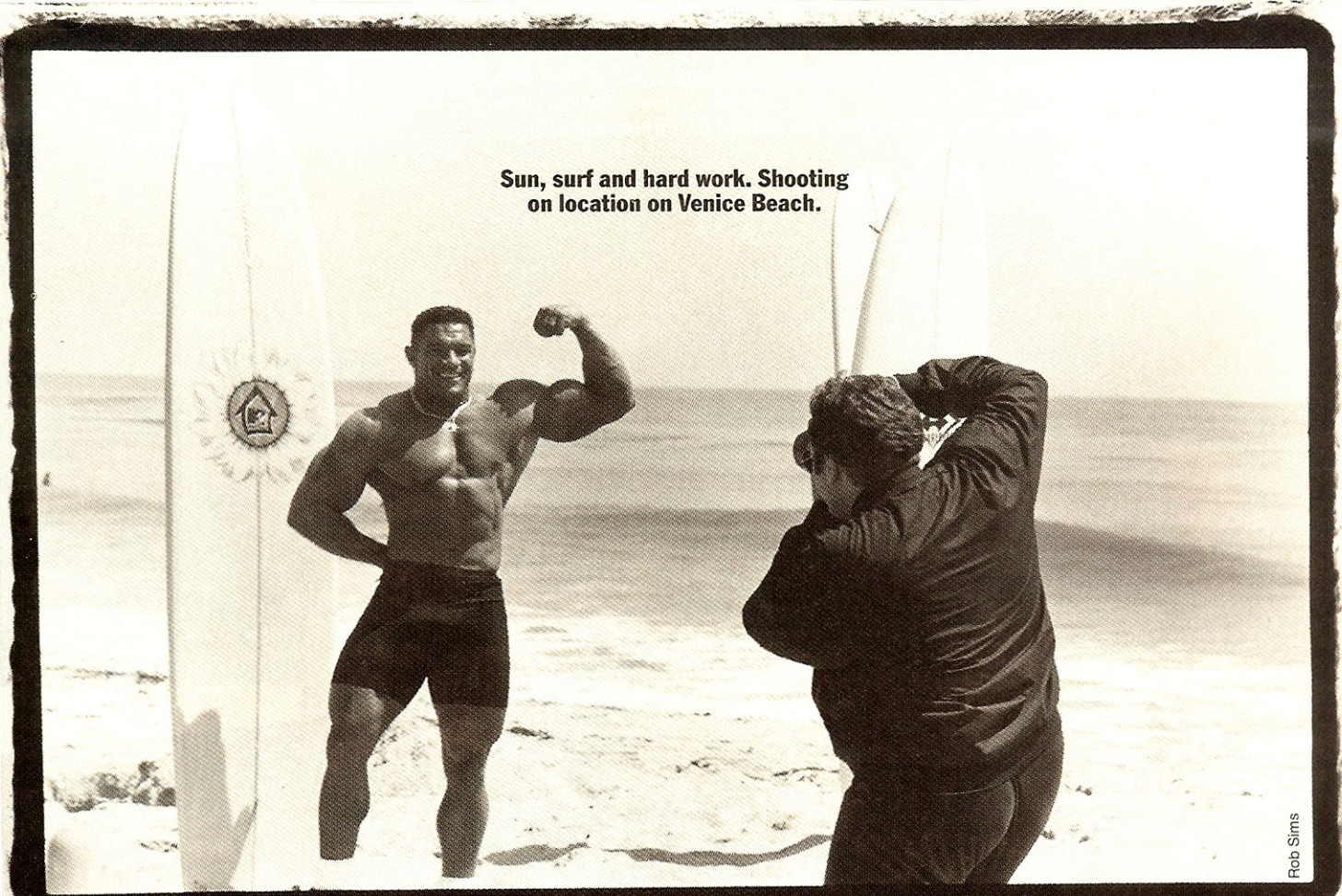
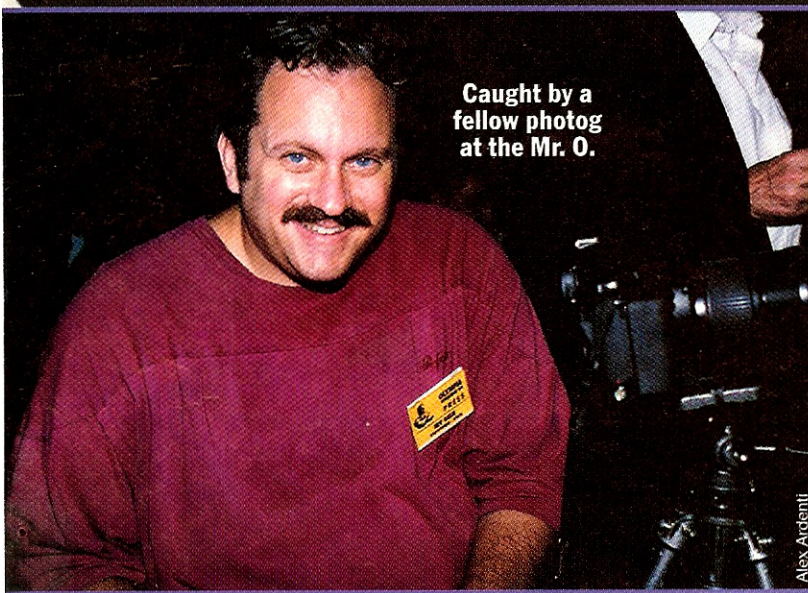


Sun, surf and hard work. Shooting on location on Venice Beach.

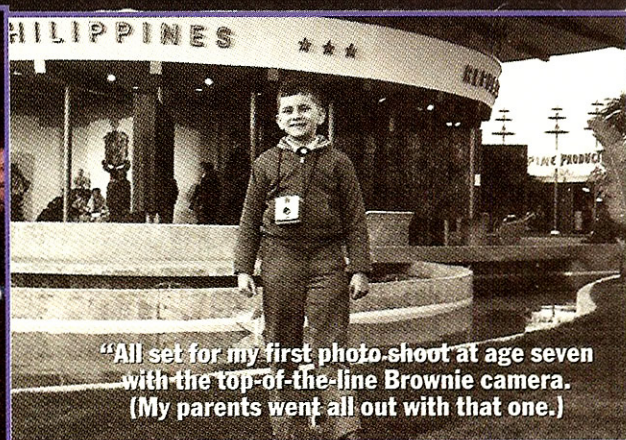


Rob Sims

Caught by a fellow photog at the Mr. O.

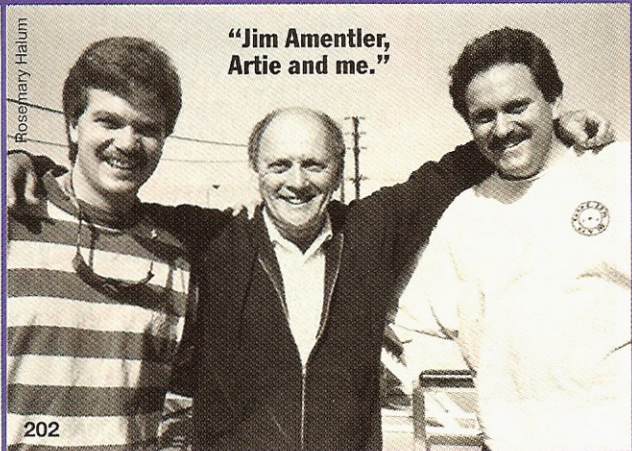


Alex Ardenit



"All set for my first photo shoot at age seven with the top-of-the-line Brownie camera. (My parents went all out with that one.)"

"Jim Amentler, Artie and me."



Rosemary Halum

He has also concentrated heavily on photographing different people because of the way he likes to work. Gelb says, "If I like someone after shooting him or her, and we seem to work well together, I can do a lot of work on an ongoing basis." On both male and female sides of the sport he has shot virtually every top pro, along with amateurs and upcoming stars.

So what does he see in these athletes that makes them either enjoyable or

good photographic subjects? "I have developed some strong friendships with them," he explains. "Because I have gotten to know them before or during the time I am shooting them, I am comfortable with their personalities."

Gelb likes to carefully pair male/female couples for covers and has developed real quality work in those pairings. His favorite? "I certainly don't want to alienate anyone," he says, "nor do I think any one particular photo is my all-time best because every year I take photos that excite me. When I get better technically, as I do every year, there are always new photos that could qualify as favorites. If I had to choose one, and many come to mind, I think it was a series of shots I did with Jason Arntz and Amy Fadhl. I was a little nervous because Jason is quite young-looking and I was concerned about