

2025 Photography & Art at the Rock Fact Sheet

For the past three years we have highlighted local photographers and artists in our lakeside lobby at the Split Rock Lighthouse Visitor Center.

What is accepted

2D artforms can include drawings, paintings, prints, and photographs.

- Art created by pencil, charcoal, ink, watercolors, and oil paints will be considered.
 - It must be able to hang on a wall

Photography

- All photographs must be created by the photographer. Digital and film are acceptable.

All submitted artwork must have a “North Woods Aesthetic”.

“Photography & Art at the Rock” is a monthly photography & art exhibit in the lakeside lobby of the Split Rock Lighthouse visitor center. The goal is to celebrate the wonder of nature and the passion of photographers/artists.

What is required of the photographers/artists

- To be onsite at least one day to interact with visitors and talk about your art. From June - September it is recommended to be onsite multiple days.
- Install and take down your show.
- Have ID tags for your art.
- Share the event pages on social media and help promote your show.
- You are responsible for all your own expenses for this show.
- A W9 to set you up in our accounting system.

Sales

If you have prints of your work available for our store, we would like to stock your art in the gift store during your show. Please confirm your order with Gloria Stern, store manager, one month - two weeks prior to your show. If you do not, we cannot guarantee your art will be featured in the store. If you are unable to offer your art in our store, we will work with you on selling the show pieces if you wish.

For store sales, we mark up 100 percent. If you sell us your art at \$10, we will retail it for \$20.

We recommend you place prices on your art that is on display, we take 30 percent of that sale. If your art is priced at \$200, we will take \$60 for that sale. You do not have to sell your show pieces, but it is recommended.

Wall Space

We have two 15-ft walls. There is a hook hanging system for each wall. Wire or d-rings for mounting are preferred, sawtooth hangers are not recommended. We also have six easels that can be placed around the floor and multiple book stands that can be placed on the table in the space.

The Show

We are looking for photographers/artists that focus on landscapes, astro photography, and wildlife of Minnesota. We will give preference to photographs that focus on northern Minnesota. Your show does not need to be all about Split Rock or other lighthouses, but Split Rock is a very popular item in our gift store.

Our 2025 main season is from March - October. We are accepting applications for these months only.

We will provide you with eight free passes upon request so your friends and family can see your work on display.