

Outdoor Photography Policy

REYNOLDA

THE LUSH GREENSPACE, ICONIC ARCHITECTURE, AND COLORFUL GARDENS OF REYNOLDA PROVIDE AN IDEAL LOCATION FOR FORMAL AND INFORMAL OUTDOOR PHOTOGRAPHY.

Professional and portrait photography indoors at Reynolda is not permitted; however, amateur photography is allowed throughout the Museum. No flash or selfie sticks are permitted and some exhibitions may not allow photography, so be sure to check signage or ask a Protection Officer.

Reynolda is the private property of Wake Forest University and the following policy includes the formal gardens, Golf Links Meadow, Lake Katharine Wetlands, boathouse, front field, woods, Reynolda Village and Reynolda House Museum of American Art.



We want to make it easy for you to make a #reynolda memory. Follow us to find out how. →

Photo sessions in any part of Reynolda must be scheduled

This applies to all professional and non-professional portrait photographers using any area of the property at any time. Professional or media photography is not allowed inside the Museum unless scheduled and approved in advance. Portrait photography is not allowed inside the Museum.

Personal, amateur photography is free

Taking photographs of and at Reynolda for personal use only is permitted at no fee. Inside the Museum, no flash or selfie sticks are permitted and some exhibitions may not allow photography, so be sure to check signage or ask a Protection Officer.

Wake Forest University groups may take photographs at no cost, but reservations are required. We encourage you to tag your photos #reynolda.

Prom photography is free

It makes us happy to be a part of your special day! Informal prom photography on the day of the students' prom is free. Portrait/prom photography scheduled on other days and/or with a professional photographer, see next.

A fee is required for outdoor portrait and professional photography at Reynolda Gardens

- a. Photography of one person or one approved group is considered portrait photography. Sessions are 90 minutes. Reservation requests must be made and fees paid at least 48 hours in advance of the session during regular office hours (7:30 a.m.–4 p.m., Monday–Friday). We ask that payment be made at the time of booking or you may run the risk of losing your reservation.
- b. Photographers must carry a copy of the policy with you during your session. Staff members and Wake Forest Security check the gardens and grounds during non-office hours. Please be prepared to show your copy upon request.

c. Previously scheduled events and weddings take precedence over photography sessions. We will do our best to honor requests made at least 48 hours in advance.

d. For outdoor and garden requests for photography or video, contact Joey Martin at gardens@wfu.edu.

We reserve the right however, to deny a request or reschedule a reserved time if necessary. Areas are not closed to previously scheduled groups or to the general public during photography sessions.

Commercial Photography

Photography and video for commercial use, indoors or outdoors, anywhere at Reynolda is prohibited without express written consent. Contact Brittany Norton at brittany@reynolda.org for more information.

Drone & Aerial Photography

Use of unmanned aerial vehicles or drones on Reynolda property by certified and insured pilots is allowed only with prior written consent by Reynolda and only when the drone is working on behalf of Reynolda or Wake Forest University. Amateur drone photography is not permitted. Contact Brittany Norton at brittany@reynolda.org for more information.

General Etiquette

- a. Plantings, furnishings, and other landscape features may not be moved.
- b. Conservatory and greenhouses are not available for photo shoots.
- c. Photographers and subjects may not stand in planting beds.
- d. Photographers and subjects must remain on mowed paths in the meadow.
- e. Parking is allowed in designated parking spaces only. Parking outside the front gate is not allowed at any time.
- f. We discourage the use of props. However small chairs, stools or baskets will be allowed.