

Lost in Translation

*Denali National Park & Preserve
Alaska, USA*

RODNEY LOUGH JR.
MASTER WILDERNESS PHOTOGRAPHER



Lost in Translation

*Denali National Park & Preserve
Alaska, USA*

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

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

Artist Proof: 50 / Limited Edition: 500

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Sometimes a scene is so remarkable one is lost for the words to adequately describe it. Sometimes such words, should they be attempted, when translated get lost from one language to another. Sometimes it is best to simply let an image speak for itself.

Otherwise the moment will be Lost in Translation.

See Ya On the Trail!



Field Notes

Camera: Arca Swiss RL3d Large Format

Lens: 180mm

Aperture: f11.3

Exposure: 1/30 Second

Film: Phase One IQ180 ISO35

Awards

2015

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 White 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 White 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!



25x66 - Large Cherry with White Linen

* 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.

* 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 is 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



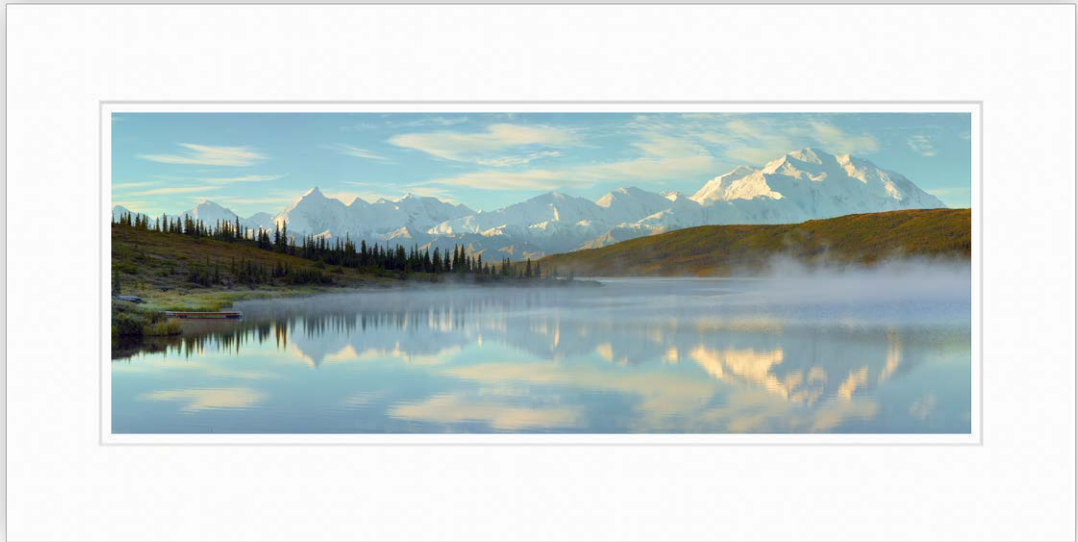
you from choosing it and work to convince you to get your photograph framed by us, because we've been doing it a long time. After all, Rodney wants his artwork to be presented perfectly.

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

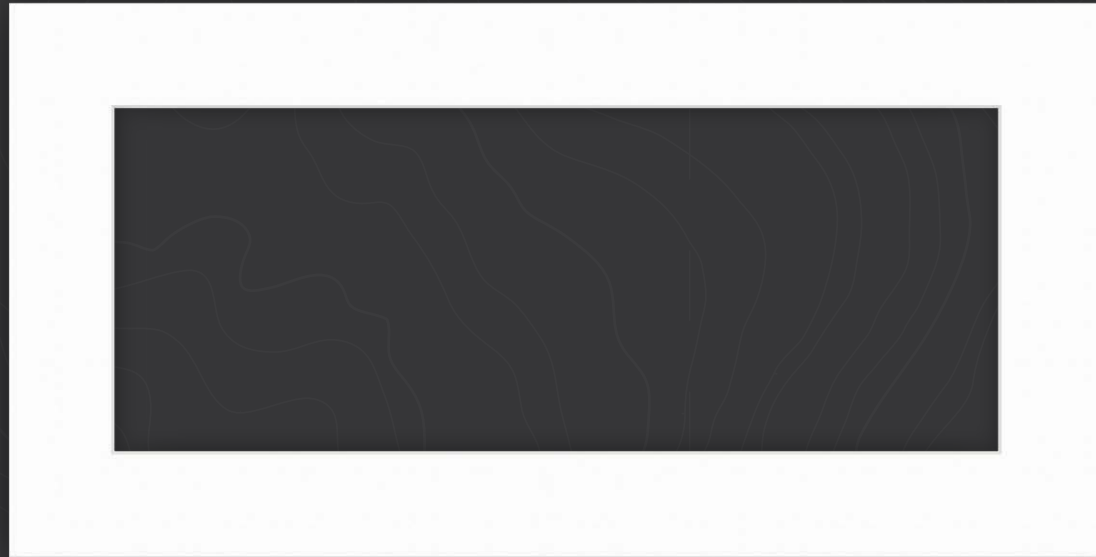
We offer only one type of matting for our Fine Art Photographs: Crescent museum board, in a combination of 8 ply, double 8 ply and/or 4 ply. This cotton museum board was designed specifically for the Metropolitan Museum of Art in the late 1920s, and now is used in almost all museums and libraries worldwide. 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.



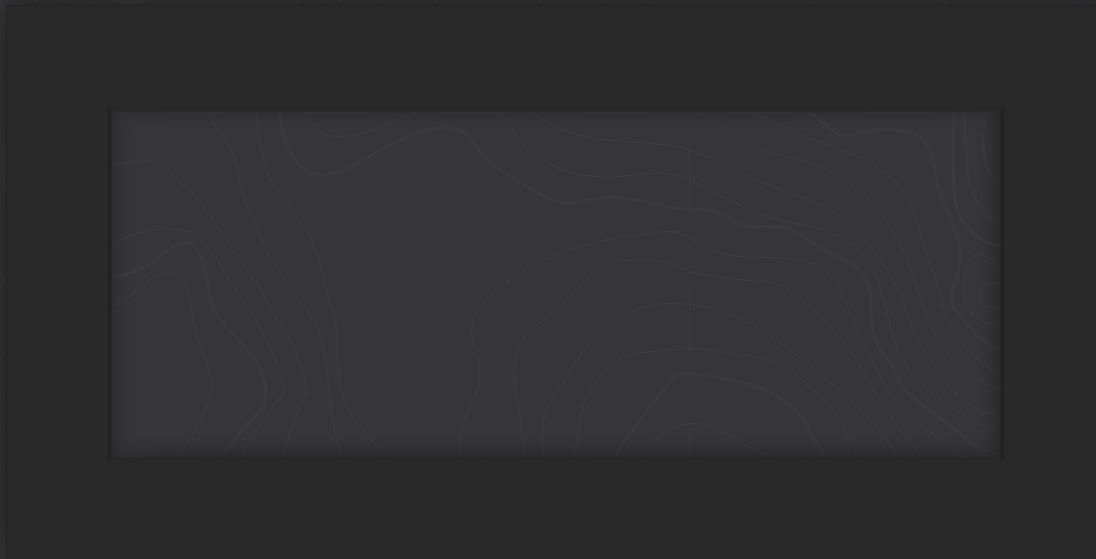
Single 8 ply matte

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.

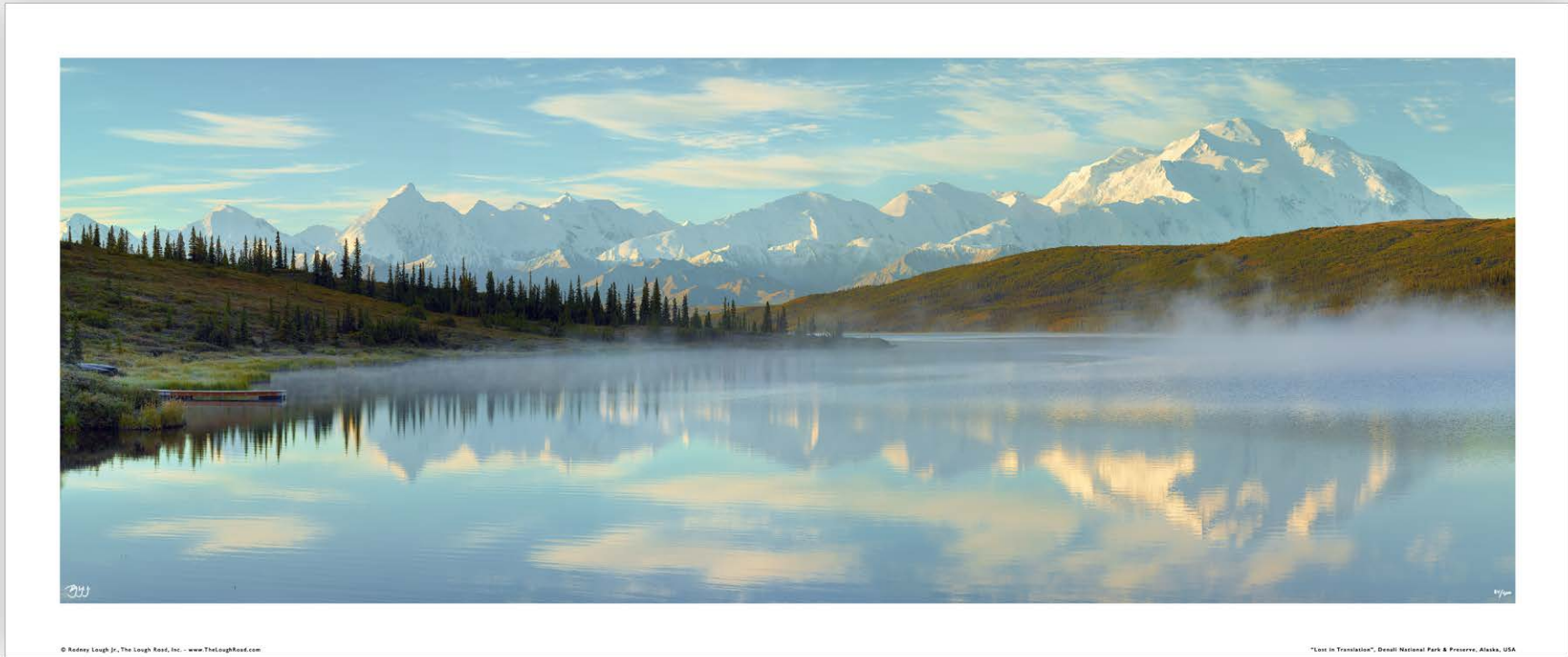


White Museum Board



Black Museum Board

Limited Editions and Artist Proofs



Limited Editions

Limited Edition series photographs are printed in a series of 500. Once all 500 are sold, the photograph will never be issued again.

Artist Proofs

Artist Proofs are limited to a series of 50. They are for discerning collectors who wish to own a photograph that very few others in the world will own.

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

- **Highly Honored Award, Windland Smith International Photo Competition**
Half Dome at Twilight
Smithsonian National Museum of Natural History
- **Esteemed Top 101, Silk to be showcased in the Winners Book**
International Landscape Photographer of the Year Awards
- **Professional Honorable Mention for Silk and The Almighty**
International Photography Awards
- **Eight Epson International Photographic Pano Awards**
- **Five PPA International Photographic Competition Awards**

2014

- **Honorary Color Master for Nominee in Nature**
International Color Awards
- **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.
- **Five PPA International Photographic Competition Awards**
Three Merited Image Awards
One Merited Image and Image accepted into Loan Collection and the Silver Achievement Award

2013

- **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

- **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

Awards & Recognition (cont...)

2011

- **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 PPA International Photographic Competition Awards**
- **Five Epson International Photographic Pano Awards**
- **Four International Loupe Awards**
- **Popular Photography Magazine's 18th Annual Readers' Photo Contest**

2010

- **Certificate of Excellence for Beyond the Trail, Wilderness Collections Volume II**
Gold Ink Awards
- **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 Photographic Competition Awards**

2009

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

2008

- **Six PPA International Photographic 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

- **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

Awards & Recognition (cont...)

2007

- **Five PPA International Photographic Competition Awards**
- **Professional Honorable Mention**
International Photography Awards
- **Professional Honorable Mention**
Environmental Photography Invitational

2006

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

2005

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

2003

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

2002

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

2001

- **Benny Awards of Excellence for Wilderness Collections Book**
Best in Two Categories for Wilderness Collections, Volume I

2001

- **Award of Merit**
Ann Arbor Art Fair
- **Award of Excellence**
Tulsa International Mayfest
- **Achievement in Presentation**
Three Rivers Art Festival

2000

- **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

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