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# Ski The World 2018 Wall Calendar



## Synopsis

With the invention of tows and lifts in the 1930s, alpine skiing was no longer a sport for only the intrepid and determined. Skiing grew as a holiday activity for the elite, and what followed has been called the golden age of skiing. The sport's popularity spread from Europe to North America, and on to farther-flung slopes. Meanwhile, tourism agencies, railroads, and resorts commissioned posters advertising the thrill of the downhill and the luxuries of the lodge. The art showcased dramatic vistas or charming vignettes alongside hand-drawn typography. Some of the time's most in-demand poster artists, often working for railroads, contributed to the ski poster genre, but just as many striking posters came from little-known artists. Today their works fascinate everyone from casual observers to studied collectors.

## Book Information

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