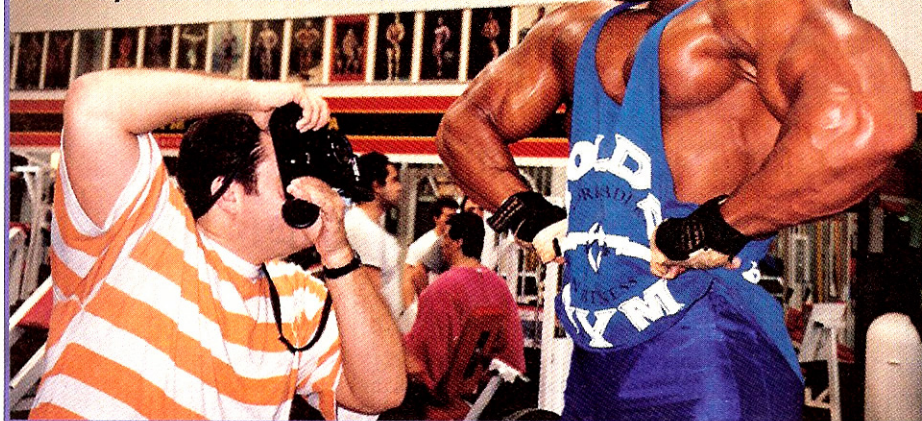


"On the hunt backstage for the best shots."



"Prematch ceremony at sumo wrestling, Tokyo."

To succeed at this game you have to be a permanent fixture at Gold's.



Gino Edwards



"With one of my favorite models, Monica Brant."

matching him with a woman who wasn't quite as young. That's always a concern when you're matching a girl with a guy for a cover. I knew I wanted to shoot Amy with someone, and Jason was a real up-and-comer at the time. I thought he had a great career ahead of him and a dynamic look. We did the shoot in Malibu and it really clicked. I was pleasantly surprised. I knew they were both good but I wasn't sure they would complement each other. We ended up getting a lot of good pictures out of that shoot and had a great time."

He once had an experience in which everything that could go wrong did. Talk about Murphy's Law! Surprisingly, and to his delight, the shoot turned out famously and produced a cover picture. He recalls, "I took Monica Brant and Frank Sepe to Malibu on a day that was freezing cold. We went late in the afternoon to catch the golden sun, but unfortunately the water must have been 30 degrees. Poor Monica and Frank were covered in goose bumps. We had only about 15 minutes to shoot, but luckily we were able to get some good shots, and one of them ended up as a cover for Robert Kennedy's *MuscleMag International*."

Irvin Gelb may have secrets about the sport of bodybuilding, but he stakes no claim to having trade secrets concerning the technical side of his work. He varies his style constantly and likes to experiment with different techniques. "I look at a lot of photos from two of my idols, Chris Lund and Artie Zeller," he declares. "I think these two men captured—and Chris continues to capture—the spirit of bodybuilding in a very realistic sense. That's hard to find these days because of the sport being a bit more complex than in Artie's time. It isn't like it used to be. Time seems more limited, and the days are long gone when you could follow a particular guy around the gym (as Artie did with Arnold) for weeks on end to develop an entire body of work. There are more photographers than ever before, and athletes cannot maintain their condition for very long after a show. Artie left a great legacy that I study for different angles to make photo shoots as realistic as possible."

Gelb still feels he hasn't reached his ultimate level of excellence in his photography. He says he learns new techniques all the

time. He strives for the same level of success in fitness photography as in the world of business. In fact he is now producing his own film and television projects. This focus allows him the luxury of being able to photograph celebrities such as The Rock and Mario Lopez.

His hope for all fitness enthusiasts and bodybuilders is that they will realize the benefits of what they have accomplished in the context of the mainstream. "I think there is a lot of potential the athletes haven't yet achieved in both general fitness and bodybuilding. They could do much more in the entertainment industry, and with my contacts I hope to help them do so." Spoken like a true czar of business! ❖❖❖

You can reach Irvin in regard to photo shoots and film/television production projects at Irvin J. Gelb, P.O. Box 67224, Los Angeles, CA 90067. E-mail: irvingelb@dslextrême.com.