

*For Immediate Release*

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## ***SENSATIONAL SKI POSTERS***

*The Ski Sale including the Collection of the Wolfensberger Printers, Zürich  
Thursday 26 February 2004*



*Burkhard Mangold (1873-1950), Winter in Davos, 1914  
Estimate: £2,000-3,000*

*South Kensington - The seventh annual Ski Sale at Christie's South Kensington takes place on Thursday 26 February and is the largest to date. A definitive New Year highlight for poster collectors, chalet owners and ski enthusiasts around the globe, the auction features over 400 lots of vintage ski posters, paintings and sculpture. Christie's remains the only auction house in the world to offer a specialist Ski sale and the auction is expected to realize in excess of £300,000.*

*This year's sale includes an important collection of 80 Swiss advertising posters from the archives of Zürich printers Kunstsalon Wolfsberg and includes stunning examples of Swiss advertising from 1900-1930. The vendor's grandfather, who owned the firm, knew many of the prominent early 20<sup>th</sup>-century Swiss artists, such as Burkhard Mangold and Emil Cardinaux, and played an extremely important role in the development of Swiss poster art.*

*The collection highlight is Burkhard Mangold's five-sheet poster Davos (estimate: £14,000-£16,000). One of Switzerland's pioneering graphic designers, Mangold produced this iconic image in 1917 and an identical poster fetched £17,625 at Christie's in 2002, setting a new world record for a ski poster at auction. Davos boasts one of the largest natural ice-rinks - Winter in Davos (estimate: £2,000-3,000), also by Mangold, is another highlight and depicts skaters enjoying this famous ice-rink.*

*The Swiss railways led the way in embracing new poster art to promote resorts and over half the lots in the auction advertise Switzerland. Highlights include Emil Cardinaux's peaceful snowscape St.Moritz, 1918 (estimate: £5,000-7,000); Carlo Pellegrini's Adelboden poster (estimate: £2,000-£3,000) illustrating resting Swiss skiers; Plinio Colombi's energetic Wintersport in Der Schweiz, 1904 (estimate: £2,000-3,000); Küpfer's panoramic St.Moritz, 1911 (estimate: £5,000-7,000); Wilhelm Burger's 1913 St.Moritz (estimate: £6,000-8,000); Montana by Eric Hermès (estimate £800-1,200) depicting an athletic lady skier; and Alex Diggemann's Mürren (estimate: £1,500-£2,000) and Peikert's St.Moritz, c.1948 (estimate: £500-700), which celebrate the thrill of speed.*

*France is also well represented – and this section includes the earliest poster in the sale, Francisco Tamagno's Chamonix Mont Blanc, c.1900 (estimate: £8,000-12,000). The prominent Art Deco artist, Roger Broders, produced many images of French resorts and Winter Sports in the French Alps, c.1930 (estimate: £2,500-3,500), with the chic, smiling lady in the foreground with skis on her shoulders, is one of his most famous.*

*Italy also features, with 'L'Hiver en Italie' (estimate: £500-700) mapping part of the Italian Alps; and an unusual English Southern Railways poster Winter Sports, Switzerland, Austria 1936 (estimate: £500-700) is another sale highlight, with a stylish young lady effortlessly enjoying the winter slopes.*

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*Images available on request  
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