

## AARON FABER GALLERY

Aaron Faber was founded by Edward Faber in 1974 to present the work of studio jewelry artists, whose work in precious metals were then being marketed only in rare early galleries and annual craft exhibitions such as Rhinebeck. The original store was a booth in the jewelry exchange at 580 Fifth Avenue at 47<sup>th</sup> Street, in the midst of the traditional diamond and gold industry. In 1975, Patricia Kiley Faber joined the company to open its first gallery, a 200 square foot mezzanine space in the same exchange, featuring one-person shows by individual jewelry artists as well as group shows based on themes, a gallery concept that continues to this day.

In 1977, the gallery moved to its present location at 666 Fifth Avenue on West 53<sup>rd</sup> Street, where it enjoys some 1200 square feet of exhibition space. West 53<sup>rd</sup> Street is a legendary home for art and design, from the Museum of Modern Art, which opened on 53<sup>rd</sup> Street in 1929, to the American Folk Art Museum, which opened its new building in 2001.

In the 1980's, Edward Faber began collecting vintage timepieces, a personal interest that led to the gallery making room for hundreds of vintage wristwatches and pocketwatches, for which the gallery has since become well known. Early wristwatch collecting focused on venerable Swiss brands, such as Patek Philippe, and early American brands including Illinois, Waltham and Hamilton. As the new century began, watch collecting had grown formidably to an international business, with complicated watches - chronographs and perpetual calendar watches - dominating the collectors' market. Today, while there is still a focus on the top brands - Patek Philippe and Rolex at the forefront - there is also a great interest in sports watch brands, such as Omega, Panerai, IWC and Breitling.

In the 90's, the gallery expanded its marketing again to include selected estate jewels - 20<sup>th</sup> century only—that shared the high style and design values of the studio jewelry and watch collections. These three areas of expertise continue to be the gallery's focus to the present.

In 2004, Aaron Faber celebrated its 30<sup>th</sup> anniversary with a series of jewelry and watch events that included a catalog of both, featuring some special clients of the gallery; a historical watch exhibition that traced the earliest developments of 20<sup>th</sup> century watchmaking with museum-quality examples on view; and a studio jewelry exhibition featuring 30 of the jewelry artists, past and present, who made up so much of the history of the gallery.

In 2007, a stand-alone specialty service facility opened just below the gallery, in the subway arcade of stores at 666 Fifth Avenue. The manager is a third-generation jeweler overseeing jewelry repairs and restoration while the technical services director supervises expert technicians in fine watch and clock repairs and restoration.

Aaron Faber is currently pursuing and planning exhibitions and shows for the coming year, including its annual presentation at the New York and Chicago SOFA shows, as well as gallery exhibitions celebrating the art of the goldsmith and the watchmaker.

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