



104 East 25th Street • New York, NY 10010  
Telephone: 212.254.4710 • Fax: 212.979.1017  
swanngalleries.com

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Contact: Alexandra Nelson  
Communications Director  
212.254.4710 ext. 19  
alexandra@swanngalleries.com

New York—Swann Galleries’ **May 7** auction of **Modernist Posters** brought in over \$465,000, with many lots setting auction records.

Nicholas D. Lowry, Swann President and Director of the Vintage Posters Department, said, “More than half a dozen record prices were achieved in this auction, for both items of great artistic importance (such as Bauhaus masterpieces) as well as wonderfully decorative and dramatic images such as the cover lot for *Shell*. Bidding was spirited as poster collectors, dealers and institutions competed for choice images.”

The top lot, German photographer, designer and typographer Max Burchartz’s *Internationale Ausstellung / Kunst der Werbung*, 1931 sold for \$40,000 and set an auction record. Auction records were also set by Johannes Molzahn’s *Wohnung und Werkraum*, 1929, which sold for \$21, 250, and Oscar Schlemmer’s *[Figur Nach Rechts]*, lithograph, 1916, which went for \$15,000.

Three posters by Ukrainian-French artist and designer Adolphe Mouron Cassandre made it into the top lots. *Triplex*, 1931 sold for \$22,500, while *New Statendam / Holland-America Line*, 1928, went for \$12,500. Rounding out the top lots from Cassandre was *UNIC*, 1932, which sold for \$5, 750.

A rare early career piece from Japanese artist Tadanori Yokoo, *Having Reached a Climax at the Age of 29, I was Dead*, 1965 sold well at \$22,500. Yokoo is credited with introducing Pop Art to Japan.

Several posters by Swiss artists sold among the top lots. Max Bill’s *Wohnbedarf*, 1932, sold for \$11,250, while Swiss-American Herbert Matter’s *Pontresina*, 1936, sold for \$7,500 and set an auction record. Two posters by Niklaus Stoecklin also sold among the top lots; *E Güete!*, 1961, sold for \$5,750 and *Der Buchdruck*, 1922, sold for \$9,375 and set an auction record.

Transportation posters made up a solid portion of the top lots, with the bright automotive poster *Shell / Huile Pour Moteurs*, 1925 from Lunnon selling for \$7,250 and setting an auction record. Other automotive posters included Lucien Pillot’s, *Ravel*, circa 1925, which sold for \$5,500 and *Plymouth / Hemi ‘cuda / Chrysler*, 1970, which sold for \$5,500 in it’s first appearance at auction.

Other transportation themed posters included two aviation images, Lucian Bernhard’s *Konkurrenz – Fliegen / Aviatiker*, 1909 which sold for \$6,500, and Umberto di Lazzaro’s *Italian Aerial Lines*, circa 1933,

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which sold for \$6,750. Finishing up the top posters depicting modes of transportation was Roger Broders' ship-filled travel poster, *Marseille Porte de L'Afrique du Nord*, 1929, which sold for \$8,450.

Rounding out the top lots from this sale were a joyful image by Raymond Gid, *Duncan Yoyo*, 1930, which sold for \$6,500, and a bright but sparse poster by Mary Viera, *Brasilien Baut Brasilia*, 1957, which also sold for \$6,500 and set an auction record.

Complete results are available online via [www.swanngalleries.com](http://www.swanngalleries.com).

For further information, or to consign items to upcoming auctions of Vintage Posters, please contact Nicholas D. Lowry at 212-254-4710, extension 24, or via email at [posters@swanngalleries.com](mailto:posters@swanngalleries.com).

\*Prices include buyer's premium.

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