



## Ross Vintage Poster Gallery Opens Second Gallery In New York City

By David S. Smith

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**NEW YORK CITY:**The Ross Vintage Poster Gallery hosted a grand opening celebrating its spacious new gallery located in the heart of Manhattan on November 15.

An enthusiastic crowd of poster collectors and friends were on hand to enjoy the large quantity of colorful works attractively hung throughout the room. Images of a jester leaning on two ink bottles and holding an assortment of fountain pens, a bright yellow poster advertisement with three stylized men shielded from the rain by their Parapluie-Revel umbrellas, a selection of Arrow Shirt posters and Art Deco champagne posters were but a few of the classic images adorning the walls.

The fourth floor gallery at 532 Madison Avenue enjoys a huge expanse of windows that wrap around the entire perimeter of the space, bathing the gallery in wonderful sun light throughout the day. Yet the largest advantage to the floor-to-ceiling windows, according to gallery owner Mickey Ross, is the visibility/advertising factor. It is hard for those traversing the busy intersection at Madison Avenue and 54th Street not to notice the colorful images displayed in the windows above.

"We have already had a couple walk-ins that resulted in sales," stated Ross prior to the official opening last Thursday. Those customers did not seem to mind the hustle and bustle, and the disarray associated with the final phase of construction and attention to the last minute details leading up to the grand opening. One couple, on vacation from San Diego, Calif., quickly became new clients for Ross, purchasing one poster and forming a relationship that will more than likely result in future transactions.



Mickey and Jodi Ross of The Ross Vintage Poster Gallery have opened a second location at 532 Madison Avenue.

Ross, who describes himself as a "poster collector that simply forgot to stop collecting," speaks of the camaraderie that is formed between clients and the gallery. "We want this to be a tranquil spot in the middle of Manhattan, a place where people can come in, sit down, relax and look over the varied selection of posters that we offer," he said.

Amenities such as steel-clad doors that allow unframed posters to be "hung" on the wall with the use of magnets give potential customers a chance to see the images as they would be viewed once framed. Full in-house framing services are also offered in a separate portion of the gallery that allows the poster to be hung on the wall while one of the hundreds of frames the gallery stocks is selected.

The gallery has also expanded its online database, using a large flat-screen television for viewing in the gallery, as well as online. Featuring the works of such artists as Cappiello, Cheret and Constant Duval, these original posters spanning 1890 to 1980 are in mint condition and conservation-backed on museum-quality, acid-free linen to preserve their historic value.

Founded in 1996 by Mickey Ross, an entrepreneur with his own textile company, The Ross Vintage Poster Gallery grew



Full in-house framing services are offered by the gallery.



A couple of favorite images from the selection on display.

from his passion for posters created by Henri de Toulouse-Lautrec, whose work is characterized by fanciful images of high society and leisure time, often featuring beautiful women and faraway destinations.

Ross's wife Jodi has joined the gallery, bringing with her years of experience in both design and retail. With their roots planted firmly at 571 Riverside Avenue in Westport for more than a decade, their selection of posters can now be experienced at a second location. Ross also serves as president of International Vintage Posters Dealer's Association (IVPDA) founded by a group of highly respected poster dealers from North America and Europe.

The Ross Vintage Poster Gallery is at 532 Madison Avenue, fourth floor.

For more information, 212-223-1525, 203-222-1525 or [www.rossvintageposters.com](http://www.rossvintageposters.com).