

# KING OF THE BLVD EL VOLO



**T**he Palm tree lined streets of California are known not just for their beauty but for the events that take place on them. Writers, film makers and poets all have given their accounts in books and on film. On Still film however only a few have really been able to capture the true spirit of the boulevard.

One individual in particular who spent a great deal of time on the boulevard has been able to successfully capture this spirit and with such accuracy he was named El Volo, Mexican Spanish for the boulevard. Today El Volo has become one of the most creative and respected, not to mention sort after lifestyle photographers in the industry. Kid Karachi & Downlow Magazine had the pleasure of being invited to the boulevard to talk to us about his world.

#### When Did You Start Out As A Photographer?

Ever since I was a kid, I've always been interested in photography, but it wasn't until about '98 when I started to make it more of a real hobby.

#### What Camera Are You Using?

I'm using a Pentax 35mm SLR camera... The same camera

I've been using since I went professional about 5 years ago.

#### What Goes Through Your Mind When You're Hitting The Camera Trigger?

A strong desire to "capture the moment" right or get the proper feeling across on that particular image. Certain people or themes need to be caught in pictures in unique ways and that is what I try to do... bring out their uniqueness... bring out who they are... on film.

#### How Would You Describe Your Photography?

I call it "urban photography". Most of my work has been centered on urban styles and themes; most of it photographed right out on the streets with the very people from these streets. These "real" people, for example, are like the true street-raised rappers and lowriders who grew up there. Even many of the beautiful promo models I have shot are from ethnic-minority backgrounds are from these areas. I will try to put that urban twist on the photography I do with them. It's not always about shooting sexy girls in a boring studio (like most photographers do)... Sexiness can be brought out in the 'hood too! Some of the most beautiful people and locations are in the 'hood... that is where you can really capture a feeling.

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