



PROANTIC
LE PLUS BEAU CATALOGUE D'ANTIQUITES

Air France Poster - West Africa



780 EUR

Signature : VINCENT GUERRA

Period : 20th century

Condition : Bon état

Width : 28,5

Height : 47,5

Description

AIR FRANCE - AFRIQUE OCCIDENTALE
(West Africa)

Advertising poster by VINCENT GUERRA -
1950

original print

Advertising poster AIR FRANCE - Afrique
Occidentale, drawn by VINCENT GUERRA,
edited by Alepee & Cie , Paris,

The poster is pasted on canvas

New framing in natural wood by professional
workshop

Circa 1950

Signed GUERRA

Dimensions with frame

Dealer

Cartellino

Antiques, ethnical jewels, vintage clocks & watches, etc.

Mobile : +32 (0)475 557 480

34, Avenue Victor Rousseau

Bruxelles 1190

Height: 62 cm

width: 43 cm

Depth: 1,5 cm

Dimensions at sight:

Height: 47,5 cm

width: 28,5cm

Good general condition, a very slight tearing of the paper in the bottom +/- 5 cm as well as towards the bottom left side +/- 2 cm. These are restored and barely visible.

1933: after repurchase of «L'Aéropostale», birth of AIR FRANCE.

Five years later AIR FRANCE is already the third world fleet, with 100 aircrafts.

At this time the plane is a fantastic means of transport but not accessible to the common mortal. Air France understood the importance of the dream carried by this paper support, and linked its image to the creation and to the French-Style elegance.

They gave «carte blanche» to artists and creators to express themselves freely.

These posters are increasingly sought after.

Extract from an article by Anne Doridou-Heim published in the Gazette of Drouot in July 2009 (about another poster by V. Guerra):

"Vincent Guerra for West Africa - Equatorial Africa, representing elephants. This piece, published for the first time in 1946 and among the most sought after today, has a history. It was found that his elephants were drawn with small ears, and therefore originated in Asia. In front of this singularity, the poster will be republished in 1948, this time all goes well, it is indeed elephants of Africa! The two models regularly come close to EUR 2,000. "