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## Swann Galleries to Offer Scarce Highlights from the Gail Chisholm Collection

### Skiing, Spirits & Art Nouveau: Posters Paint a Vivid Picture



New York—Swann Galleries will offer an auction of **Vintage Posters Featuring Highlights from the Gail Chisholm Collection** on **Thursday, March 1**. More than 130 highlights from the collection of internationally renowned dealer and aficionado Gail Chisholm provide a colorful cross section of the variety of twentieth-century posters, from unusual images to midcentury masterpieces.

Gail Chisholm was beloved in the poster community for her impeccable taste and sense of humor. The collection is led by a suite of three posters—unique to the travel poster genre—by Georges Dorival, titled *Vers le Mont – Blanc*, 1928. The set, displaying the majestic peak throughout the day to lure all potential tourists, from early risers to night owls, carries an estimate of \$8,000 to \$12,000. Breathtaking travel advertisements for Scotland include two depicting holes on the famed Gleneagles golf course—*The “Howe o’ Hope”* and *The “Heich o’ Fash”*—each with an estimate of \$4,000 to \$6,000. Powerful graphic works by Adolphe Mouron Cassandre include *Chemin de Fer du Nord*, 1929, and *Paris*, 1935 (\$4,000 to \$6,000 and \$3,000 to \$4,000, respectively).

An unmistakable theme in Chisholm’s collection is a concentration of tantalizing advertisements for food and drink. Two posters from Charles Loupot’s iconic 1930 series for *Cointreau*, each valued at \$5,000 to \$7,500, demonstrate the artist’s mastery by using the color of the beverage as a thematic element while also reminding the viewer of the fruit from which it derives.

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Additional culinary highlights include J. Stall's *Champagne Joseph Perrier*, circa 1929 (\$2,500 to \$3,500) and two featuring lobsters.

Also from the Chisholm collection comes an unparalleled selection of **Erik Nitsche's** campaign for *General Dynamics*, a series so graphically powerful it changed the face of advertising. These are led by the French version of *Hydrodynamics* from the influential *Atoms for Peace* series in 1955 (\$2,500 to \$3,500). In accordance with her wishes, proceeds from the sale of her collection will benefit Planned Parenthood of New York City.



The complete set of four allegorical panels by **Alphonse Mucha** of *The Seasons*, 1896, leads a breathtaking section of Art Nouveau works, with an estimate of \$40,000 to \$60,000. Also featured are several iconic posters including *Éveil du Matin* and *Réverie du Soir* from the 1899 *Times of the Day* series, each valued at \$7,000 to \$10,000, as well as all seven plates designed by Mucha for *Maîtres de l’Affiche*. All five plates designed for the publication by Henri de Toulouse-Lautrec make a rare auction appearance. Iconic works by Paul Berthon, Jules Chéret, Jean de Paleologue (Pal) and Henri Privat-Livemont will also be available.

A stellar selection of ski posters includes such highlights as a previously unrecorded advertisement for *Sun Valley, Idaho*, circa 1936, released within a year of the famous resort's opening and the inauguration of the world's first chairlift (\$4,000 to \$6,000). The following year a similar technology had spread to Switzerland, where it is the main attraction in **Alex Diggelmann's** poster for *Gstaad / Berner Oberland*, 1937 (\$6,000 to \$9,000). Additional highlights include the scarce English version of Erich Hermès's *Winter in Switzerland*, 1936, with an estimate of \$4,000 to \$6,000, and an early photomontage poster for Davos, 1901, from the Julius Paul Collection (\$3,000 to \$4,000). Rogers Broders is well-represented with *Sports d'Hiver dans les Vosges*, circa 1930, at an estimate of \$5,000 to \$7,500. Charles Hallo, who went professionally by the nickname Alo, designed *Chamonix – Mont Blanc*, 1924 (\$4,000 to \$6,000) for the eighth Olympic games, leading a competitive section of Olympic imagery.



Skiing was an attraction in the southern hemisphere as well, with James Northfield's *Winter Sport in Australia*, 1932, carrying an estimate of \$5,000 to \$7,500. Also from Oceania come *Australia / The Great Barrier Reef*, circa 1956, by Eileen Mayo, and Harry Kelly's *Tasmania / Australia for the Angler*, circa 1935 (\$2,500 to \$3,500 and \$2,000 to \$3,000, respectively).

The complete catalogue with bidding information is available at [www.swannalleries.com](http://www.swannalleries.com).

**Additional highlights can be found [here](#).**

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