



PROANTIC
LE PLUS BEAU CATALOGUE D'ANTIQUITES

Vintage Guinness Toucan Plaster Advertising Figurine (novita Model), Circa 1950



190 EUR

Period : 20th century

Condition : Très bon état

Material : Plaster

Description

Add a touch of "Irish Pub" or "Retro" charm to your home décor with this gorgeous vintage bar figurine. It features the iconic black toucan from the Guinness beer brand, proudly posing next to its famous pint of beer with a creamy white head. Height 14.50 cm | Width 12.50 cm (Ideal size for a shelf, a living room bar, or a counter) **IN PERFECT CONDITION.** The original paint is vibrant, and the colors (red/orange beak, textured green base) are magnificent. No chips or cracks. Novita (1920s-1950s) was a design studio or manufacturer, primarily active in France and Belgium during the Art Deco period and the postwar years (from the 1920s to the 1950s). Unlike mass producers, Novita specialized in the production of three-dimensional advertising sculptures made of plaster or polychrome staff.

Dealer

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intended to be displayed directly on the counters of cafés, brasseries, and grocery stores, The use of dense plaster, hand-painted (polychrome), gave the pieces a depth, weight, and sculptural quality far superior to that of the plastic that later replaced it.