



## "RAINY AND SUNNY BRAND" FRAMED ADVERTISEMENT

**\$780**

c. 1920 • China • Paper, Ink, Wood, Glass • Collection #PR0005

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

Posters created in China during the early 20th century, such as this well-preserved advertisement, reflect the growing influence of Western culture through commercial trade. Carefully modeled in Western-style realism, the young woman engages the viewer with her winning gaze and casual posture. In contrast, the waterfall backdrop is more stylized, resembling traditional Chinese painting in its graphic treatment of light and dark and flattened notion of space. Printed with the then modern technology of lithography, the poster still exhibits brilliant color and exceptional detail.



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