

For Immediate Release

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VINTAGE ART DECO POSTERS AT CHRISTIE'S

*Vintage Posters including a Fine Art Deco Collection
Thursday 29 May at 2pm*



*Luciano Achille Mauzan (1883-1952), Heinlein & Cia, Meubles
Estimate: £700-900*

South Kensington – Christie's first Vintage Poster sale of the year takes place on Thursday 29 May and features a fine single owner collection of Art Deco posters. With interest in all things Art Deco at fever pitch thanks to the current Victoria & Albert Exhibition in South Kensington, this fantastic collection of 30 advertising posters is a welcome and timely addition to Christie's 300-lot Vintage Poster sale. The sale is expected to realize in excess of £250,000.

Some of the finest artists of the day were commissioned to produce advertising images during the Art Deco period and this collection, with its angular, iconic and linear rhythms, perfectly encapsulates the aesthetic mood of the inter-war years. The colourful sensuality of the collection will appeal to potential buyers across the world, whilst also offering an insight into the opulence and decadence of the period. Collection highlights include:

- *Lot 24 – Le Plage de Monte Carlo by Michel Bouchard – 1929 – a classic Art Deco beach scene, invoking the romance and allure of the period (estimate: £3,000-5,000)*
- *Lot 27 – Heinlein & Cia, Meubles by Luciano Achille Mauzan – 1929 – an energetic advert for a Spanish furniture auctioneers, with a domineering auctioneer contorting in a whirl of saleroom mayhem (estimate: £700-900)*
- *Lot 17 – RAM by Rene Vincent – c.1930 – a poster for a racket-makers, depicting a woman in period costume taking a swing. The ability of the artist to breakdown the female figure into stylized linear lines whilst retaining her femininity is typical of the period (estimate: £2,000-3,000)*
- *Lot 9 – Grand Prix Suisse by Charles Loupot – 1924 – catching all the glamour and guttural speed of early motorsport, this dynamic image shows a motorcyclist racing a bright red racing car (estimate: £8,000-12,000)*
- *Lots 6-8 – a trio of Cassandre posters. Cassandre, a gifted commercial artist, produced many famous advertising images in the 1930s. A simplistic, linear style utilizing spartan geometric forms coupled with austere lettering was his signature. French firms, conducting business in the epicentre of the European Art Deco movement, were quick to utilize his aesthetic and the trio includes Triplex safety glass (estimate: £14,000-16,000), Unic shoemakers (estimate: £4,000-6,000) and Brillant Cycles (estimate: £14,000-18,000).*

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*Images available on request
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