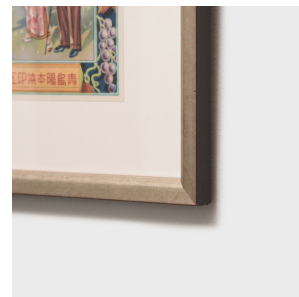

PAGODA RED



VINTAGE FRAMED EAST WEST ADVERTISEMENT

\$780

c. 1920 • China • Paper, Ink, Wood, Glass • Collection #PR0007

W: 11.5" D: 0.5" H: 13.75"

Mixing Western and traditional pictorial styles, this vintage ad depicts a young family on a garden stroll. A cheongsam-clad woman nods to tradition in contrast to her Western-garbed family: a son in shorts and a dapper husband in suit, hat, and walking stick. The composition's perspective and realism conform to Western aesthetics, but the artist roots the advertisement in Chinese culture by providing a glimpse of a traditional pavilion and bordering the composition in an intricate vine motif. Continued...



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Today, prints such as this one are prized by collectors and preserved in museum collections both for their artistry and the unique glimpse they give of the past.



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