



brackets with short, articulating tripod legs, which he also uses to mount small plastic mirrors.

The glass windows in his studio act like Fresnel lenses—the ridges in the old-style windowpanes focus the light rays in a tight beam just the way a Fresnel lens focuses light. Avi occasionally takes advantage of his glass windows for a shoot when appropriate.

Avi was even nice enough to reveal some of his Photoshop secrets. He showed me a

beautiful shot of a Pave ring—a ring with hundreds of small diamonds encircling it. These rings are among the most challenging to shoot. Since there is no way to light the diamonds separately from the ring, the diamonds don't stand out like they should.

His solution is to use a diamond from his diamond images library, each of which is meticulously lit to reveal all the facets at various depths. "Lighting diamonds is a whole different science than lighting metals," he says.

Avi's library includes diamonds of varying shapes. In Photoshop, he resizes the library image that matches the stones in the Pave ring, places it over one of the ring's diamonds, lightens it with Curves, sharpens it with Unsharp Mask and repeats this until all the diamonds in the ring come to life.

Given his breadth of talent, it's not surprising that Avi has a diverse photographic background. His journey began as a young boy when he spent time in his Uncle Yankel's portrait studio in Transylvania. The studio

greatly intrigued him and he says he can still remember its smells. So began a photographic journey through several countries and photographic specialties.

Avi worked as a photojournalist in Jerusalem and studied filmmaking in London. Not surprisingly, this led him to Los Angeles to seek a job in the film industry. Unfortunately, as he says with irony, Hollywood did not roll out the red carpet for him. He found himself in a variety of photo studios doing varied assignments, including architectural interiors and even fashion.

Avi has begun revisiting his archive of black-and-white images from his days as a photojournalist. He enjoys scanning and printing these images and plans to sell them as limited edition prints. Many of these photographs will appear in a new book he is planning to publish, *Helpless and Hopeful*. For the book, Avi has selected images that depict his interest in the very young—the Hopefuls—and the very old—the Helpless.

It is clear, however, that his current niche matches his temperament. With his attention to detail, mastery of lighting and joy of

inventing clever solutions to the considerable challenges of lighting jewelry, it is no wonder his clients come back for more. To see more of Avi Roth's work, visit his website: www.jewelryphotographyonly.com.

Larry Brownstein is photographer of the books Los Angeles, Where Anything is Possible and The Midnight Mission. He is represented by Getty Images, Alamy and other agencies. He has a growing wedding and portrait photography business and offers stock photography consulting and career coaching for emerging photographers. See his work at www.larrybrownstein.com or contact him at (310) 815-1402.