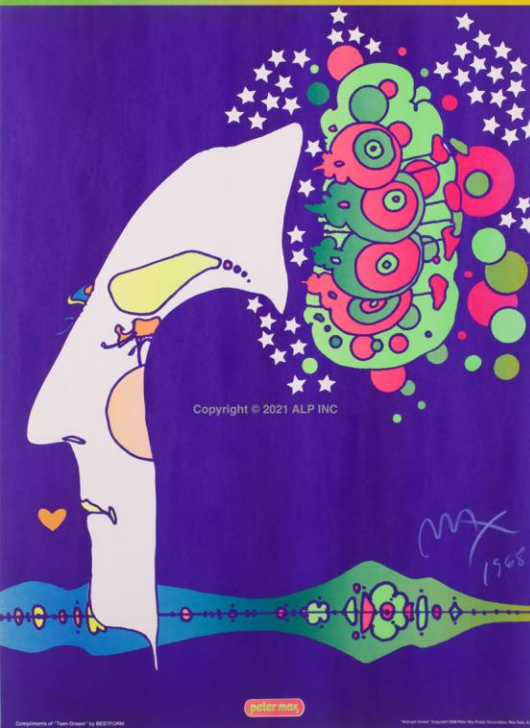
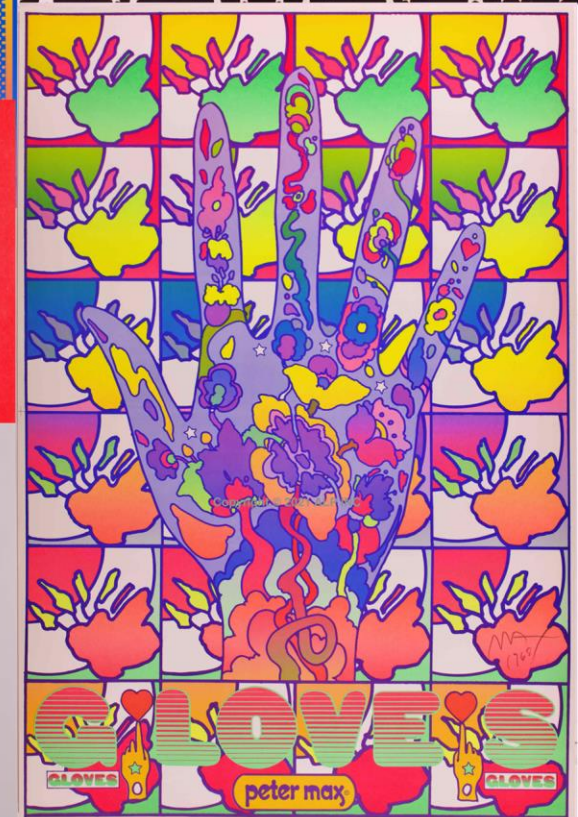
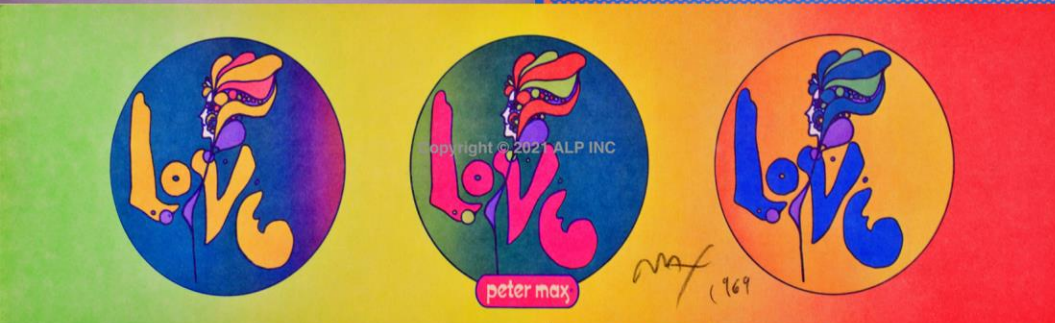
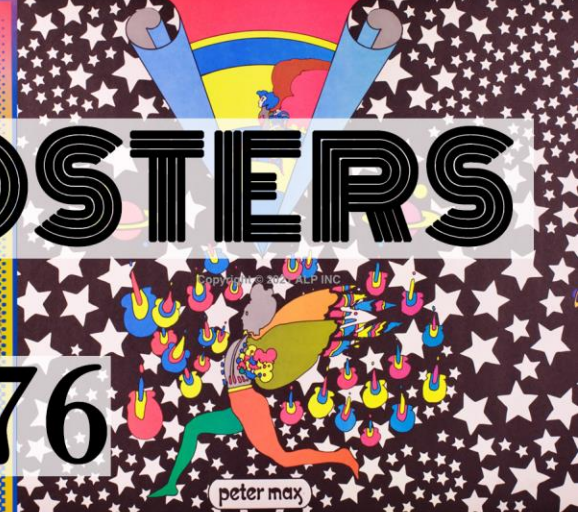
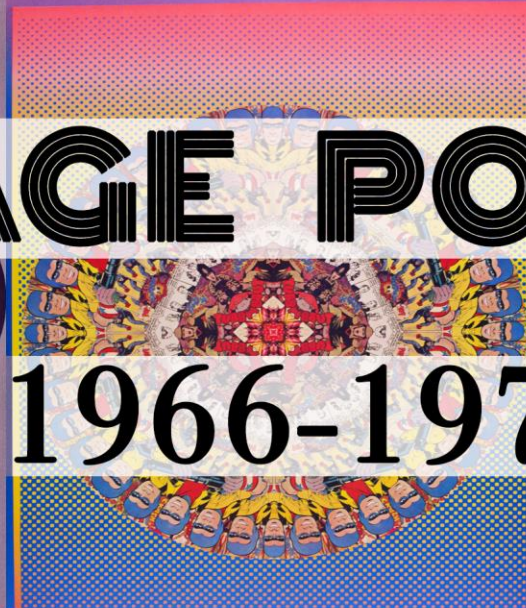


# VINTAGE POSTERS

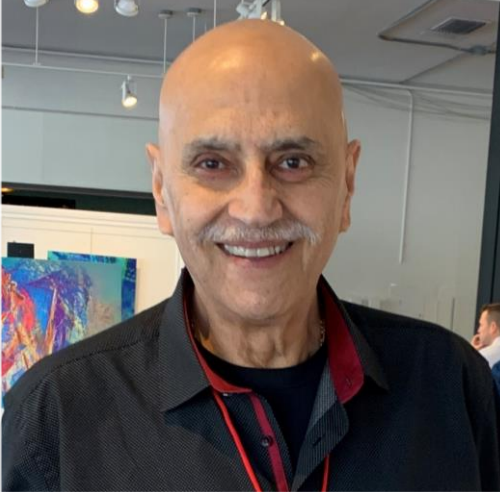
1966-1976



# **The Peter Max Poster Collection**

## **Premier Original Signature Posters Circa 1960's, 1970's**

**Introduction by Nim Vaswani – CEO & Founder**

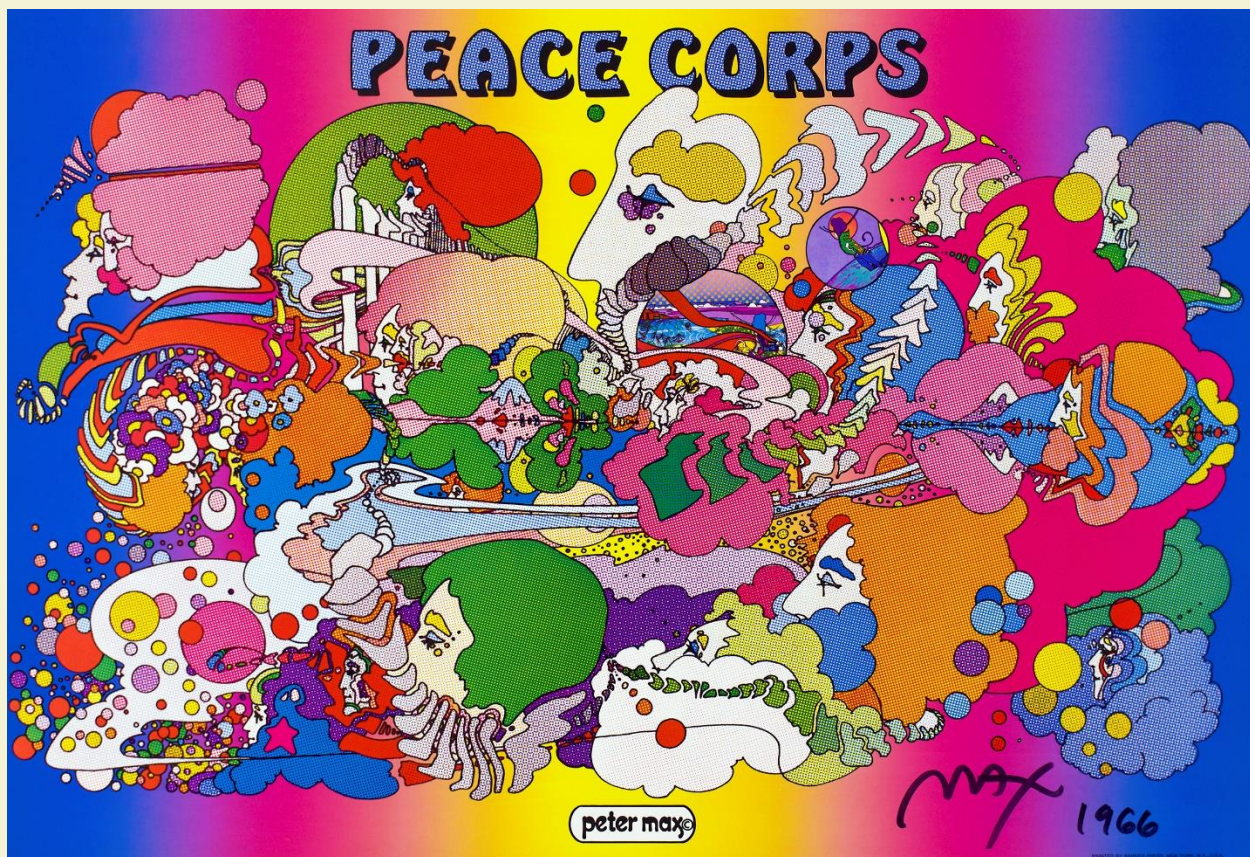


**It is my distinct honor to present this Collection of rare and expertly curated vintage and originally signed Posters. In my decades long collaboration with the Peter Max Studio, we have presented the finest Collection of significant original canvases, mixed-media, paintings, and have presented this body of work to established Collectors and North America's premier Fine Art galleries.**

**Fast forward to 2021. Road Show Company, the global leader in the curation and presentation of Fine Art has the exclusive opportunity to exhibit and to offer for acquisition the premier Peter Max Poster Collection, circa 1960-1970. These are signed and dated by the Artist, and their provenance and rarity are both solidified and accompanied by New York's renowned Posterhouse Museum's presentation of the "PETER MAX: COSMIC ADVERTISING" Exhibition premiering Fall, 2021. This Exhibition truly honors and celebrates the artwork of the Iconic American Artist, and further solidifies the extraordinary graphic arts and fine arts legacy of the Artist.**

**I trust that you will find this Collection captivating. I acknowledge the tireless and valuable efforts of my Industry peers, Curatorial staff and my treasured and life-long friendship and collaboration with Peter Max for making this a reality.**

**Nim Vaswani**



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## PEACE CORPS, 1966

Peter Max's poster for the Peace Corps was one of his first posters of his famous "cosmic 60s" period. Here, he depicted the connectivity of people in harmony on our planet. The posters were displayed in various venues (head shops, fashion boutiques, health food stores, restaurants, etc.) mainly in New York City and San Francisco.

Ref: PO 66.06

Size: 15" x 22"



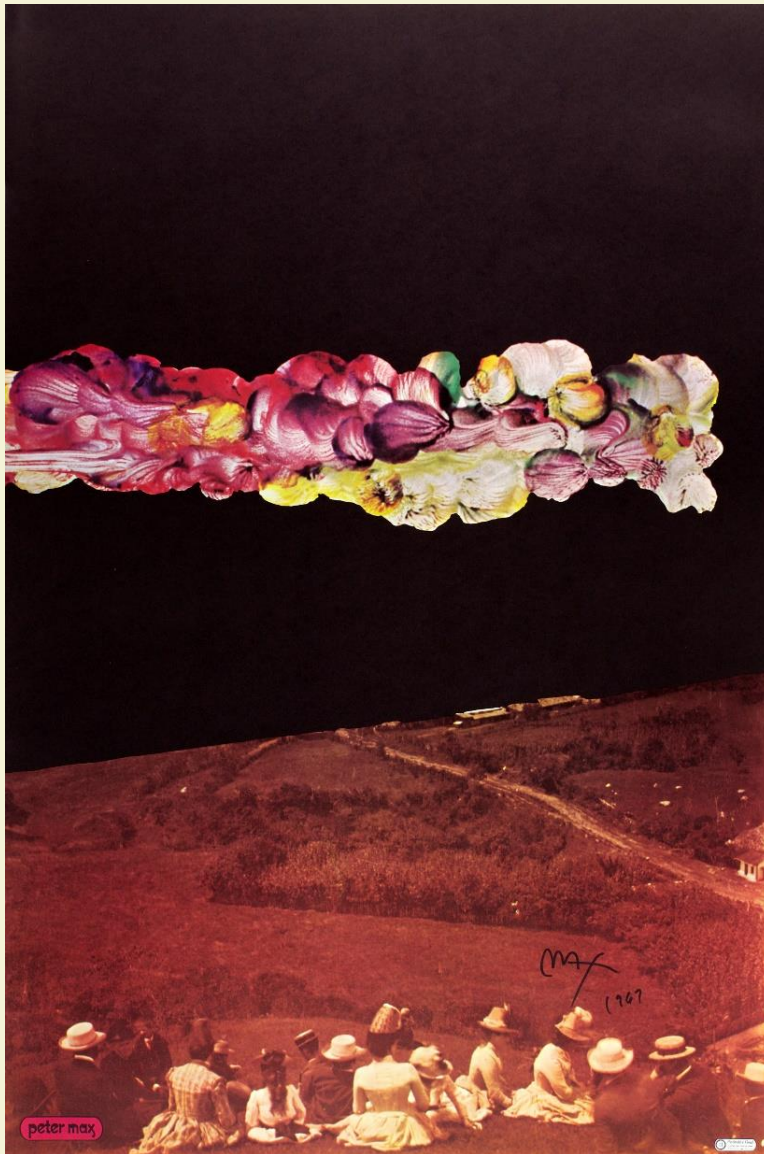
© ALP, Inc 2021

## **BOB DYLAN, 1967**

In 1967, Peter Max saw the young rising folk singer, Bob Dylan, at the Café Wha! In Greenwich Village. He was so captivated by his music and lyrics that he created a collage with Dylan's face and printed it up as one of his first posters.

Ref: PO 67.05

Size: 36" x 24"



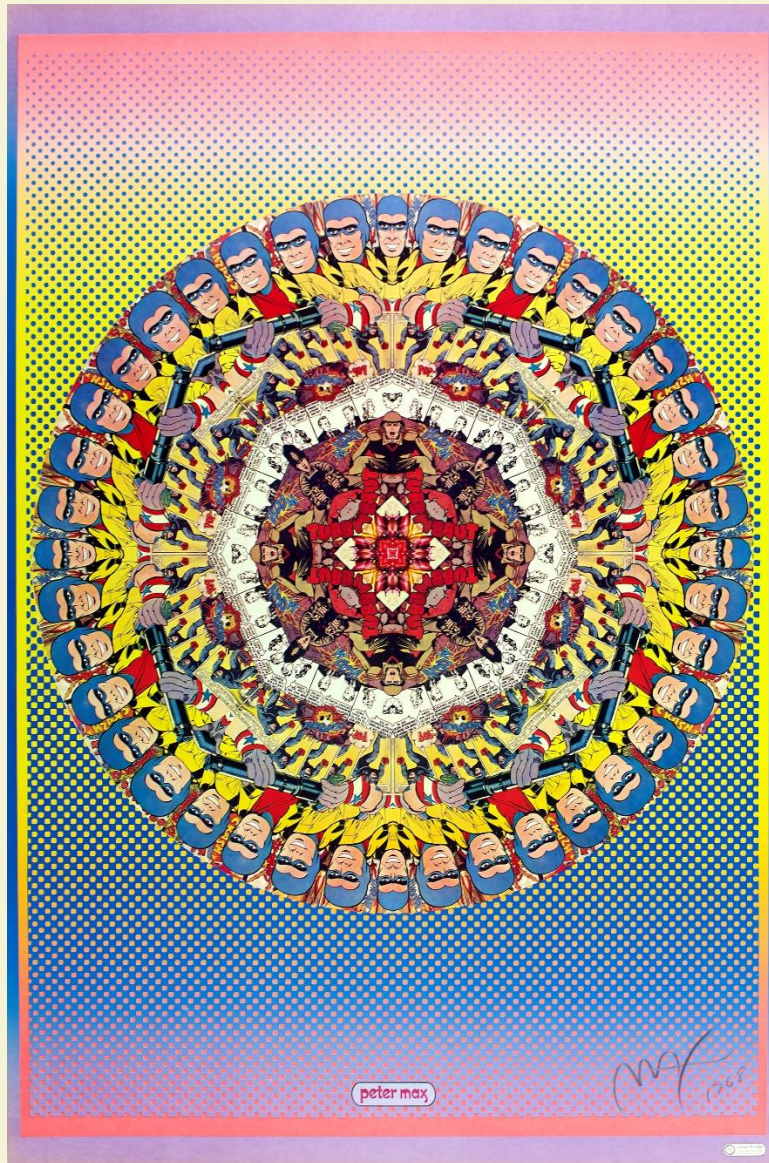
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## **PSYCHEDELIC CLOUD, 1967**

This poster of one of Max's first "Psychedelic" collages, depicts a group of people in European attire sitting on a hill-sided meadow, watching a surreal cloud (which was rendered with children's finger paints) float by on a black starless black sky.

Ref: PO 67.23

Size: 36" x 24"



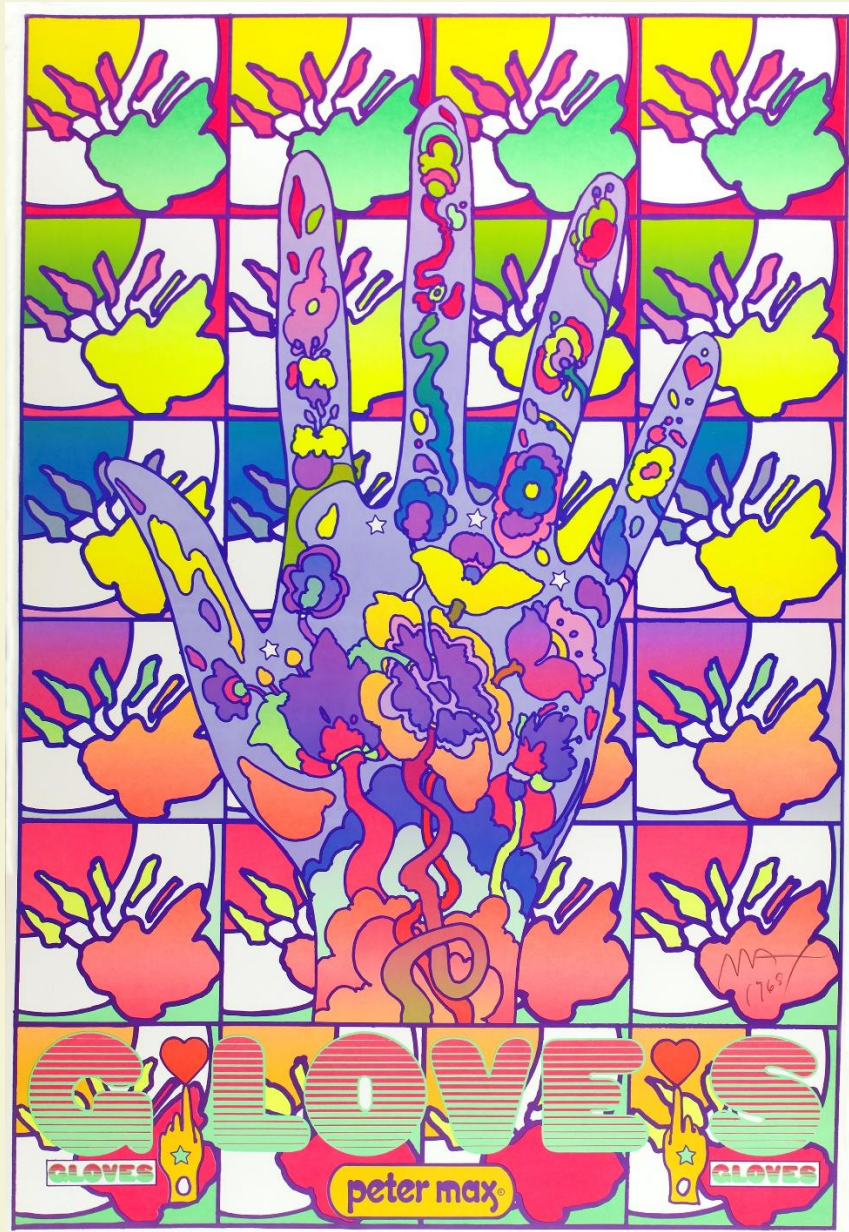
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## **CAPTAIN MIDNIGHT, 1968**

Considered as one of Max's collage masterpieces, Max created an explosive kaleidoscope of an early comic strip superhero, Captain Midnight, combined with an advertising cartoon strip that promoted the Vacutex—a blackhead removal instrument. (The poster was also considered as an LSD inspired masterpiece).

Ref: PO 68.24

Size: 36" x 24"



© ALP, Inc 2021

## **GLOVES, 1968**

This poster is an experiment in fashion design that preceded the artist's fashion licensing phenomenon of the early 1970s.

Ref: PO 68.08

Size: 36"x 24"



© ALP, Inc 2021

## TEEN DREAM, 1968

"Teen Dream" depicts one of Peter Max's first characters of his famous Cosmic 60s style that emerged in 1968.

Ref: PO 68.31

Size: 24" x 18"



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### **INSTANT NUTRIMENT, 1969**

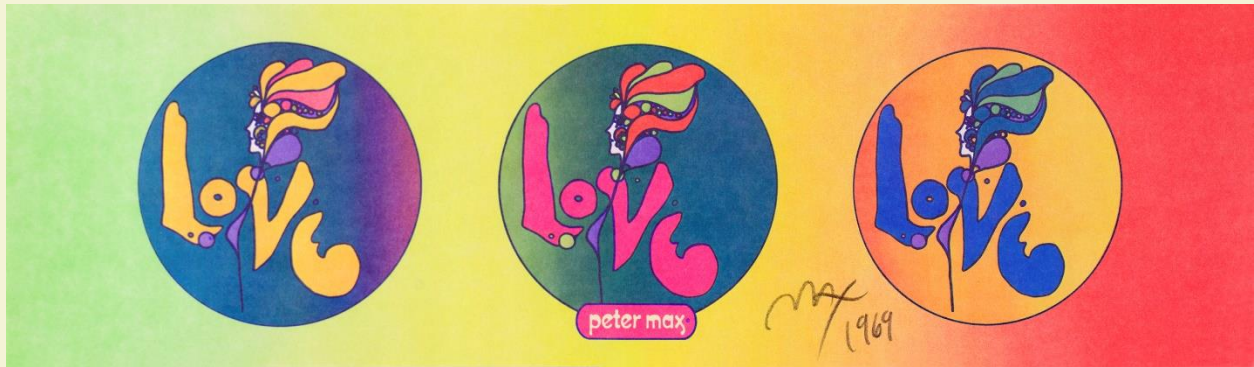
Peter Max's "Cosmic Jumper with Wings" leaps across a star-studded galaxy in this dynamic vintage poster.

Ref: 69.10

Size: 24" x 36"

LOVE-MINI LONG, 1969

Ref: 69.19



Size: 6" x 21"

© ALP, Inc 2021

SMILE-MINI LONG, 1969

Ref: 69.39



Size: 6" x 21"

© ALP, Inc 2021

STAR RUNNER-MINI LONG, 1969

Ref: 69.40



Size: 6" x 21"

© ALP, Inc 2021

In 1969, Peter was commissioned to create bus poster panels to promote the advertising space on Metro buses in Chicago, San Francisco and other cities. They coincided with Max's cover story in Life Magazine and the

combination was a huge success for both the Metro buses as well as Life Magazine— and catapulted Max to celebrity status.



© ALP, Inc 2021

### **MY LOVE IS AMERICA—VOTE, 1976**

Peter Max's first rendering of the Statue of Liberty face was used in this poster to encourage our free nation's privilege to vote.

Ref: 76.06

Size: 25" x 38"



© ALP, Inc 2021

## **LOVE, 1968**

Max captured the gestalt of the '60s generation with the word "Love" rendered for this poster in his new "Cosmic '60s" style— influenced by art nouveau and embellished with his dynamic color blending technique. The Love poster catapulted the young artist to fame and fortune, as one million were sold.

Ref: 67.15

Size: 36" x 24"

**Peter Max is the most commercially successful pop artist to emerge from the psychedelic period of the 1960s. His fantastical, colorful designs have emboldened everything from bed sheets to the body of a Boeing 777, with prestigious clients like the Grammy Awards, the Super Bowl, the NHL All-Star Game, the World Cup USA, the New York City Marathon, and even the Manhattan Yellow Pages commissioning him for his brand of whimsy.**

**And yet, his early posters have rarely been explored in depth. Whether advertising a quirky clothing store or inspiring young minds to read, the imagery present in these graphics reveals a designer experimenting with a variety of styles and motifs while also exploring the concepts of space, time, and history through promotional visuals.**

**In 1962, Max along with Tom Daly started a small studio in New York City. Don Rubbo, (American b. 1926) eventually joined the Daly & Max studio, and the three worked together to create advertising images. Max's popularity grew as a seasoned and popular graphic artist when he created the advertising campaign for 7 up in 1968.**

**In 1970 the M.H. de Young Memorial Museum in San Francisco, CA opened its exhibit 'The World of Peter Max' which featured various products and posters that Peter Max had designed.**