
- **Best in Medium**  
Austin Fine Arts Festival
- **Achievement in Presentation**  
Three Rivers Art Festival

### 2001

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- **Benny Awards of Excellence for Wilderness Collections Book**  
Best in Two Categories for Wilderness Collections, Volume I
- **Award of Merit**  
Ann Arbor Art Fair
- **Award of Excellence**  
Tulsa International Mayfest
- **Achievement in Presentation**  
Three Rivers Art Festival

### 2000

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- **Publishes First Book - Wilderness Collections, Volume I**
- **Award of Excellence**  
Ann Arbor Art Fair
- **Award of Excellence**  
Tulsa International Mayfest
- **Festival Award of Merit**  
Tulsa International Mayfest
- **Best of Photography**  
Three Rivers Arts Festival

## Rodney's Studio

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**RODNEY LOUGH JR.**  
MASTER WILDERNESS PHOTOGRAPHER

      
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