*23rd March 2021*

**Shell poster auction to raise funds for**

**the National Motor Museum Trust**

Duplicate Shell posters from the [Shell Heritage Art Collection](https://nationalmotormuseum.org.uk/collections/shell-heritage-art-collection/) will be sold by Shell Brands International in a charity auction this April, to raise funds for the [National Motor Museum Trust](https://nationalmotormuseum.org.uk/) at [Beaulieu](https://www.beaulieu.co.uk/).

International auctioneers [Lyon & Turnbull](http://www.lyonandturnbull.com), in partnership with poster specialist Tomkinson Churcher, will present *Design on the Move: Selected Posters from the Shell Heritage Art Collection* at the Mall Galleries in London, as part of their *Modern Made* sale. The specialist auction will consist of 40 lots with around 50 original posters from the 1930s and 1950s.

The Shell Heritage Art Collection Manager, Nicky Balfour Penney said: *‘We are pleased to be offering these iconic Shell posters for auction to raise vital funds for the National Motor Museum Trust to support its world class collections and displays in the National Motor Museum. Featuring some of our most popular works in excellent condition, this is a rare opportunity not to be missed.’*

Director of Collections & Engagement at the Museum, Andrea Bishop, said: *‘The National Motor Museum has enjoyed a long and successful partnership with Shell and an association with the wonderful Shell Heritage Art Collection. We are hugely appreciative of this generous contribution to our fund-raising, especially during these difficult times. Releasing a limited number of these beautiful posters for auction is an exciting opportunity for buyers to acquire them and a real boost for the work of the National Motor Museum Trust.’*

The posters offered for sale are all Lorry Bills which were attached to the sides and backs of Shell lorries, delivering oil and petrol to customers all over the country. From the 1920s to the 1950s, Shell commissioned some of the most powerful advertising campaigns ever produced. The company realised early on that its advertisements promoted not only petrol and oil but also motoring, and motoring meant special pleasures – exhilaration, freedom and the joys of the countryside.

Commissioned by Jack Beddington, who had a keen eye for young talent, the list of artists reads like a *Who’s Who* of the British art establishment of the period – Ben Nicholson, Graham Sutherland, Edward McKnight Kauffer and Paul Nash. Beddington’s ability to give young contemporary artists a platform to produce original advertisements made the campaigns of his era a great success.

This wonderful collection tells the history of British art from the period and gives us many examples of different styles and influences, from Vorticism to Surrealism. It also illustrates the story of how motoring transformed the lives of Britons, opening up the countryside to middle class urban dwellers.

*Design on the Move: Selected Posters from the Shell Heritage Art Collection* is part of Lyon & Turnbull’s *DESIGN* series, celebrating 150 years of design across four UK auctions. The works from the Shell Heritage Art Collection will be on view at [www.lyonandturnbull.com](http://www.lyonandturnbull.com) throughout April, and in The Mall Galleries in London from 27 April before the live online auction on 30 April.

– ENDS –

**About Shell Heritage Art Collection**

One of the most important collections of 20th century British commercial art, the Shell Heritage Art Collection includes Shell’s historical advertising posters, original paintings, cartoons and press advertisements plus the ever-popular Shell County Guide books. Posters and paintings from the collection are loaned regularly to museums and galleries around Britain and Europe, allowing access to the collection to around a million people a year. Its popularity is due in part to the high calibre of artists previously commissioned for Shell’s campaigns. The Collection is stored at Shell’s Historical Heritage & Archive, The Hague, and a reserve collection is stored at the National Motor Museum Trust, Beaulieu.

[www.nationalmotormuseum.org.uk/shell-heritage-art-collection](http://www.nationalmotormuseum.org.uk/shell-heritage-art-collection) Twitter [@SHAC\_Curator](https://twitter.com/SHAC_Curator) Instagram @shellheritageartatbeaulieu

**About National Motor Museum Trust**

The National Motor Museum Trust Limited is a charitable organisation founded in 1972, which runs the National Motor Museum at Beaulieu. The Trust has a world famous collection of vehicles and associated motoring items, which have been designated by the Arts Council England as being of national and international importance. The Trust is committed to promoting education, research and conservation in motoring history for the benefit of everyone.

<https://nationalmotormuseum.org.uk/> Twitter [@Beaulieu\_Hants](https://twitter.com/Beaulieu_Hants)

Facebook /nationalmotormuseum Instagram @national\_motor\_museum.

**About Lyon & Turnbull**

Operating since 1826, Lyon & Turnbull are one of the UK’s premiere fine art and antiques auctioneers. The company’s galleries in London and Glasgow complement the historic Georgian headquarters and main saleroom in Edinburgh. Hosting nearly 35 specialist auctions per year across the UK there is always something to see at Lyon & Turnbull: from jewellery and watches to fine furniture; traditional British and European art to Modern & Contemporary stars; European decorative arts and design to fine Asian art from China and Japan.

[www.lyonandturnbull.com](http://www.lyonandturnbull.com)

**Image credits and captions:**

Paul Nash (1889–1946), Kimmeridge Folly, Dorset, 1937. Lithograph, 30 x 45 in. (76 x 114 cm.). Estimate: £1500-2000 + fees

John Stewart Anderson, Motorists Prefer Shell, 1935. Lithograph, 30 x 45 in. (76 x 114 cm.). Estimate: £1,800-2,200 + fees

Hans Schleger (Zero) (1898-1976). Journalists use Shell, 1938. Lithograph, 30 x 45 in. (76 x 114 cm.). Estimate: £1500-2000 + fees

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