

A Conversation With
**Gabé Hirschowitz of Galerie
Perrie**





Outside her work as Galerie Perrie's Founder and CEO, Gabé Hirschowitz is the Founder of UNICEF's Next Generation Art Party and has received the President's Volunteer Service Award from President Barack Obama in 2016 for her support of UNICEF's Tap Project, an initiative that provides clean and safe water for vulnerable children around the globe. She is also an active member of numerous art institutions and museums in Los Angeles, New York, Paris, London, and Sydney and has held a variety of positions with Carolina Herrera, Nina Ricci, Italian Vogue, Teen Vogue, BWR Public Relations, The Museum of Contemporary Art: Los Angeles (MOCA), Leslie Sacks Fine Art: Brentwood, C Magazine, Modern Luxury, Clique Media, and The Tel Aviv Museum of Art.

GaleriePerrie.com aims to make a professionally curated collection of artwork and unique decor from around the globe available for purchase online with a simple click. Contemporary works from around the world are carefully selected through independent partners and presented for direct sale to clients online. The gallery's mission is to expand the world of art collecting by offering access to cutting-edge, original, and limited edition works. Today, we sit down Gabé and learn more about her gallery and future plans...

Where are you from originally and where do you live now?

Born in Sydney and raised in Los Angeles, I currently live between LA and NYC.

What did you study and why?

I studied Communications and Journalism at USC Annenberg. Since school, I've contributed to numerous publications, and learning about people's life experiences inspires me. Whether their journeys and hurdles are expressed through art, photography, poetry, or writing and reporting--they're all forms of creative communication and self-expression.

What was your first experience with art?

I took my first art class at the Brentwood Art Center when I was five. My favorite part was when my mom would frame and hang the pieces I made in our house.

When did you know you wanted to work in the art world?

I interned at Italian Vogue and Carolina Herrera's headquarters in New York every summer throughout college. These experiences showed me how symbiotic the relationship between fashion and art is. Soon after, I transitioned into the art world.

Who are some of your favorite artists and why?

There are so many talented emerging and well-known artists, but in particular, I've always admired Mark Bradford. We met while I was working at the Museum of Contemporary Art in Los Angeles. He is extremely talented, kind and humble. His dedication to his work and philanthropic efforts are inspiring.

Favorite art movement and why?

Abstract Expressionism, which I feel was a genuine reaction to its historic context in its emphasis on spontaneity and subconscious creation following a brutal war. Personally, I love the idea of spirituality and the unconscious taking over a composition, making it more surprising than anyone could imagine.

What are some emerging trends?

Genuine self-expression, which connects the personal to the communal and political, seems to be the prevailing emerging trend, not just in visual art but in literature and music as well. A whole generation of new younger artists are seeing their own lives in the world and the world in their lives in a brave new way. It's really an exciting time that shows a collision between society and culture.

How did you come up with the idea for Galerie Perrie?

There's nothing quite like helping clients acquire art that speaks to them. So with Galerie Perrie I wanted to make this easier by providing an online platform that feels welcoming and accessible to everyone and makes art collecting enjoyable. The underlying philosophy in all this, put simply, is to help anyone invest in the art they love.

Where did the name Galerie Perrie come from?

The name is inspired by *Perry Street* in New York's West Village, where I lived for some time. I've always loved the name because it reminds me of one of the city's most charming and beautiful neighborhoods.

How did you become involved with UNICEF?

I joined the UNICEF Next Generation LA Steering Committee in 2014 after meeting with a founding member. I loved all the group's members and was so impressed by the organization's mission and initiatives that I took on more and more responsibilities, attending UNICEF's annual meetings in New York, and eventually, I founded the UNICEF Next Gen Art Party.

What other causes do you support? Why are they important to you?

I volunteer with youth programs at Vista Del Mar Child and Family Services in Los Angeles, where I especially enjoy organizing educational museum visits and art-focused activities for the students. This is important to me because the arts are often the first things cut from financially limited schools' curricula, yet studies show creative education is crucial for brain development--not to mention the arts provide therapeutic outlets for children, especially those who have experienced trauma. The other reason I enjoy volunteering with the Vista students is that I get to work directly with them and watch them grow and benefit from the creative programs I help support.

What has been your favorite event hosted/produced and why?

I'll always be very proud of what we accomplished with the UNICEF Next Gen Art Party because it provided professional opportunities for so many emerging artists who donated their work, while also providing crucial resources to vulnerable children around the world. For all the reasons mentioned above, I also enjoy the time I spend at Vista Del Mar Child and Family Services and am hoping to resume our museum trips and art activities as soon as COVID restrictions are lifted.

Who or what inspires you?

My parents inspire me. They're my best friends, and we talk every day--sometimes multiple times a day. They lead by example and always encourage me to do and be my best.

Favorite locales in LA & NY?

There are so many! I love Il Cantinori in New York for dinner and Giorgio Baldi and Madeo in LA. Also, Belwood Bakery in Brentwood has the best blueberry-bran muffins and iced coffee!

Where do you dream of traveling next?

Capri.

Favorite museums/galleries?

My list is always growing and evolving... A few of my favorites include Pace Gallery, Gagosian, David Zwirner, Hauser & Wirth, The Dia Art Foundation, The Guggenheim in Venice and New York, the Musée de l'Orangerie in Paris, Norton Simon in Pasadena, Victoria and Albert in London, The Met, LACMA, The Getty Center, Neue Galerie, and The Frick Collection.

Favorite shopping destinations?

I've actually come to really enjoy online shopping. Some of my go-tos include FarFetch, Net-a-Porter, Moda Operandi, The Outnet, Shopbop, Amazon, and Matches Fashion.

First art purchase?

An etching by Robert Motherwell.

Daily uniform?

Depends on the day: sometimes a flowy dress--other times, white jeans paired with a comfortable top and ballet flats.

Do you cook? Signature dish?

I love baking. My favorite recipes are triple-berry cobbler and chocolate cake.

What's next for you?

Right now I'm managing the upcoming launch of [GaleriePerrie.com](https://www.galerieperrie.com)'s Spring/Summer 2021 curated collection, while also laying the groundwork for our guest curator collaborations and pop-up art exhibits.

Text: Veronica H. Speck

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