



Zaria Forman is the New Face of Vacheron Constantin's Legendary Overseas Collection

The artist and explorer has joined Vacheron Constantin's circle of talents

BY [GRACIE EASTWOOD](#) | September 12, 2023

American artist and explorer Zaria Forman is the new face of Vacheron Constantin's Overseas collection, joining their “One of Not Many” talent circle alongside musician Benjamin Clementine, designer



Ora Ito, photographer and explorer Cory Richards, and Haute Couture designer Yiqing Yin.

Zaria has been travelling the planet for over 15 years, documenting changing landscapes by collecting images that she then reproduces in pastel on large-format paper. During her shoot in Iceland with Vacheron Constantin, Zaria collected her own images and raw material for a series of drawings, video work, and sculptures, entitled *Fellsfjara, Iceland*. Her third work was created exclusively for the brand.

Vacheron Constantin x Zaria Forman





“I knew nothing about High Watchmaking and discovered this incredible world through Vacheron Constantin’s lens” says Zaria Forman. “I was amazed by the craftspeople who ply their trade within the Manufacture, by their passion and vocation, and, above all, their handcrafted work, which reminds me of my own: modelling with my fingertips; enjoying a tactile and sensual relationship with matter in a process of creation and transmission; making a personal imprint on time and giving it a voice.”





Since 2018, the “One of Not Many” campaign has brought together personalities whose way of being in the world reflects the values and philosophies of the Haute Horlogerie connoisseurs. Founded in 1755, Vacheron Constantin is the world’s oldest watch manufacturer, in constant production for nearly 270 years.

“The quest for excellence and a taste for adventure, passion and innovation, elegance and tradition, art and culture in all their forms have characterised the spirit of our Maison since its founding in 1755” reflects Louis Ferla, CEO of Vacheron Constantin. “This visionary, sensitive and demanding outlook is reflected in Zaria Forman’s artistic approach and territory of expression.”

To browse the collection, press [here](#).