



**Barry Lawrence Ruderman
Antique Maps Inc.**

7407 La Jolla Boulevard
La Jolla, CA 92037

www.raremaps.com

(858) 551-8500
blr@raremaps.com

**[California Wine Advertising Graphic] Italian Swiss Colony Producers of Choicest
California Wines Asti Colony Tipo**

Stock#: 83467
Map Maker: Zampighi
Date: 1910 circa
Place: n.p.
Color: Color
Condition: Good
Size: 22.5 x 16.5 inches
Price: \$ 1,400.00



Description:

Rare chromolithographic promotional graphic, published to promote Italian Swiss Colony's Asti Tipo Red Wine.

The artwork is by Italian painter Eugenio Zampighi, whose graphic style captures lively scenes of Italian peasant life. Zampighi was known for his commission work and this may in fact be an original work done specifically for Italian Swiss Colony.

Detailed Condition:

Laid on backing board, as issued. Minor chipping.