

THE FERRARI IN ART

A SURVEY OF THE USES OF FERRARI IN POSTER ART
BY MEMORABILIA EXPERT EVERETT ANTON SINGER

The poster has existed for more than 100 years to advertise, inform and educate. Many automotive marques used this medium to spread the word about their cars and racing activities. For the Ferrari Factory, until the 1980s, this was not a prevalent form of promotion, as their efforts went into racing itself, brochures, photos, etc.

For non-Factory promotion, from the many, many posters I have seen over the years, clearly the Ferrari marque has been used in race images more than any other.

In my experience, Ferrari-related posters fall into three distinct categories: Race events, Commemorative, and Promotional. We will explore each area through a variety of exciting Ferrari images, focusing on the 1950s through the 1960s with a couple of exceptions. This is in no way a definitive presentation, but more of a sampling of powerful and moving graphics, color and design.

The initial group will be Race Posters... those images created to alert and inform the public about an event that will take place at a certain time/location. Some of the finest artists of their day, such as Beligond, Van Husen, and Michael Turner, were in demand to illustrate the drama of racing.

Please enjoy this selection of dynamic images!



VICTOIRE COMPLÈTE DE SHELL BEHRE
avec
24H.
DU MANS 58

CUSTOMER GENERAL, A LA DISTANCE
G. GENESSEN - P. HILL
 au volant
 P. A. WINDHORN - J. C. WINDHORN
 au volant
Carburant SHELL
SHELL X300 MOTOR OIL

CHASSIS GIBB & LLOYD DE BIRMINGHAM
A. AU THORND - COLMAN DAYNE
 au volant

CHAMPIONS DU MONDE 1958

FERRARI
 FORMULA 1

HAWTHORN
 CHAMPION DU MONDE 1958

Il s'est fait confiance

Ferodo First

SPA, 19-21-1957

BELGIAN G.P.

1° P. HILL, FERRARI, 128-1

2° W. VON TRIPS, FERRARI

3° R. GINTHER, FERRARI

fit race-proved **FERODO**
DISC BRAKE LININGS
DISC BRAKE PADS

Ferodo First

LE MANS
 (19-20-21-22-23-24-25-26-27-28-29-30-31-1955)

1° FERRARI
 HILL & GENESSEN

2° FERRARI
 MOBLEY & GURCHET

3° LOTUS
 HOBBS & GARDNER

avec **DISC** **BRAKE** **WINDERS**

et **FERODO** anti-fade Brake Linings
 Disc Brake Pads

FERODO LIMITED - CHAPPELLGATE - BILBAO

TRINTIGNANT
 CHAMPION DE FRANCE 1954

ER

AU GRAND PRIX D'EUROPE
 LES ROSEAUX

MONACO - 22 MAI 1955

avec **CARBURANT SHELL**
SHELL X300 MOTOR OIL

FERODO FIRST

BRITISH GRAND PRIX
 BRANDS HATCH 30-31-1958

1° J SIFFERT LOTUS FORD 130-03

2° C AMON FERRARI

3° J ICKX FERRARI

FORMULA 1
1° J MILES LOTUS

FORMULA 2
1° F GARDNER FORD ESCORT

fit RACE-PROVED **FERODO**
 DISC AND DRUM BRAKE LININGS

CHAMPIONS 1957

J.M. FANGIO
 CHAMPION DU MONDE 1956

J. BERRA
 CHAMPION DE FRANCE

S. MOSS
 CHAMPION DE GRANDE BRITAGNE

avec **BP ENERGOL**

Camden, Md.

With More Features Great 5 hour over 2.0 mile course

Won by 4.5 **Ferrari** driver
 Sherwood Johnson, at an average speed of 67.9 m.p.h.

The Daytona Speed Record for Sports Cars, a **Ferrari** driven by Bob Seid at an average speed of 170.5 m.p.h.

Both cars Lubricated with Castrol

Englebert

GJERSJOEN 15-RACE
 15-1958

1
 RIGGARD ERIKSSON
 ALEXIS PITAKA

avec **ENGLEBERT**
 DISC AND DRUM BRAKE LININGS

GRAND PRIX AUTOMOBILE
PAU

**Lundi de PAQUES
15 Avril 1963**

**4th GRAND PRIX
DE BORDEAUX**
23-24 AVRIL 1963

SHILL

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NEWS OF THE WORLD
SPONSOR THE
**24th R.A.C.
TOURIST TROPHY RACE
GOODWOOD**
NEAR CHICHESTER, SUSSEX

SATURDAY, 5th SEPTEMBER, 1959
Start 12 noon - Finish 4 p.m.
PUBLIC ENCLOSURES 7/6 (CHILDREN 4/-)
GAR PARKS 5/- and 2/-
Racing organized by the British Automobile Racing Club
Advance Bookings: 18 SOUTH STREET, LONDON, W.1

AUTOMOBIL-WELTMEISTERSCHAFT
**GROSSER PREIS
VON DEUTSCHLAND**
2. AUGUST
14 UHR

AVUS
SONNABEND, 2. AUGUST - 16 UHR
GROSSER PREIS VON BERLIN
DEUTSCHE AUTOMOBIL-WEITERSCHAFT
BRANDENBURGER AUTOMOBIL-CLUB DER VEREINIGTEN DEUTSCHEN AUTOMOBIL-VEREINE

SILVERSTONE
13th R.A.C. BRITISH
GRAND PRIX
Saturday 16th July 1960
First Race 10.15 am

Advertisement Details
Sponsorship: £1000.00
Total Race: £1000.00
Total Prize: £1000.00
Total Gate: £1000.00
Total Receipts: £1000.00
Total Expenses: £1000.00
Total Profit: £1000.00
Total Loss: £1000.00
Total Balance: £1000.00
R.A.C. GRAND PRIX
SILVERSTONE, WILTSHIRE, ENGLAND

**14th INTERNATIONAL
TROPHY MEETING**
Saturday 12th May 1962
First Race 10.15 am

SILVERSTONE

Advertisement Details
Sponsorship: £1000.00
Total Race: £1000.00
Total Prize: £1000.00
Total Gate: £1000.00
Total Receipts: £1000.00
Total Expenses: £1000.00
Total Profit: £1000.00
Total Loss: £1000.00
Total Balance: £1000.00
R.A.C. GRAND PRIX
SILVERSTONE, WILTSHIRE, ENGLAND

MARCH 20th, 1971
12 HOURS OF
SEBRING

INVER HOUSE SUPER-VEE CHAMPIONSHIP
Friday, March 19th, 1971

INTERNATIONALE RENNEN
**XIV. GROSSER PREIS
VON DEUTSCHLAND**
WA SID AUTOMOBIL-WEITERSCHAFT

NÜRBURGRING IN DER EIFEL
29 JULI 1963 - 10 UHR - VERANSTALTET VON
AUTOMOBILCLUB VON DEUTSCHLAND A. S. R.

MONACO
30 mai 1965
23rd GRAND PRIX AUTOMOBILE

49^{ème} 6^e PRIX DE L'ACF
Trophée international des prototypes
COUPE INTERNATIONALE DES JUNIORS



REIMS 30 JUIN 1963

17 MAI 1964
A 15 H.



LES **500** Kms
DE
FRANCORCHAMPS
ÉPREUVE COMPTANT POUR LE CHAMPIONNAT
DU MONDE DES VOITURES DE GRAND TOURISME

A 13 h. COUPE DE SPA
pour VOITURES DE TOURISME


ENCLOSURES: 100 F. - TRIBUNE: 120, 150 et 200 F. - LOGES: 300 F.



22 mai 1966

MONACO
24^e GRAND PRIX AUTOMOBILE

Laguna Seca
sports car
races
U. S. Road Racing Championship



Monterey
June 7-8-9

GRAND PRIX
of **CUBA**

500 Km.



FEB. 25
at **HAVANA**

NEWS OF THE WORLD
SPONSOR THE
27th R.A.C.
TOURIST TROPHY RACE
AND THE R.A.C. FORMULA JUNIOR CHAMPIONSHIP
GOODWOOD
NEW CIRCULAR, SUSSEX



SATURDAY, 18th AUGUST, 1962
Programme Starts 12 noon
PUBLIC ENCLOSURES 10/- (CHILDREN 5/-)
CAR PARKS 10/- and 5/-
Racing organised by the British Automobile Racing Club
Advance Bookings: 18 SOUTH STREET, LONDON, W.1.

24 H
du
MANS



20 et 21 JUIN 1959


Grote Prijs
van Zandvoort



Formule 2 - 27 Juli

FIRST TIME IN IOWA!
SPORTS CAR RACING

JUNE 8 & 9 Three miles of twists, turns & hills of break-neck speeds.



9 CM -
Iowa State Fairgrounds, S.W. Hickwa, Ia.