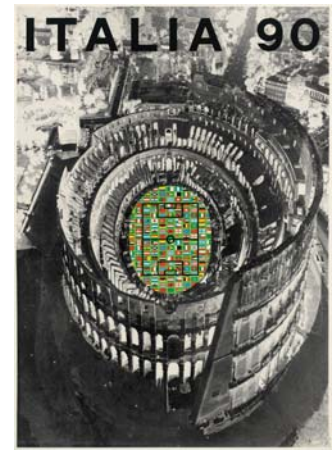


VINTAGE WORLD CUP POSTERS ON OFFER AT CHRISTIE'S IN MAY



South Kensington – The *Vintage Posters* sale at Christie's South Kensington on 13 May 2010 will offer approximately 200 lots, embracing the best of illustrative and graphic poster design. With a particular emphasis on football and the World Cup as the 2010 South African tournament prepares to commence in June, estimates range from £600 to £15,000, offering the chance to indulge in original vintage artwork from a variety of years and countries.

An exceptional example offered for sale is an extremely rare original poster produced in order to promote the first ever edition of the world championship for international association football teams – the FIFA World Cup – which was held over seventeen days in Uruguay in July 1930 (estimate: £15,000-20,000) *illustrated above left*. Uruguay was selected as the host nation to further celebrate the centenary of its independence, and the Uruguay national football team had successfully retained their football title at the 1928 Summer Olympics. The number one dominates the image, highlighting the fact that this was the first ever world football championship. All matches were played in the Uruguayan capital, Montevideo, and the majority of these took place at the purpose built Estadio Centenario. Nicolette Tomkinson, Director, Specialist and Head of Sale said: “*It is very appropriate that such a momentous event was commemorated by the best art deco football poster ever designed*”. The poster's Art Deco style is sleek and dynamic – a far cry from the prosaic realism of many football posters. An imposing image despite its small scale, at the time of production the poster was a powerful statement for football and Uruguay alike. In the 1930 final, Uruguay defeated Argentina 4–2 in front of a crowd of 93,000 people.

Another highlight from the sale is the 1966 World Cup poster by Carvosso (estimate: £800-1,200) *illustrated above, centre left*, which is likely to garner interest from patriotic English supporters. The poster depicts the Jules Rimet badge and uses simple and effective graphics to promote the venues where the finals were held. In an epic final the country that invented football – England – won the world cup, beating West Germany 4-2. It is their only World Cup victory to date. A happier year for fans of West Germany was 1974, the tenth World Cup, which they won in a final against the Netherlands 2-1 on home turf. That year was the first time that the current FIFA World Cup Trophy, which was created by the Italian sculptor Silvio Gazzaniga, was presented. One lot in the sale includes two posters from the 1974 competition (estimate: £800-1,200) *part illustrated above, centre right*. For Italian fans, and also

sure to appeal to art enthusiasts is a poster designed by the famous Italian mixed-media artist Alberto Burri (1915-1995) for the 1990 World Cup: Italia 90 (estimate: £500-700) *illustrated above right*. It is one of six versions that he produced for the World Cup, each with a different coloured central football pitch placed inside the contrasting black and white colosseum.

The sale is the perfect opportunity for football fans to bid for a piece of sporting history - perhaps from their favourite team, a significant year, or simply their favourite design. The official poster issued by the World Cup Committee to English clubs hosting the tournament.

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High resolution images, further information and interviews available upon request
<http://www.christies.com/departments/posters-19th-and-20th-century/>

Notes to Editors:

Public Viewing: Saturday 8 May: 10.00am - 4.00pm
Sunday 9 May: 10.00am - 4.00pm
Monday 10 May: 9.00am - 7.30pm
Tuesday 11 May: 9.00am – 5.00pm
Wednesday 12 May: 9.00am – 5.00pm

Auction: *Vintage Posters* (sale 5483) on Thursday, 13 May 2010 at 2pm

Ecatalogue: Available online from 15 April 2010 at www.christies.com/calendar

Christie's South Kensington

Open seven days a week, Christie's South Kensington is the busiest saleroom in the UK, annually holding over 100 sales and offering more than 20,000 lots. The recently refurbished saleroom facilities and exhibition spaces provide one of the most accessible, well lit and welcoming sales arenas in the world, consistently attracting over 200,000 visitors a year. Interiors sales dedicated to home furnishings are held three times a month alongside monthly Sunday sales of single-owner collections, and specialised sales for the avid collector are scheduled throughout the year according to category. Every lot is beautifully illustrated in a large scale magazine-style catalogue and in an online e-catalogue. Christie's South Kensington appeals to a worldwide audience – in 2009 bidders originated from over 50 countries, with around 20% of bidders taking part in auctions from the comfort of their own home or office, using Christie's unique online bidding facility, Christie's LIVE™.

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