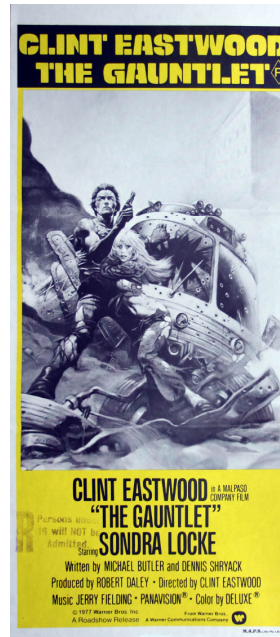


Film Art

One person's trash is another person's treasure, as recently highlighted by the North Shore's inorganic rubbish collection. This maxim might also be applied to the art world. Not everyone appreciated Damien Hirst's controversial artwork of a cow sliced open and preserved in formaldehyde, which won the Turner Prize in 1995. Likewise not everyone would consider a movie poster a work of art. However conduct a quick search on the internet and you will find that there is a very popular and profitable exchange of film art going on.



The Gauntlet, 1977 and The Long Duel, 1967

Movie posters being traded as film art should not be confused with reproduction prints sold by retailers. Posters that are deemed collectable were made to promote films in theatre lobbies and were never intended for public sale. This is one of the key reasons they are so desirable and can fetch phenomenal prices.

Posters produced from 1930 to 1945 are generally the most sought after because of their rarity. In 2005 US\$690 000 was paid for a Metropolis poster created in 1927. Other posters that have recently sold for over US\$100 000 include Frankenstein 1931, Mummy 1932 and King Kong 1933. Sales are not limited to the internet and both Sotheby's and Christies have film art auctions. Indeed a growing number of individuals are collecting movie posters for the artists work. In particular this is occurring outside the United States, where artists not studio workers were commissioned.

The Tauranga Heritage Collection has over 250 original movie posters dating from the 1930s to 1970s. Some of the movies represented include Crime over London 1936, Nothing Sacred 1937, Tarzan and the Slave Girl 1950, Dr No 1962, The Sound of Music 1965, Planet of the Apes 1968, The Horror of Frankenstein 1970, and the Rocky Horror Picture Show 1975.