



VINTAGE POSTERS

By: Tony Singer

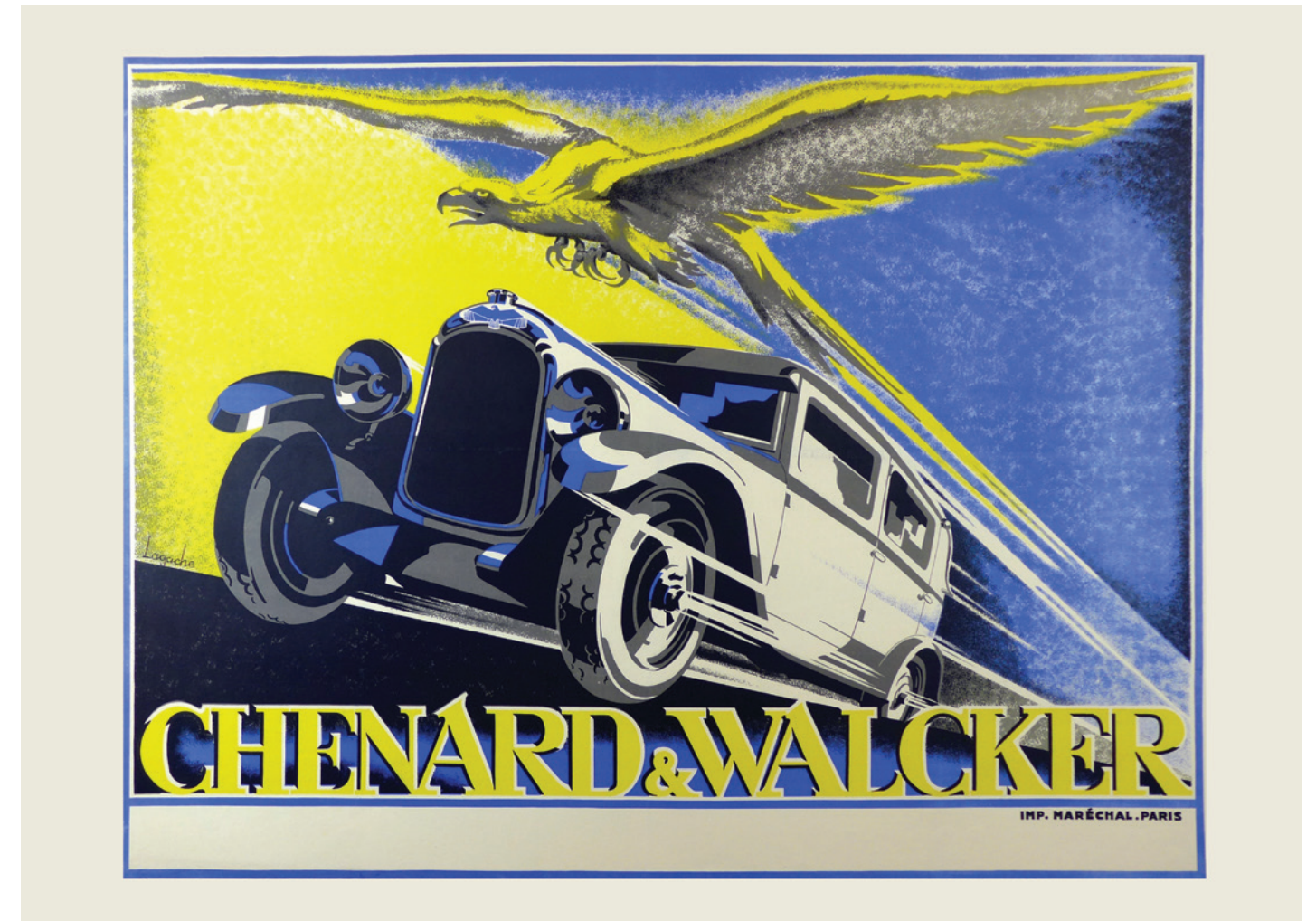
Since 1971 Everett Anton "Tony" Singer, a painter, graphic artist/designer, photographer, printer, and auto collector, has been fascinated by the wide variety of automotive poster art, focusing on the 1895-1970 time frame. This led to the creation of Vintage Auto Posters, the world's pre-eminent resource, presenting the finest works, guaranteed original and professionally archival linen mounted. A proud member of IVPDA, in 2002 he created **Automobilia Monterey**, the international expo, the largest multi-marque gathering in the USA, taking place each August during Monterey's car week. tony@singer356.com, VintageAutoPosters.com, AutomobiliaMonterey.com

MASTERPIECES OF STYLE

Over the course of 44 years and more than one thousand posters, one learns to recognize examples that epitomize a particular period and/or style. With this perspective, I am sharing what I consider to be masterpieces of Art Nouveau, Art Deco, and allegorical themes.

Examples of Art Nouveau

There are relatively few true Art Nouveau posters; however, some contain elements of this beautiful style. Despite its smaller size of 20"x15", the 1903 "**Automobile Club de France**" exhibition, by Privat Livemont, epitomizes this short-lived design aesthetic. The colors are soft yet strong, and the composition of elements is brilliant. Color fidelity is paramount with this beautiful poster. Today this stellar poster sells for \$5,300 to \$5,600.



Also from this time period, we have the stunning "**Automobiles Richard-Brasier**," celebrating their Gordon Bennett Cup victories. Initially it was produced in 1904 to showcase their race result. Clearly, they made more than enough, as they won again in 1905 and used the 1904 version with "1905" pasted in on the upper left. While it has Nouveau elements in the type and design elements on the bottom, the "story" is the car being as fast as the wind. This good-sized image, 61.8"x36", presents a powerful and strong message. If an original can be found today, it would cost \$25,000 to \$30,000.

Art Deco Takes The Stage

While a good number of posters exhibit the Art Deco style, none is as spot-on as "**Klausen Rennen**" by Coulon, from 1927. The linear elements depicting speed, as well as power, are beautifully shown in this ultra-rare and large [35.7"x50.5"] poster. Notice that the only shading is in the mountains, as the lines really convey the message. If one were available, this stunning poster would command a price of \$35,000 or more.

Lastly, showing the power of the car along with the speed of the bird, is "**Chenard & Walcker**" by Legache, from circa 1928. Just the brand name, with the great art, tells the viewer all they need to know. The large format [62.6"x47.3"] adds to the strength of the message. Quite rare today, this poster sells for \$7,500 or more.

As with all posters, it is condition and true colors that command attention and secure value. These masterpieces of style are emblematic of the particular design movement of their day. They capture and depict, perfectly, the genius of creativity through the art of the poster.

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