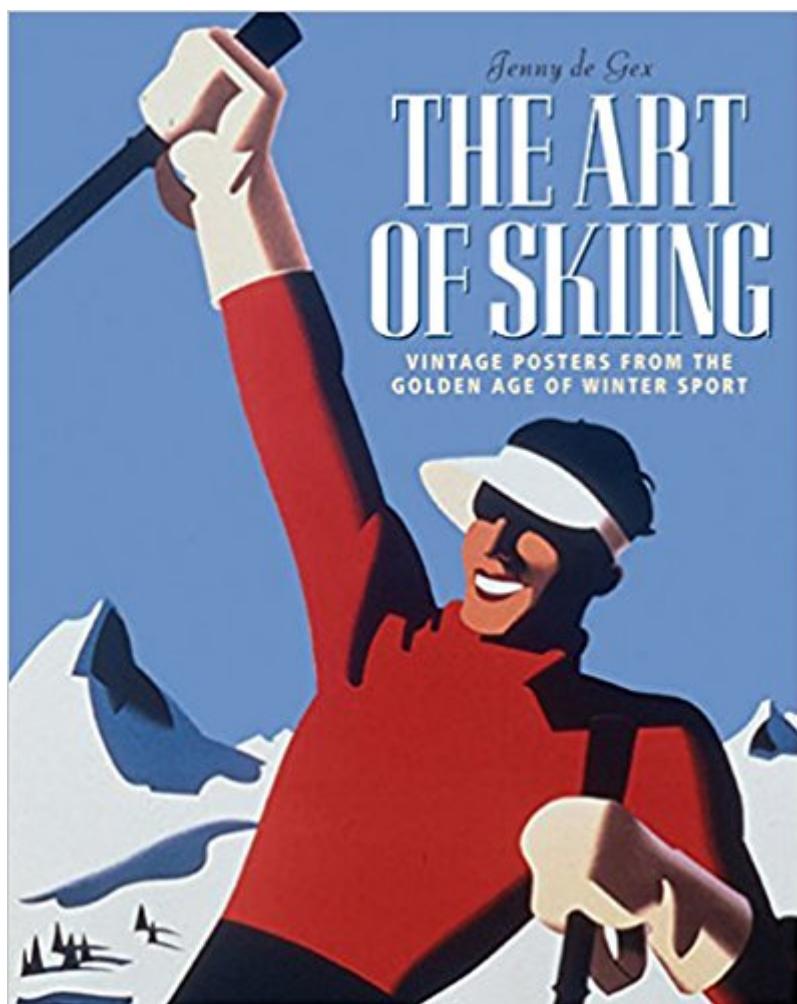


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# The Art Of Skiing: Vintage Posters From The Golden Age Of Winter Sport



## Synopsis

From the 19th to 20th century, skiing underwent great changes as it rose in popularity— 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 famous— 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 Collection—the largest private collection of ski art in the world—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

"Style met speed in the twenties and thirties, when swanky mountain resorts were the places to holiday. With more than 200 colorful images, [the book] captures the spirit of the age."—Outside "Chock-full of colorful and graphic art deco images of the snowy good life."—Aspen Magazine "This is far more than just a gorgeous collection of images; text covers everything from fashion and resorts to equipment and transportation, resulting in a fascinating

overview of the sport."  Time Out

Jenny De Gex has brought her expertise as a visual interpreter to more than 100 books, on subjects from 17th century food to modern travel and interior design.

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

Great book

Beautiful

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