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Les Vignobles De France -- Vins De Roussillon Midi Provence (The Vineyards of France -- Wines of Rossillon and Provance)

Stock#: 48545
Map Maker: Hetreau

Date: 1954
Place: Paris
Color: Color
Condition: VG+
Size: 33 x 27 inches

Price: SOLD



Description:

Fine promotional map of the wine regions of Roussillon and Provence, drawn by Remy Heteau in 1954.

The map shows the major wine producing regions with cluster of grapes, using red for red wines, and yellow for white wines. The map is surrounded by a compass rose, grapes on the vine, a sailing vessel and chateau.

The map is one of a series of 11 maps titled Les Vignobles de France; the others in the series are of Région Est, Région Normandie, Champagne, Roussillon, Val de Loire, Alsace, Côte du Rhône, Bourgogne, Côte de Provence and one of the French colony Algeria [Algérie]. These posters were commissioned by the Comité National de Propagande en Faveur du Vin, a government agency that promoted the French wine industry. The posters advertised French wines as well as tourism to these areas.

Remy Hétreau was a French artist, printmaker, illustrator and designer. He was known for his etchings and engravings and illustrated numerous books. Among his other activities, he created designs for Haviland Limoges china, painted murals (notably at the Maison de l'Amerique Latine in Paris and the Ecole Nationale des Douanes), and designed international exhibitions of French technology.

Detailed Condition: