



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

FOR IMMEDIATE RELEASE
February 20, 2019

Contact: Alexandra Nelson
Communications Director
212-254-4710 ext. 19
alexandra@swannalleries.com

Alphonse Mucha & Art Nouveau Lead Vintage Posters at Swann



VINTAGE POSTERS

Sale 2498; February 7, 2019

New York–Swann Galleries’ February 7 sale of **Vintage Posters** saw numerous firsts and records. Nicholas D. Lowry, Swann President, noted, “Lively bidding for ski posters and Art Nouveau images set the pace for an enthusiastic auction where eager bidders drove prices high for rare examples. Collectors dominated the activity.”

The sale was led by **Alphonse Mucha**’s *Documents Décoratifs*, 1902, a complete portfolio with 72 plates displaying examples of jewelry, furniture and silverware, as well as illustrations of how to draw women and flowers. The portfolio, which prominently displayed Mucha’s stylistic expertise, reached \$18,750. Other notable works by the artist included *Rêverie*, 1897, which sold for \$8,125; *Biscuits Lefèvre – Utile*, 1897; *The Seasons*, 1896, a group of four decorative panels on fabric, and *The Times of the Day / Éveil du Matin*, 1899, each earning \$7,500.

Additional Art Nouveau posters included records for *La Garonne*, 1898, a whimsical image by Arthur Foäche, at \$5,460, and *The Studio*, 1899, by Frank Brangwyn, with \$5,000. Louis J. Rhead’s colorful image, *Le Journal de la Beauté*, 1897, originally commissioned by *La Plume*, sold for \$6,750.

Firsts at auction included a 1927 advertisement for the Stockholm premier of Josephine Baker's *La Sirène des Tropiques*, which featured Baker in her "pearl and feather" costume, and brought \$9,750; *Gli Avvisi Delle Officine G. Ricordi E C.*, a complete portfolio with 70 plates, by G. Ricordi celebrating the rise of the poster in Italy, was won for \$7,500; and Walter L. Greene's circa 1924 oil painting for the cover of *The GE Monogram* garnered \$6,500.

Posters promoting travel to popular ski destinations proved successful, with Emil Cardinaux's *Palace Hotel St. Moritz*, 1922, depicting an alpine round of golf and picnic, brought \$5,500, and *Jungfrau Bahn / Bernerobersland, Schweiz*, a 1919 German advertisement showing a group of skiers overlooking Aletsch Glacier in the Alps, earned \$5,000. A *Chamonix – Mont Blanc*, 1927, by **Alo (Charles Hallo)**, a lively image of a mid-air skier, set a record with \$5,000.

The next auction of Vintage Posters at Swann Galleries will be held on May 23 with **Graphic Design**. Visit www.swannalleries.com or download the Swann Galleries app for catalogues, bidding and inquiries.



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

Captions:

[Lot 281](#): Alphonse Mucha, *Documents Décoratifs*, complete portfolio with 72 plates, 1902. Sold for \$18,750.

[Lot 20](#): Charles Hallo, *A Chamonix – Mont Blanc*, 1927. Sold for \$5,000, a record for the work.

Specialist: Nicholas D. Lowry • posters@swannalleries.com • 212-254-4710 x 57

Press: Alexandra Nelson • alexandra@swannalleries.com • 212-254-4710 x 19

Social media: @swannalleries

#

ILLUSTRATED CATALOGUE, ADDL. IMAGES & COMPLETE PRICES REALIZED ON REQUEST

Swann Auction Galleries is a third-generation family business as well as the world's largest auction house for works on paper. In the last 75 years, Swann has repeatedly revolutionized the trade with such innovations as the first U.S. auction dedicated to photographs and the world's only department of African-American Fine Art. More than 30 auctions and previews are held annually in Swann Galleries' two-floor exhibition space in Midtown Manhattan, and online worldwide. Visit swannalleries.com for more information.