

CHRISTIE'S

THE ART PEOPLE

MEDIA ALERT | SOUTH KENSINGTON | 22 December 2015 | FOR IMMEDIATE RELEASE

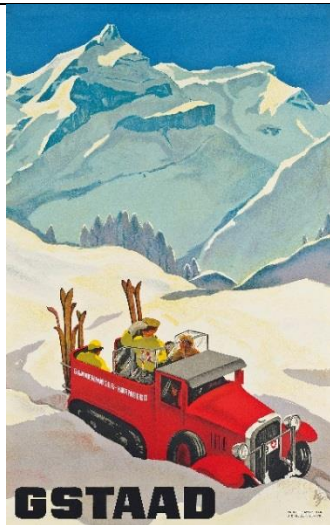
CHRISTIE'S ANNUAL SKI SALE

South Kensington, London – On 21 January 2016 Christie's will host its annual *Ski Sale* – the only auction dedicated to ski posters worldwide. *The Ski Sale* continues to present collectors with colourful, decorative and skilful vintage poster designs, perfect for anyone looking to decorate their home or chalet. The 2016 auction features a superb selection of vintage posters advertising Europe's iconic ski resorts, as well as a striking group from the United States, Canada and New Zealand. There is a poster for every budget in *The Ski Sale*, with estimates ranging from £700 up to £25,000.

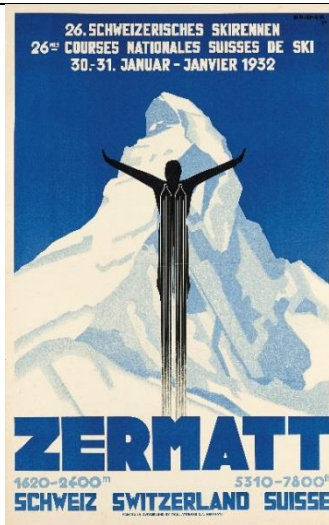
During the early 20th century, the first resorts began competing against one another to be recognised as the most beautiful and glamorous, with some of the finest designers and artists commissioned to create stylish advertisements urging holiday-makers to visit. This resulted in a great range of beautiful and striking posters. Skiing holidays also became increasingly popular as new transport links gave greater access to this exhilarating type of holiday. The bold colours, typography that was often integrated into the image and the strong design resulted in outdoor art galleries on station platforms and travel agents where the posters were displayed.

For a brief history of Europe's top winter resorts in classic posters from the sale click [here](#).

HIGHLIGHTS FROM THE SKI SALE 2016



Lot 46
ALEX WALTER DIGGELMANN (1902-1987)
GSTAAD
lithograph in colours, 1934
Estimate: £10,000-15,000



Lot 69
PIERRE KRAMER (1910-1996)
ZERMATT
lithograph in colours, 1931
Estimate: £7,000-9,000



Lot 87
HANS SCHILTER (1911-1988)
STOOS
lithograph in colours, 1957
Estimate: £2,000-3,000

View the full e-catalogue [here](#)

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