

Gallery Animato Offers Collectible Animated Art

It's fun. It's collectable. It's an art form that truly has universal appeal.

Mickey Mouse, Snow White, Cinderella, Pinocchio and Bugs Bunny are all right at home at the innovative animated art gallery in Birmingham.

Shoppers who are looking for an affordable, attractive art form will feel like they've met their ideal match.

Bob and Elaine Athey have taken their passion for animated art and turned it into a profitable business.

Gallery Animato, located at 574 N. Woodward in Birmingham, is an animation art lover's dream come true.

The couple began collecting animated art in 1984 and quickly decided that their hobby had the potential to be a profitable business venture.

"When I first saw animation in New York City it was really something that caught my eye," Athey said. "I thought it was really a terrific art form because it's something everyone can relate to."

The art concept is especially appealing to Baby Boomers because it's something they can feel nostalgic about, Athey said.

Prices for animated art can range from \$150 to several thousand dollars.

"What we try to do is to educate our

clients about the different types of artwork and what affects the price," Athey said. "There's no pressure to buy and people often visit 2-3 times before they're ready to purchase."

"Everyone has a favorite character



Owner Bob Athey with some of his collectable art.

whether it's Snow White, Pink Panther or the Grinch," he said. "The most important thing is to buy the image that grabs you."

There are more than 300 pieces of animated artwork in the gallery so visitors should plan to spend some pleasant time browsing when they come to the store, Athey said.

The store is open Tuesday through Saturday from 10:30 a.m. to 6 p.m., and Thursdays until 8 p.m. For further information please call Gallery Animato at 644-8312.

David Wachler & Sons celebrate jewelry design

Every jewelry shop has its "calling card" that sets it apart from the rest. David Wachler and Sons is fortunate to have many "cards." Three specific ones are designing and manufacturing jewelry right on the premise; having three generations of Wachlers involved in the business and, thirdly, having designers, which include the owners, who have won prestigious national and international jewelry design awards repeatedly over the years.

This year David Wachler and Sons has continued its award-winning designing with its 1996 Platinum Spectrum Award designed by Link Wachler with a platinum, diamond & triangular tanzanite pin called "Trifect" which reflects the Tanzanite 3 times in a platinum reflection.

David Wachler, for whom the store is named, opened the jewelry shop in 1922. His sons, Jeff and Norman, became involved in the business as young men. They remain owners of the shop, as are their sons, Buzz, Link and Gary.

Customers coming into the store at 100 South Woodward in downtown

Birmingham can depend on any of the Wachlers and staff to show them jewelry with the finest craftsmanship. "We design pieces so they can be worn every day. Customers know we stand behind what we make and sell," he added.

They also know they can choose from one-of-a-kind pieces, such as the

Wachler original diamond chain. It's a necklace with diamonds interspersed. The necklaces are available in about seven different types of links and in 18-karat gold or platinum.

Wachler's also sells many other types of diamond, platinum and gold jewelry including engagement and wedding bands, bracelets, earrings, cuffing jackets and watches.

David Wachler and Sons invites everyone to browse through its store and see its award-winning jewelry. Store hours are 10:00 a.m. to 5:30 p.m. Monday through Wednesday and Saturday; 10:00 a.m. to 8:30 p.m. on Thursdays and 10:00 a.m. to 8:00 p.m. Fridays. Validated parking is available.



L to R: Gary, Link and Buzz Wachler

Gallery

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574 N. Woodward • Birmingham, Michigan 48009

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