

# SPEED LINES

From the garage and into your living room, Tony Singer guides us to authentic vintage posters.

**THE MOST COLLECTIBLE** pieces of fine art in the Porsche world are the simple posters originally meant to be hung in a Porsche showroom back in the days when Ferry Porsche couldn't afford advertising. "The Porsche posters done by Erich Strenger don't change hands very often," says Tony Singer, the principal at Vintage Auto Posters. "But when they do, it can be a \$4,000 transaction."

Singer would know, as he has been collecting vintage racing posters almost as long as he's been a member of the Porsche Club of America—50 years. He is also the founder of Automobilia Monterey, the annual show of art and automobilia that takes place during Monterey Week. "Once these posters were just part of the automotive hobby, something you would put on the wall of the garage if you drove a sports car," he says. "Now they are fine art, and just as in expensive fine art everywhere, it can be tricky to find out just what you're buying."

Tony Singer's Vintage Auto Posters has about 450 examples in its inventory, and they date from 1895 to the 1970s. As a member of the International Vintage Poster Dealers Association, Singer's standards for his posters are strict. "No reproductions," he says. "It's wonderful that people can buy inexpensive versions of these images, but we feature only the real thing. And if you're buying something like this, a reputable dealer should make a point of telling you if it's an original or a reproduction."

As a Porsche guy, Singer says there's just one artist for him—Erich Strenger. "He began producing illustrations and typography for Porsche in 1951 and didn't stop until 1988," Singer says. "He had a unique ability to change his style to fit the design fashions of the times—realistic illustrations, impressionistic modernism, and even typography. As a graphic artist and as an illustrator, Strenger was a monumental talent."

Singer is such an enthusiast of Erich Strenger's work that he has published a small selection of the artist's posters in a slim hardback book, *Porsche Showroom Posters: The First 25 Years*. Singer has a background in fine-art printing, and he scanned Strenger's original posters directly by computer to avoid the color distortions when photographic film is used.

Just like so many of us, Panorama creative director Richard Baron admits that automotive posters have had a hold on him ever since he was a teenager. "There's more to a poster than just a picture of a car," he says. "It begins with a car, but when you add art graphics, you have much more. Something is being revealed, which is what art does."

To see or purchase items in the inventory of Vintage Auto Posters:  
 Internet: <https://VintageAutoPosters.com>  
 Internet: <https://AutomobiliaMonterey.com>

