



VINTAGE NEW YORK CIGARETTES ADVERTISEMENT POSTER

\$1,480

c. 1930 • Shanghai, China • Paper, Pigment • Collection #POSB06

W: 19.0" H: 28.25"

This 1930s advertisement poster from Shanghai melds the meticulous detail of traditional Chinese painting with the craft of color lithography. Large companies often presented posters such as this to their clients to commemorate the Chinese New Year. This poster depicts two women at leisure in a garden alongside a pack of New York brand tobacco cigarettes. The poster shows the rising influence of Western advertising during the economic boom of early 20th century Shanghai. During this time, the western Art Deco movement brought greatly influenced local fashion, art, and architecture. Continued...



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Today, this type of lithograph poster is prized by collectors and preserved in museum collections for its artistry and its unique glimpse of the past.

Minor water damage and creasing.



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