

ROB RETTING'S PHOTOGRAPHIC JOURNEY

To say that Rob Retting is a versatile photographer is an understatement. On any given day, you may catch him in the Lake Tahoe-Truckee region shooting executive portraits, luxury real estate, community events/fund-raisers, special events, sports, publicity, commercial advertising, or media assignments. Rob thrives on diversity, and his energetic and engaging personality make him easy to work with.

At the age of ten, the self-taught Retting became enamored with photography, focusing on people and still life. Growing up in New York City, he developed a knack for urban-style photography. The dense population of the New York area provided numerous subjects and inspired him to take pictures of the people and their activities. "I tend to view life as a series of still photos in succession." Rob was intrigued by the technical process of photography--from acquiring the image to developing it.



Rob never considered making photography his career, because it had been just a hobby for him. However, it was his enthusiasm for sports that changed his direction. Retting gained access to pro sporting events and worked at honing his craft, developing quick reflexes and precise timing. He eventually created a professional-grade portfolio and launched his photography career while in college. As newspaper photo editor, Rob shot a variety of events. He worked as a professional sports photographer on the side, covering teams such as the New York Rangers, Knicks, and Yankees. "I have always enjoyed being in the middle of the action." Subsequently, Retting added commercial photographic services to his repertoire, shooting, advertising, events and portraits, as well as working at some of New York's biggest clubs and music venues, such as Studio 54 and Madison Square Garden.

As fate would have it, in the mid 1980s Rob visited Lake Tahoe. He fell in love with the region and decided to make the area his new home. Not living in a big city anymore, and with different priorities and interests, Retting reinvented himself and changed his career for a number of years.

It was the digital age that rekindled Rob's passion for his old profession. He is now once again enjoying success in commercial photography, serving a variety of clients in the Reno-Tahoe area.

Several years ago, Rob returned to his boyhood fascination with still life. He began experimenting with various editing techniques and printing mediums. A catalog of images he photographed over the years has provided the basis for visually-stunning pieces of fine art. "My style is contemporary. I'm drawn to everyday items—the beauty of their design, color, lines, and placement."

The journey continues!