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**The IVPDA Launches Summer Web Show**  
***“Battle of the Sexes: An Exploration of Gender Through Vintage Posters”***

New York, NY - June 14, 2010: The International Vintage Poster Dealers Association (IVPDA), the worldwide authority on original vintage posters, proudly announces its summer 2010 web show, [“Battle of the Sexes.”](#) This online exhibit of original vintage posters explores the graphic depiction of gender through the ages. Both novice and seasoned collectors will enjoy browsing the collections of more than seventy of the world’s most knowledgeable and trusted poster dealers at [www.ivpda.com](http://www.ivpda.com).

As times change, so does the portrayal of men and women in art and mass media. These cultural shifts are captured in vintage posters and this online exhibit showcases them all. Each poster in this exhibit documents the portrayal of gender through the decades of the past century, whether it’s J. Howard Miller’s iconic "We Can Do It!" poster, which represents American women workers in World War II, or “TWA Las Vegas” by David Klein, which shows the ideal Howard Hughes 1960s woman a la Mad Men, dressed to seduce with a wink.

While the exploration of femininity is prevalent in mass media, the same can be seen in depictions of men and masculinity. The portrayal of men in times of economic prosperity casts a stark contrast to those in times of despair. Posters created in times of success, such as the "Porto Ramos Pinto" from the 1920s, show sophisticated men whereas the men seen in posters during the war such as “If You Tell Where He is Going” feature burly, rugged men.

“The conversation about the role of gender in advertising began with posters,” says David Pollack, president of the [IVPDA](#). “Artists learned early that sex sells,” he laughed.

These vintage treasures represent the Belle Époque, Art Nouveau, Moderne, Mid-Century Modern, and Art Deco styles. Collectors may purchase original vintage posters from acclaimed artists such as Jules Cheret, Leonetto Cappiello, Donald Brun, Herbert Leupin and Stan Galli or discover a rare unsigned gem.

*“Battle of the Sexes: An Exploration of Gender Through Vintage Posters”* is part of a series of ongoing online exhibitions offered by the IVPDA. Please visit the IVPDA [website](#) at to explore the exhibit.

The International Vintage Poster Dealers Association (IVPDA) is a non-profit organization comprised of the world’s most knowledgeable vintage poster dealers. Founded in 1996, the IVPDA, provides strict guidelines to promote ethical and fair

business practices throughout the industry. Dealers that display the IVPDA logo have passed a series of stringent membership requirements. When buying an original vintage poster look for dealers displaying the IVPDA logo and buy with confidence.