

# CHRISTIE'S

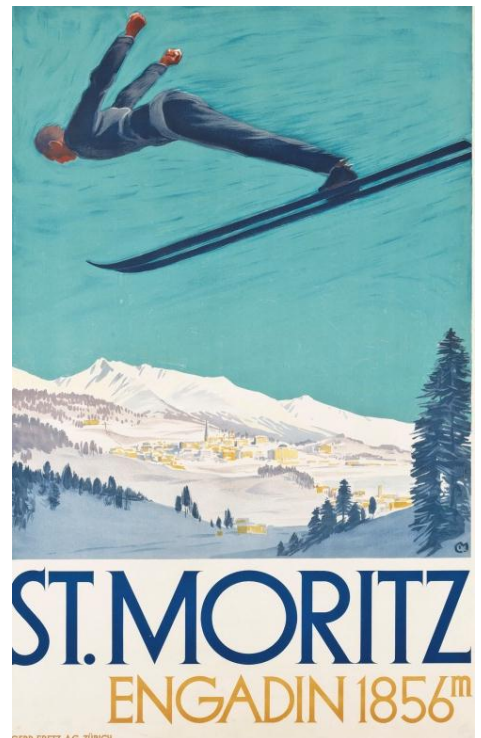
PRESS RELEASE | SOUTH KENSINGTON  
FOR IMMEDIATE RELEASE | 22 DECEMBER 2014

## CHRISTIE'S 17<sup>TH</sup> ANNUAL SKI SALE JANUARY 2015

### IMPRESSIVE GROUP OF 20<sup>TH</sup> CENTURY POSTERS ADVERTISING SWISS SKI RESORTS CELEBRATES 150 YEARS OF WINTER TOURISM IN SWITZERLAND

**South Kensington** – On 22 January 2015 Christie's South Kensington will host its highly anticipated 17<sup>th</sup> annual Ski Sale, the only auction of its kind worldwide. Every January, *The Ski Sale* at Christie's presents enthusiasts of the world's foremost winter sport with an extensive selection of vintage posters depicting the action on the slopes and the stunning mountain scenery, capturing an era of glamour. This year the sale features an impressive group of ski posters from Switzerland as well as popular and rare posters from France, Italy, Austria, Germany, Norway and Australia, with a section dedicated to US and Canadian resorts. These iconic posters are offered alongside 25 lots of vintage travel luggage. Estimates range from £800 to £80,000.

Switzerland was the most prolific country for ski tourism posters during the 20<sup>th</sup> century and amongst the first to establish ski resorts, which remain popular to this day. The 2014/15 winter sees Switzerland celebrate 150 years of winter tourism: St. Moritz and Davos welcomed their first guests in 1864 and 1865 respectively. 2015 also marks the 150<sup>th</sup> anniversary of the first Matterhorn ascent, which the village of Zermatt will celebrate with events and festivities. The *Ski Sale* comprises a fantastic group of 20<sup>th</sup> century posters advertising Swiss resorts, including St. Moritz, Davos, Zermatt, Gstaad and Verbier. Highlights are Carl Moos' St Moritz (estimate: £18,000-22,000, *illustrated above*); a 1918 poster for Davos by Emil Cardinaux (estimate: £12,000-18,000); and a group of Zermatt posters depicting the iconic mountain, such as a 1947 lithograph in colours designed by Schol (estimate: £4,000-6,000).



Whilst ski posters depict the romance of travel, the auction also offers today's discerning traveller a selection of stylish Louis Vuitton luggage. Renowned across the world for their iconic monogrammed trunks, holdalls and bags, Louis Vuitton epitomises luxury travel and highlights in the sale include a magnificent pair of desk trunks (estimate: £50,000-80,000, *illustrated left*).

## LUGGAGE



A trio of limited edition paperweight trunks and an *Aero* snow globe  
Louis Vuitton 2013, 2012 & 2000  
Estimate: £1,200-1,500

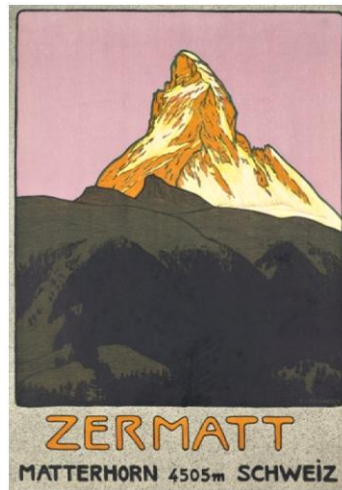


A pair of monogram canvas Braken suitcases  
Louis Vuitton, 20<sup>th</sup> century  
Estimate: £1,500-2,000

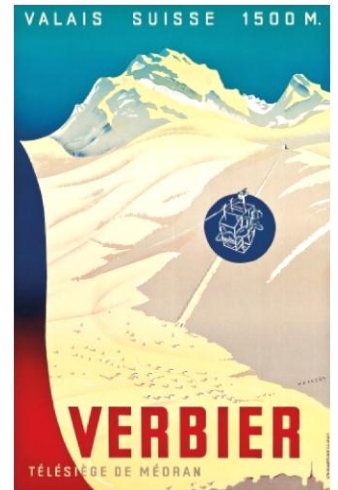
## SWITZERLAND



Alex Walter Diggelmann, *Gstaad*  
Estimate: £3,000-5,000



Emil Cardinaux, *Zermatt*  
Estimate: £8,000-12,000



Martin Peikert, *Verbier*  
Estimate: £2,000-3,000

## FRANCE



Leonetto Cappello, *Superbagnères-Luchon*  
Estimate: £5,000-7,000



Robert Falcucci, *Monte Carlo*  
Estimate: £10,000-15,000



Roger Broders, *Les Sports d'Hiver a St. Pierre de Chartreuse*  
Estimate: £10,000-15,000



## ITALY



Franz Lenhart, *Winter Sport in Italien*  
Estimate: £4,000-6,000



Franz Lenhart, *Cortina*  
Estimate: £8,000-12,000



Franz Lenhart, *Madonna di Campiglio*  
Estimate: £3,000-5,000

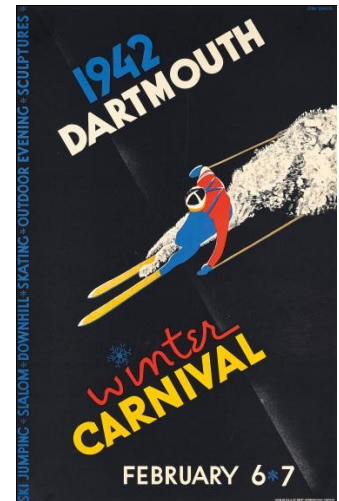
## US



T.M. Joanethis, *Dartmouth*  
Estimate: £2,500-3,500



Sascha Maurer, *Flexible Flyer*  
Estimate: £1,800-2,200



John R. Bowers, *Dartmouth*  
Estimate: £1,500-2,000

**PRESS CONTACT:** Katy Richards | +44 (0) 207 752 3121 | [krichards@christies.com](mailto:krichards@christies.com)  
Sophie Mckinney | +44 (0) 207 752 3122 | [smckinney@christies.com](mailto:smckinney@christies.com)

Please click [here](#) for the complete eCatalogue

**Public Exhibition:**  
17 to 21 January 2015

**Auction:**  
20/21 Posters: The Ski Sale  
22 January 2015  
1:00 pm, Christie's South Kensington