



Winter Sports in Vintage Poster Art

Jean-Daniel Clerc, Jean-Marc Giroud

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For more than 100 years, winter sports have been an integral part of the image of mountainous regions.

Skiing in particular became the in activity for the rich and beautiful during the roaring twenties. The sport was as much about competition as it was about an exclusive lifestyle.

Since that time, winter sports destinations have advertised their assets through artistically designed posters. Renowned Artists have used a variety of techniques to express the ideals of winter vacations in top Alpine locations such as St. Moritz, Chamonix and Gröden, as well as dream places like Vail and Whistler in the Rocky Mountains. The collection in this book documents the stylistic development while presenting in different chapters the most beautiful and exceptional posters of the era.

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