

Clockwise, from left: one of Singer's favourite posters features Porsche 550 success on the Mille Miglia; Mercedes posters featured the best German illustrators including Gotschke and Demand; and '57 Rains 12 hours



Left: Necker design for 1934 meeting. Stylized racers, Nürburg castle and national flags were a regular feature of 'Ring posters. Below: Winning 917s at 1970 Watkins Glen Six Hours. Porsche poster graphics maintained a high standard

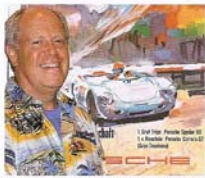


Clockwise, from above: Porsche 356 ownership started Singer collecting posters. Promotions for '62 2-litre GT champion and class winner on '53 Mille Miglia. Nürburgring consistently produced great designs

Porsche passion fuels poster search

Like many enthusiasts, Everett Anton Singer got the collecting bug after he bought his first car. "I'd just graduated from college in 1971," he says, "and splashed out on a Porsche 356 Super 90 coupé. I then started looking in local dealerships and became aware of these incredible posters. The dramatic graphic style that bragged about recent race successes really opened my eyes. The dealerships were very generous, and quickly I started building up a collection."

With his family background in the printing business, and his own art training, Singer had a better appreciation of automotive graphics than most: "I became particularly fascinated by the work of Erich Strenger who became Porsche's in-house graphic artist. He joined in 1952, and the way his innovative styles evolved was fantastic. It ranged from impressionist watercolour effects through bold graphic collages to ground-breaking photographic effects. The way Strenger used film grain and screen print effects was at the forefront of graphic design." Favourite in Singer's extensive Porsche collection is a trio of 350-themed designs celebrating its competition success: "They were designed just before Strenger started using photographic images, and I love the bold abstract colours suggesting movement."



Everett Singer sports Monaco GP poster-style shirt

By the late '70s Singer had really got the collecting bug. A 904 and then a 550 Spyder followed the 356, and his passion for the marque took him to club meetings and swapmeets all over America. "Initially I was just interested in material relating to the cars I owned," he says, "but these events exposed me to all areas of Porsche advertising, and the collection rapidly got out of hand. Wall space was soon filled up and I ended up with

stacks of posters. When I started selling, the response was rewarding because enthusiasts really started appreciating this great art form. Jürgen Lewandowski even produced a book devoted entirely to Porsche posters."

Singer's own collection quickly broadened as he became absorbed with the history of automotive poster graphics: "The design work for the Mille Miglia was magnificent, particularly the way the designers combined maps and the iconic red arrow logo. These are now super rare, and most of mine were found in Europe. For some years, I've still only seen illustrations."

The collection soon encompassed the classic designs of the 1920s and '30s. "Pre-war lithographic printing resulted in fabulous use of colour and illustration by some of the finest graphic artists. I've always advised people to buy pieces that they truly love. With the advent of UV-treated glass, the posters can safely be displayed without being relegated to a drawer or a dark corner of the house to protect them from sunlight."

"An added bonus is appreciating value. You can buy with confidence because the market just keeps going up. Posters don't have to be mint. Often folding marks and postage or date stamps can help authenticate a piece. Most minor rips or pin holes

can be treated when posters are linen-mounted. Original colour printing is important, so faded and restored posters don't interest me."

Original posters are getting harder to find and Singer often travels to Europe in search of new pieces. "Rétromobile is a must, though the prices are high. The French were the first to appreciate poster art. I go to Techno Classica in Essen and Auto d'Époque in Padova because you never know what might turn up. Auctions, too, are a good source, but I find specialist antique events such as the Porsche Literature Fair in LA are the best." Frustrated with the lack of specialist events in the US, Singer now runs his own Automobilia Expo, which supports local charities, during the Monterey historic race week.

Mick Walsh

GETTING STARTED

Posters are single items and costly to frame – so why bother? They have been correctly mounted.

WHERE TO BUY
Auction, eBay, and the best classic car shows always have a selection. Also see www.porscheartposters.com or call 001 831 659 5335

