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Razzia posters



Antiques Roadshow expert **Mark Hill** tips a contemporary poster designer whose stock is sure to rise

Constantly on the look out for developing markets, I spotted some posters recently that simply screamed 1980s. Far from running a mile, I was intrigued – pieces that really evoke the decade or style movement they were made in are always well worth seeking out.

The posters were designed by Razzia, the pseudonym for Frenchman Gérard Courbouleix (born 1949). His unique look fuses a strong 1980s vibe, in terms of colour and line, with art deco style and harks back to the 'golden age' of poster designers such as Paul Colin and Cassandre. Like them, Razzia has worked for a wide variety of prestigious clients, including Louis Vuitton, Bugatti and Harrods, as well as for architectural exhibitions and even the infamous Crazy Horse nightclub in Paris. While his hand-painted

originals are collected by stars such as Elton John, Jackie Collins and Michael Caine, his printed posters are much more affordable, and range in price from around £30 to £500, depending on the brand name, design and rarity.

We're already seeing a return to the bold, brash style of the 1980s in fashion and I'm sure that, in time, this trend will continue into interiors and collecting: think how good Razzia's vibrant posters would look alongside that decade's other great furniture style, 'black ash' laminate and smoked glass! It may be a few years before the look returns to the mainstream, however, so now could be the time to buy. And since many aren't familiar with his name yet, you may still be lucky enough find a bargain.

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BUYERS' GUIDE

- Look out for posters that were produced for short events, as fewer examples are likely to have been produced.
- Themes such as cars, cruise liners and fashion can raise the value thanks to cross-market interest.
- Look for strong designs that echo the decade – particularly noticeable in any fashion or figures depicted.
- Avoid examples that are heavily creased, scuffed or torn.
- Razzia's work is yet to appear widely at auction so it's easiest to buy from online auction sites or poster dealers, including atthemovies.co.uk (07770 777411) and posterclassics.com.
- Limited edition signed lithographs are worth seeking out.
- The book *Razzia: 25 Years of Poster Art* by Mickey Ross (Square One Publishing, 2008) contains six signed prints and can fetch up to £400.



Clockwise from left
Clandestine for Guy Laroche, £300; *Monte-Carlo Country Club*, £300; *Pasta*, £300; *Pecher Mignon*, £300