

SA485611

French Victorian Advertising Sign for Antoine Bord & Cie Piano Manufacturers, Paris

Price

Sold**Item Reference: SA485611****Date of manufacture: 1890**

Dimensions

Height = 94 cm (37.0")

Width = 78 cm (30.7")

Depth = 4 cm (1.6")

Description

A French Victorian advertising sign for Antoine Bord & Cie Piano Manufacturers, Paris in black ebonised frame with gilt gesso border. This superbly decorative show frame is likely to have been situated in Bord's showrooms and depicts all of the medals won by the company at the numerous global trade exhibitions that were prevalent during the nineteenth century. Ranging from 1844 and 1895 their awards include exhibitions held in France, Great Britain, Australia and The Netherlands. Trading from 14 Boulevard Poissoniere in Paris, Antoine Bord started his piano making business in 1840 following his departure from Pleyel & Cie, another famous French piano making firm. The company manufactured pianos in large quantities surpassing most of their rival by the end of the century. It continued under family ownership after the death of Antoine Bord in 1888 until 1905 whereafter, the management of the firm came under the direction of Stiles Caillaux & Cie. In 1925 it was taken over by Regy and then ironically it was subsumed under the Pleyel brand after 1927. The company in which Antoine Bord first started his career in the industry. This piece presumably dates very closely to 189...

Internal Ref: 429

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