

## Postcard Congrats on the New Apartment, artist signed, dated 1963.

The size is continental 6" x 4", postally unused and unmarked. Published by the Soviet Artist Publishing House, circulation 500,000 copies. The artwork features a cartoonish construction worker on a ladder leaning against the wall of a new apartment building, finishing the inscription that reads "Congratulations on the new apartment". Postcards congratulating people with a new dwelling appeared on the Soviet market in the early 1960s to reflect a major initiative by Krushchev to build thousands of apartment buildings and thus resolve the horrendous problem with the fast-growing urban population squeezed into the mostly pre-1917 volume of living space. These new apartment buildings were built using just a few architectural types, and poorly built at that. The apartments were tiny but, compared to a room per entire family in a communalka with a communal kitchen and bathroom, they seemed to be paradise on earth. An average wait for an apartment like that was 15-20 years from the date of application. The verso is undivided, the artist's name, D. Berezovskiy, is printed in the lower left-hand corner.

In excellent condition. There are truly microscopic corner bumps, the paper shows very mild age toning. The colors of the artwork are fresh and vibrant, not at all faded.

Item# 40493

**\$20.00**

