



GERALD BYBEE

Photographer

LINE OF QUESTIONING

HOW DID YOU GET STARTED IN THIS CAREER?

On my way to college I bought a camera and upon my arrival took a General Ed. class titled "Physics of Light and Photography." I won second place in the lab photo contest, a tripod, and then got a job shooting the girl's dormitory. That was it! I was a photographer.

WHAT DID YOUR PARENTS WANT YOU TO BE WHEN YOU GREW UP?

A lawyer or a realtor would have been fine.

WHAT DID YOU WANT TO BE WHEN YOU GREW UP?

An electrical engineer.

WHICH ARTIST INFLUENCED YOU MOST?

At first, Irving Penn for exquisite light and elegant simplicity, now Picasso for both complexity and simplicity.

NAME YOUR THREE ULTIMATE DINNER GUESTS--LIVING OR DEAD.

The "A" list would definitely be Christ, Buddha and Mohammed. I figure over dinner I could sort out a lot of nagging life issues. The "B" list would be Pablo Picasso, Thomas Edison and Eric Clapton.





WHAT'S YOUR FAVORITE SNACK AT TWO IN THE MORNING WHEN YOU'RE FACING A DEADLINE?

Barbara's Organic Cheese Puffs and fruit juice with herbal brain enhancers.

WHAT DRINK DO YOU ORDER IN A BAR?

A good California red wine if I want to destress. A margarita on the rocks with Sauza Commemorativo and fresh lime if I'm looking for a buzz.

WHAT JOB DID YOU WANT THAT YOU DIDN'T GET?

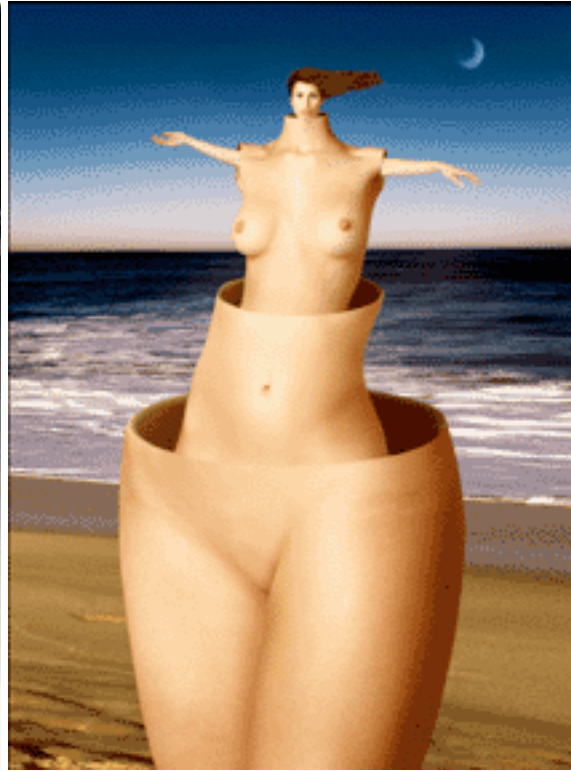
A beauty campaign with Christy Turlington...I think her agent was concerned about what I might do to her in post.

WHAT WAS YOUR BEST JOB?

The one I'm working on right now for Saab. The redhead for Photoshop 2.0 was pretty cool too. The CD allowed me to make an image I'd had in my head for a while, then sold the idea to the client without a comp and I even got paid for it.

WHERE WOULD YOU LIVE AND WORK IF YOU HAD YOUR CHOICE?

Right where I live and work in West Sonoma County on a former dairy farm, next to vineyards, overlooking a waterski pond, just a healthy hour's commute to my production studio in San Francisco.



NAME THE MOST RECENT BOOK YOU'VE READ.

Lateral Thinking by Edward De Bono. It was suggested by a Finnish creative director I was working with. And also the manual for Photoshop 5.0 (yes, I read the manuals at least once!).

WHAT THREE MAGAZINES DO YOU READ?

My wife's Vanity Fair, Architectural Digest and Emedia Weekly (formerly MacWeek).

WHERE WOULD YOU TRAVEL TO RIGHT NOW IF YOU COULD LEAVE TOMORROW?

Outer space.

