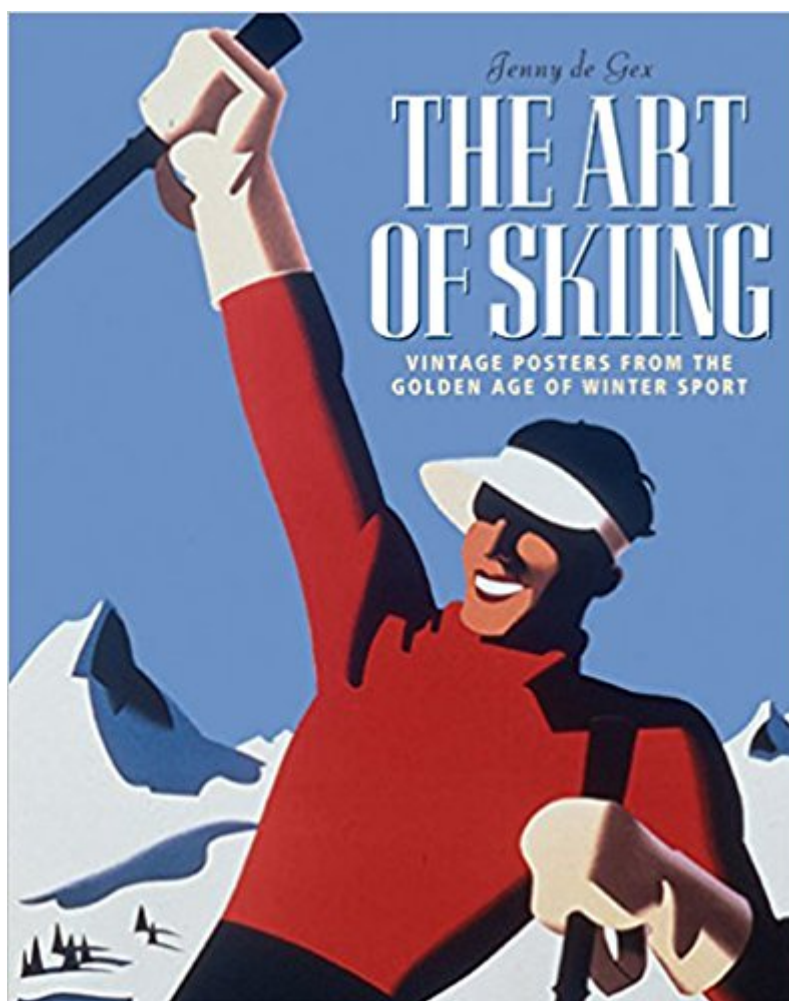


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The Art Of Skiing: Vintage Posters From The Golden Age Of Winter Sport



Synopsis

From the 19th to 20th century, skiing underwent great changes as it rose in popularityâas did the advertisements and art of the sport, which have since become collectors' items. Immigrant Scandinavian gold miners chasing the Gold Rush mid-19th century introduced skiing to the United States. By the turn of the 20th century, skiing had emerged from its utilitarian origins to become a fashionable sport in both Europe and North America, and a wave of new, stylish resorts emerged. By the 1930s, skiing was by far the most popular winter pastime for the rich and famousâcombining adventure, fashion, and exclusivity. The graphic art of the posters advertising this burgeoning sport have become collectors' items. The Art of Skiing is a beautiful collection of the finest examples of poster art. Organized by country and resort, it uses posters from the Beekley Collectionâthe largest private collection of ski art in the worldâto reflect the changing trends in skiing fashion and technique, and investigates the most popular resorts, their establishment, and their development.

Book Information

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Customer Reviews

Fantastic collection of posters! So happy that this book came back in print at a reasonable price.

Great book

Beautiful

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