
PAGODA RED



ORIGINAL HATAMAN BRAND CIGARETTE ADVERTISEMENT POSTER

\$980

c. 1930 • China • Paper, Pigment • Collection #POS08

W: 20.25" D: 0.25" H: 30.5"

This poster, an advertisement for Hataman Cigarettes from the 1930s, melds the meticulous detail of traditional Chinese painting with the craft of color lithography. This advertisement depicts a fashionable woman in traditional Chinese dress viewing jewelry in a hand mirror bordered with Art Deco framing motifs. It shows the rise of Western type advertising during the economic boom in early 20th century Shanghai when the Art Deco movement brought from Europe greatly influenced local fashion, art and architecture. Today, this type of poster is prized by collectors and preserved in museum collections both for its artistry and for the unique glimpse it gives of the past. Continued...



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Unframed.



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