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FOR LIMITED RELEASE
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PRELIMINARY RESULTS OF SALE 2421, August 3, 2016:
VINTAGE POSTERS

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SWANN GALLERIES POSTER SALE SETS MULTIPLE AUCTION RECORDS

New York–Swann Galleries’ **August 3** sale of **Vintage Posters** brought more than \$450,000, finishing the 2015-2016 season for the house with three record lots. With almost 600 offerings, the day was a panoply of genres, ostensibly 8 or 9 sales in one, with large sections of Russian and World War I and II propaganda, Art Nouveau works, travel and resort advertisements, circus bills, minstrel and black images in marketing, work incentive posters and more.

Swann previously set the record in 2013 for Alois Hans Schram’s *Jubilæums – Ausstellung / Wein*, 1898, and raised it on Wednesday by more than one thousand dollars. An American work incentive poster, *Learn What You Need! / Use What You Learn!*, designer unknown, went to a private collector for \$4,000, a record for the work. A travel poster by Francois Gos, *Zermott / Matterhorn*, 1904, surpassed its auction record with \$5,750.

The top sections of the sale were war posters, with Russian lots showing the strongest interest. A group of 35 Russian propaganda posters topped the sale, bringing \$18,750 after fierce bidding. Works by Art Nouveau painter and decorative artist Alphonse Mucha also drew attention, with a high sell-through rate on those posters.

The auction was well-attended both physically and online, and collectors vied to take home trophies. Swann Galleries’ President Nicholas D. Lowry said of the sale, “From the podium it was encouraging to see active bidding on all the different varieties of offerings, suggesting quite strongly that the market is robust and deep.”

The next sale of Vintage Posters at Swann Galleries is scheduled for October 27, 2016. For more information, or to consign materials, contact specialist Nicholas D. Lowry at posters@swanngalleries.com or via phone (212) 254-4710, ext. 57.

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