



Antique Golf Poster, Coq sur Mer, De Haan

£1,900



REF: 24279

Height: 85.5 cm (33.7")

Width: 145 cm (57.1")

Framed Height: 115 cm (45.3")

Framed Width: 177.5 cm (69.9")

## Description

Antique Continental Golf Travel Poster.

This rare large continental Railway advertising poster, titled "Coq sur Mer," was created in the early 20th century by the Belgian artist Henri Cassiers to promote the emerging seaside resort of De Haan (also known as Coq-sur-Mer) for golf, tennis and other leisure activities. The lithograph image may appear somewhat faded with age, but it remains an exceptionally striking and valuable example of turn-of-the-century advertising art. Issued by the Belgian State Railways, the poster originally carried the slogan: Chemins De Fer De L'Etat Belge - Belgische Staatspoorwegen - Belgain State Railways. La Plage Bois?e et Fleurie, Golf, Tennis, Courses, etc.

The composition presents a lively yet idyllic coastal village scene. In the foreground, local villagers, men and women dressed in traditional rural attire, gather outside a quaint cottage with tiled roof. The women wear long skirts, aprons, and headscarves, while the men are seen in caps and work clothes. Chickens peck at the ground nearby, reinforcing the sense of everyday village life and rural authenticity.

At the center of the scene, two young boys carry pencil golf bags full of clubs, clearly acting as caddies. One is notably depicted smoking a large cigar, adding a touch of character and subtle humour. These boys follow a group of well-dressed, affluent tourists who are striding on their way to play golf. Their refined clothing contrasts sharply with the modest appearance of the villagers, highlighting the social divide between locals and visitors.

In the background, the landscape opens into sandy dunes and sparse trees, guiding the viewer's eye toward the 'Grand Hôtel du Coq' in the distance. This elegant structure symbolizes the destination of the tourists and the growing appeal of Coq-sur-Mer as a fashionable resort. The hotel itself, notably equipped with electricity, was inaugurated in 1900.

The poster cleverly captures the moment as wealthy holidaymakers pass through the village under the curious, almost astonished gaze of the country folk. This juxtaposition serves as both a narrative and a marketing device, promoting the town as a place where rustic charm meets modern leisure, particularly the fashionable sport of golf.

Artistically, the work is a classic example of late 19th-century continental advertising with a balanced composition, and detailed depiction of local architecture and costume. As an original lithographic print, it is considered highly collectible. This is the "pure version" of the poster, without later text overprints, and retains generous dimensions, although we believe this example has been trimmed, as seen in other surviving impressions that originally bore the railway inscription.

Henri Cassiers (1858-1944), the designer, was a celebrated painter and graphic artist also responsible for many iconic posters for the Red Star Line.