

## East Coast Frolics. 1933

### Reference:

MPD-008074

Description

**East Coast Frolics. 1933**

**Artist: FRANK NEWBOULD (1887-1950)**

**Size: 25 x 39 1/2 in.**

Printer: Chorley & Pickersgill, Ltd. Lith., Leeds

**Condition: A**

A set of six [Newbould] posters [were] exhibited in the 1933 LNER Poster Exhibition at the New Burlington Galleries in London. These simple posters use humour to entice the viewer to the east-coast resorts" (Railway Posters, p. 146). With an array of indigenous, fish, fowl and amphibians, the artist created "humanized" reasons to come to "The Drier Side" of the island; in this case, a jazzy underwater seafood/shellfish combo plays the blues—a good, vacation sort of blues, that is. Newbould started the landscape school of English poster design and achieved great impact through his use of flat, solid colors. He was one of the few artists working on British railway posters who was also a fine lithographer. Calling him "one of our best-known designers," Austin Cooper described his works as characterized by "simplified realism, a masterly use of harmonious color, an irreproachable sense of values, a ruthless elimination of unnecessary detail" (Cooper, p. 89)

### Price:

\$3,400.00



Main Image:

DetailsPeriod: ART DECO

Category: Posters

Condition: Condition A Linen Backed

Dealer: Retro Gallery

3602 Bonaventure Ct

Sarasota, Florida 34243

More InfoDesigner: FRANK NEWBOULD (1887-1950)



Retro Gallery