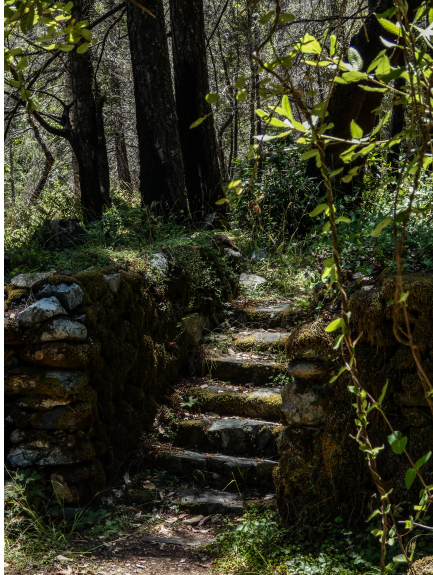


Del Norte County's Natural Beauty: A Photographer's Focus

By Pam Abrahamsson September 17, 2026



Grandeur and jaw-dropping beauty – those are just a few of the word's visitors to Del Norte County and its surroundings fall back on when experiencing the majesty of our state and national redwood parks, or the expansiveness of our rugged coastline.

For locals, this beauty is mere minutes away. But what is a visitor to do after they leave – and want a souvenir of their experiences? For many, Deborah Holloway's photography makes that memento possible.

Photographer Deborah Holloway Showcases Nature's Beauty

A local health care professional, gardener, and photographer, Deborah launched a line of greeting cards featuring her original pictures, each one artist signed. Her goal was to give visitors (and residents alike) a way to bring home the area's natural beauty in a memorable, convenient, and affordable way.

The cards are packable and light and give the buyer the possibility to keep one as a souvenir, send a one-of-a-kind handwritten note, or frame the photo as an artful memento of their Northern California adventure.

Capturing the Timelessness of a Moment

She strives to capture a painterly and meditative quality in her pictures. She focuses on forests, meadows, oceans, and lakes alike – all places that might be missed in the bustle of a busy everyday life or a quick weekend visit.

“I try to evoke a sense of timelessness and sometimes dreaminess,” Holloway explained. “I think this makes people stop and examine their feelings while looking at an image, rather than just saying ‘how beautiful’ it is.”

When asked how she chooses her subjects, Holloway explains how easy it is for her:

“I find subjects around every bend,” she exclaimed. “Our county is a photographer's paradise! The harbor, the beaches, Endert's, Pt St George, the redwoods, the dunes and lakes and rivers, the lighthouses and more.”

Three Tips for Memorable Photography

Her advice for would-be photographers focuses on three key suggestions:

1. Style: Find your own style; don't look to copy another photographer.
2. Knowledge: Understand the rules of photography. Learning the rules of photography gives you the freedom to break them if you choose.
3. The Story: Ask yourself what ‘story’ your picture is telling. What do you want to convey to the viewer?

Where to Purchase

Holloway's scenic photography greeting cards can be found year-round at Del Norte Office Supply, 783 3rd Street, Suite A, and Crescent Harbor Art Gallery, 140 Marine Way – in Crescent Harbor. She's currently working on her popular annual holiday greeting card series, which will be available in-store XXXX A(date?)