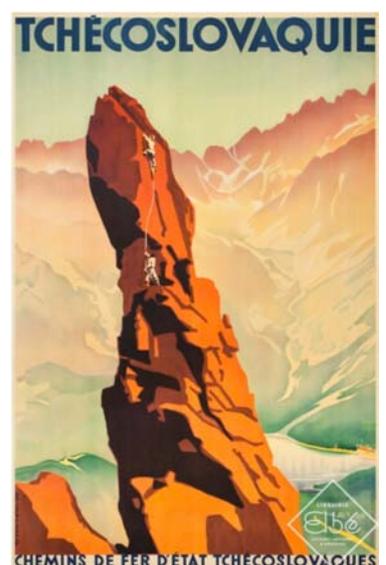
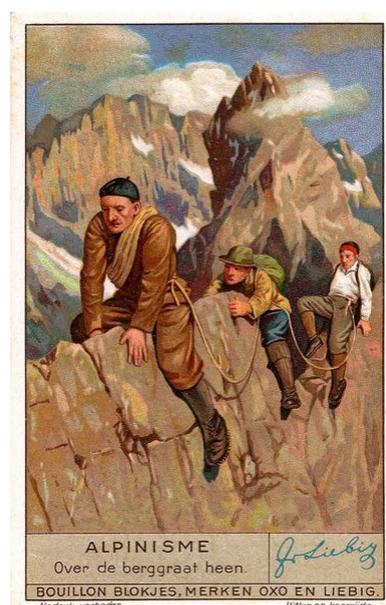
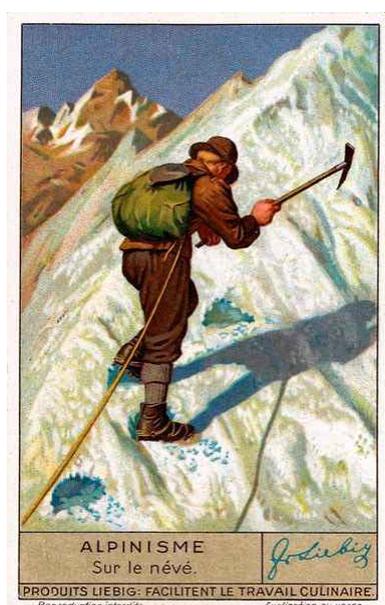


POUR SE DÉTENDRE

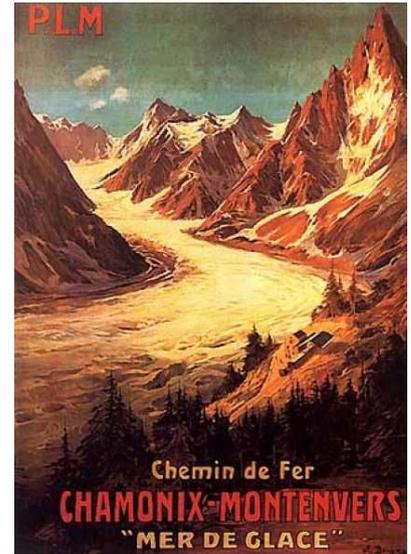
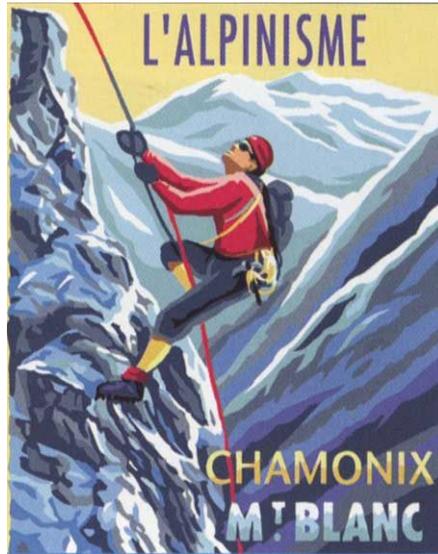
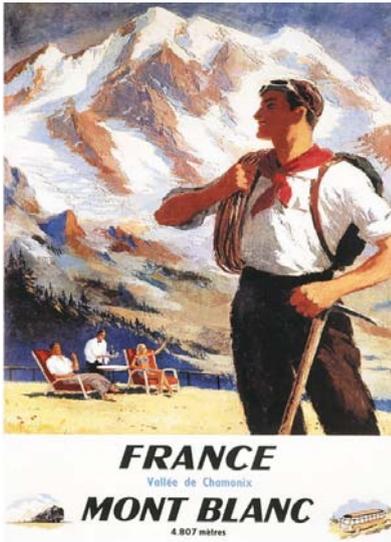
Affiches d'alpinisme

Malgré le caractère objectivement risqué de la montagne, les affiches vantant les joies de l'alpinisme ont régulièrement fleuri depuis que l'homme s'est aventuré dans ce milieu hostile. Support de communication, elles offrent un espace de rêve et d'aventure, tout en s'adressant aux touristes en mal d'émotions. D'ailleurs, même la publicité a exploité, avec plus ou moins de bonheur, ce filon.

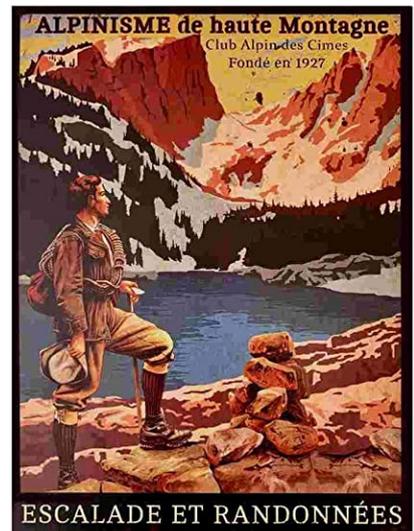
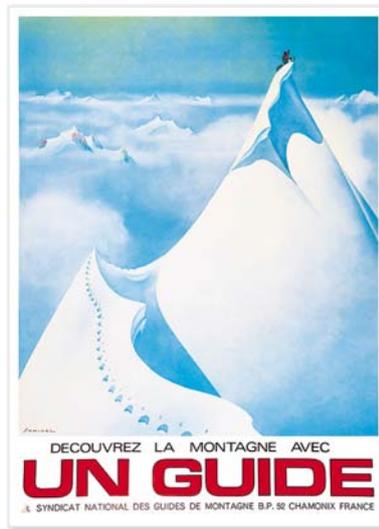
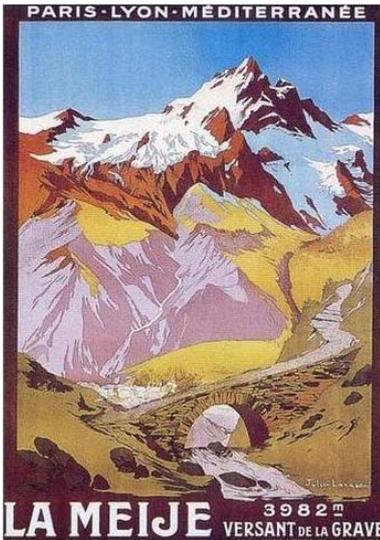
Il y a longtemps



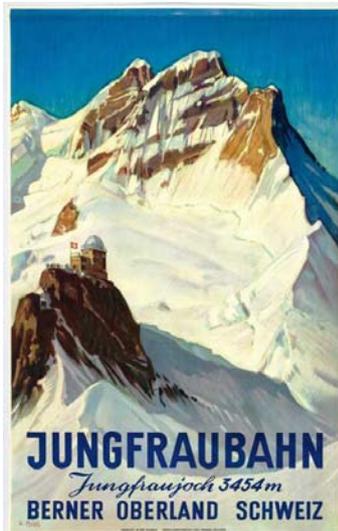
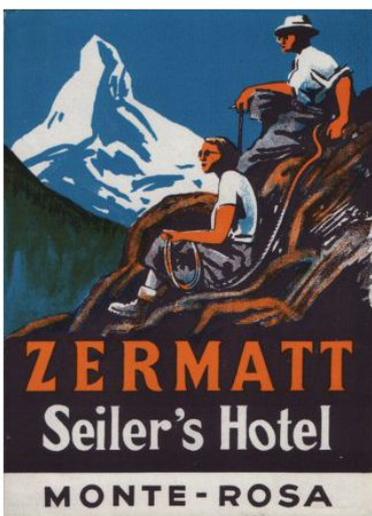
Le Massif du Mont-Blanc



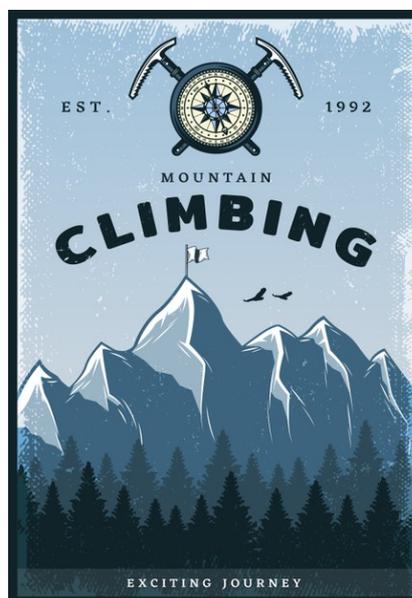
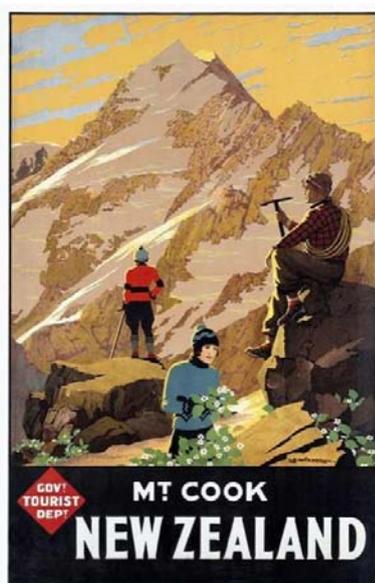
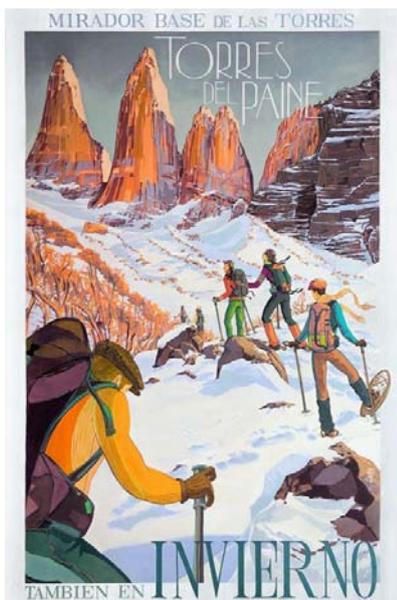
En France



La Suisse



Ailleurs



La pub

