

the west coast, and he began to spend most of his vacation time in LA. "I just fell in love with the palm trees and the lifestyle," says Gelb, "and decided I wanted to move there. After two years I was finally able to get a transfer with Mitsubishi and moved west in 1987. When I began to train at Gold's Gym in Venice I met many people involved in fitness and bodybuilding."

He had had an early interest in photography as a hobby, and was always fascinated by, and personally involved in, art. At one time he was offered a scholarship to New York's famed Juilliard School. During his youth he would paint and draw all the time. Nevertheless, he developed a solid work

"Enjoying sukiyaki in Japan after closing my first entertainment deal – *The Simpsons* sold to Japanese TV."