



FOR IMMEDIATE RELEASE
June 5, 2019

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

Charles Loupot Reaches New Heights in Swann Graphic Design

Auction debuts for Tadanori Yokoo



New York–Swann Galleries’ auction of **Graphic Design** on **May 23** offered a selection of vintage posters by important designers from the twentieth century, boasting auction debuts and five auction records.

Charles Loupot’s luxury advertisements from the early twentieth century led the sale. Highlights included a 1926 poster for the French automobile company Peugeot which earned an auction record at

\$37,500, and *Wanneroil / Huile du bon Chauffeur*, 1926, a first at auction that garnered \$22,500. Also of note was a 1930 ad for Twining Tea, which sold for \$20,000.

Additional auction records included **Edmond Maurus's** lively circa 1930s poster for Chrysler (\$13,750); *Clotilde et Alexandre Sakharoff*, 1921, an Art Deco advertisement by George Barbier (\$17,500); Ferdinand Ludwig Graf's 1908 secessionist poster *Kaiser – Jubilaums / Wien* (\$10,625); and *U.S.A. Surpasses All Genocide Records!*, 1966, by George Maciunas (\$9,100).

Three works by Japanese designer **Tadanori Yokoo** made their auction debuts: *Takarazuka / Grand Revue*, 1966 (\$10,000), *Laboratory of Play / Tenjo Sajiki Troupe*, 1967 (\$9,375), and *Ballad to an Amputated Little Finger*, 1967 (\$9,375). Further psychedelic posters by Yokoo included *Having Reached a Climax at the Age of 29, I was Dead*, 1965 (\$20,000), and *Koshimaki – Osen*, 1966 (\$9,375).

Nicholas D. Lowry, President and Principle Auctioneer of Swann Galleries and Director of Vintage Posters, was pleased with the sale: "Dealers and institutions were mere involved in this auction than in previous years, suggesting that the market is expanding. A number of record prices were set, and some fantastic material came to the market for the first time."

The next auction of Vintage Posters will be held August 7. Visit swanngalleries.com or download the Swann Galleries App for catalogues, bidding and inquiries.



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

Captions:

[Lot 126](#): Charles Loupot, *Wanneroil / Huile du bon Chauffeur*, 1926. Sold for \$22,500, an auction debut for the poster.

[Lot 68](#): George Barbier, *Clotilde et Alexandre Sakharoff*, 1921. Sold for \$17,500, a record for the poster.

[Lot 129](#): Edmond Maurus, *Chrysler*, circa 1930s. Sold for \$13,750, a record for the poster.

[Lot 243](#): Tadanori Yokoo, *Laboratory of Play / Tenjo Sajiki Troupe*, 1967. Sold for \$9,375, an auction debut for the poster.

[Lot 244](#): Tadanori Yokoo, *Ballad to an Amputated Little Finger*, 1967. Sold for \$9,375, an auction debut for the poster.

[Lot 246](#): Tadanori Yokoo, *Takarazuka / Grand Revue*, 1966. Sold for \$10,000, an auction debut for the poster.

[Lot 125](#): Charles Loupot, *Peugeot*, 1926. Sold for \$37,500, a record for the poster.

[Lot 194](#): George Maciunas, *U.S.A. Surpasses All Genocide Records!*, 1966. Sold for \$9,100, a record for the poster.

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

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

Social media: @swanngalleries

#

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.