

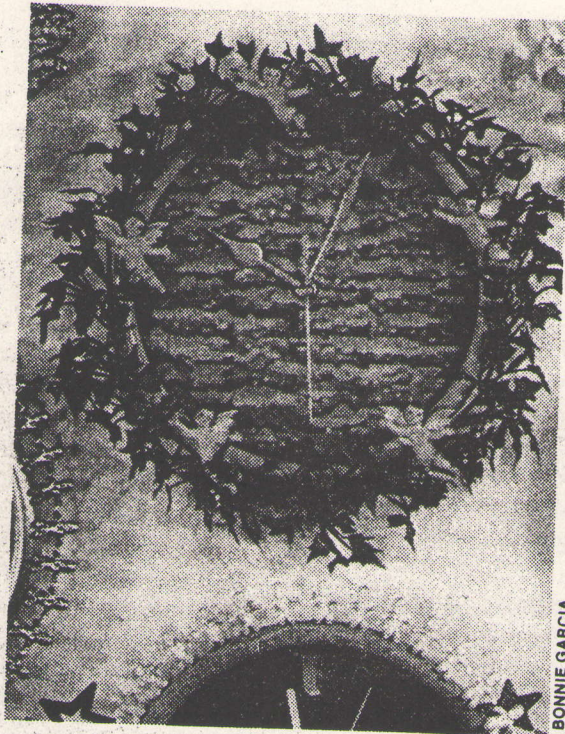
THE VILLAGE VOICE

CUSTOM CLOCKS

Get Time on Your Side

All right, at the bars in the 'burbs, the ones that smell good like flat beer and provide refuge from the family at holidays, you've got those lite-up brewery clocks with the eternally cascading waterfalls. They're okay to fix the stare on during the drowning session, except they make you want to pee sooner and for that reason alone you don't want one in the house. Then you have those deco-neon things in restaurants with big front windows or in artists' lofts downtown. They're nice in the dark but just too common nowadays.

In a recent survey, I counted myself looking at the clock in my apartment 450 times in one day. Approximately 100 were frivolous without-cause glances (*Flinstones* on yet?); the other 350 were life-shaping ego-affective looks resulting in instant assumptions of success or failure (i.e., I'm a failure



BONNIE GARCIA

because it's 8 p.m. and I still haven't turned on the typewriter). Why aren't these essential pieces of life equipment more wonderful to look at?

David Ferry, a Lower East Side carpenter, creates one-of-a-kind wall

clocks that rivet rather than ricochet the eye. He transforms standard Lamsons/Conran's 12-inch white face, black dots 'n' digits models into customized gems of functional art. The simplest designs substitute antique linoleum for the face and have no numbers, just the original stick hands or antique hands borrowed from retired clocks (\$40). The more elaborate clocks (up to \$125) explode in highly ornate dioramas that move; hours are represented by hand-painted found objects like Monopoly pieces and costume jewelry, and the passage of time is marked by orbiting plastic party decorations from Clinton Street or other scavanged-to-be-recycled-in-the-service-of-Father-Time junk from the Lower East Side.

If none of the clocks on display at Ferry's Ridge & Rivington Studio catch your eye, for a few dollars more, and some verbal or material input on your part, he'll custom design a "Portrait Clock" that mirrors it's owners personality. Ferry Clocks can be seen by appointment, 995-0332.

BY TOM O'NEILL