

THE **Salvador Dali**

COLLECTORS BI-MONTHLY JOURNAL[®]

FOR THE DALI AFICIONADO AND SERIOUS COLLECTOR

* * * Now In Our 23rd Year * * *

Dali Gets a Hi-Tech Health Checkup Using Advanced Medical Devices to Diagnose Art...

Scientists and conservators have developed a method to diagnose painting canvases from the back to see if they can withstand the stress of handling and travel. Using this method scientists examined 12 paintings by Salvador Dalí. They assessed the 'health' of the canvases, which are known to degrade with time due to acidity and environmental conditions. Once a canvas is brittle, expensive conservation is required.

While all 12 were shown to be in a good condition and can continue to be enjoyed safely, there was evidence of the early canvases approaching the threshold for safe travel. Interestingly, it was also shown that these same canvases were made of inexpensive low-quality cotton, used by the young Dalí. The research is published in the Royal Society of Chemistry journal *Analytical Methods*.

By shining invisible infrared light on the canvas through fibre optics, scientists obtained information about the health of the painting from the reflection of the light. Since canvas is the carrier of paint, any tears or other mechanical degradation could lead to loss of the image if the canvas is too brittle.

"While distressed paint layers can be evaluated visually from the front, there has been no method available so far to evaluate the fragility of canvas without actually cutting off a piece of it, which is certainly unacceptable," explained Irene Civil of the Gala-Salvador Dalí Foundation.

The research is part of Marta Oriola's (University of Barcelona) Ph.D. thesis on condition assessment of painting canvases. She said: "The method gives conservators the possibility to non-invasively evaluate the brittleness of a canvas. We can now assess what fibres the canvas is made of, important when designing a conservation treatment."

Dr. Matija Strlic from University College London, who supervised the method's development, said: "As in medical diagnostics, only close collaboration between curators, conservators and researchers can lead to truly useful development. The non-invasive canvas health check can now improve the standard of care in any gallery or museum."



Self-Portrait Splitting into Three (1926), one of Dalí's early works on cotton canvas, prone to chemical splitting due to acidity and environmental influences. Researchers devised a technique to non-invasively diagnose the health of canvas to prevent tears and consequential image loss.

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All web links in this PDF issue
are clickable and will open the
sites in a browser window.

Mike's Maze Gets Surreal with Dali Design

Excerpted from *The Recorder* (Greenfield, MA), 8/31/2013 by Kathleen McKiernan



Peering through eight acres of corn stalks in Sunderland (Mass.) is Salvador Dali. "Mike's Maze" is famous for its unique and intricate designs. Past mazes include a Campbell's Soup can, presidential candidates, King Tut and the Mona Lisa.

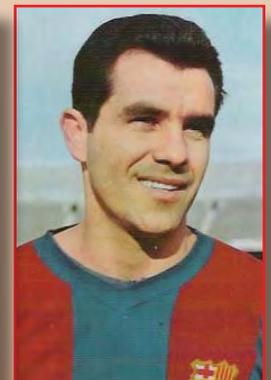
In the past, Mike Wissemann, owner of the 200-acre farm, would cross-plant cow corn in grid boxes like graph paper on the ground, instead of lining the corn seed in rows. Then William Sillin would map out the maze field using coordinates and computer software before cutting the maze by hand.

This year, Mike's Maze recruited a Missouri-based professional corn maze maker, Rob Stouffer of Precision Mazes. Stouffer used GPS technology with highly advanced cornfield cutting techniques to create the image of Salvador Dali. 

So Dalí Played Football?

When he was a boy, the young Dali apparently had an enormous attraction to football. Two of his childhood friends were Emilio Sagi Liñán and José Samitier, who grew up to be professional soccer players. It is said that during the holiday season in Cadaqués, the trio spent much time together playing football.

But Dali's soccer buddies were not just your average players. They were future stars, prominent members of the brilliant FC Barcelona team coached by legendary British transplant Jack Greenwell in the 1920s & 30s. Sagi Liñán played 455 games and scored 134 goals. Samitier scored 326 goals and remains FC Barcelona's second highest all time goal scorer. Due to his amazing contortionist style, Samitier was nicknamed in Catalan "El Mag" (The Magician) and "Home Llagosta" (Lobster Man or Grasshopper Man) -- all curiously Dalinian!



Emilio Sagi Liñán and José Samitier

So it's little wonder football shows up as a theme in several Dali works. In 1974, he was commissioned to do a poster commemorating the 75th anniversary of FC Barcelona. And the artist's 1977 work *Gol!* was donated to raise funds for the financially strapped Barcelona team. 



Sports (1973) and Gol! (1977)
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"A true artist is not one who is inspired, but one who inspires others."



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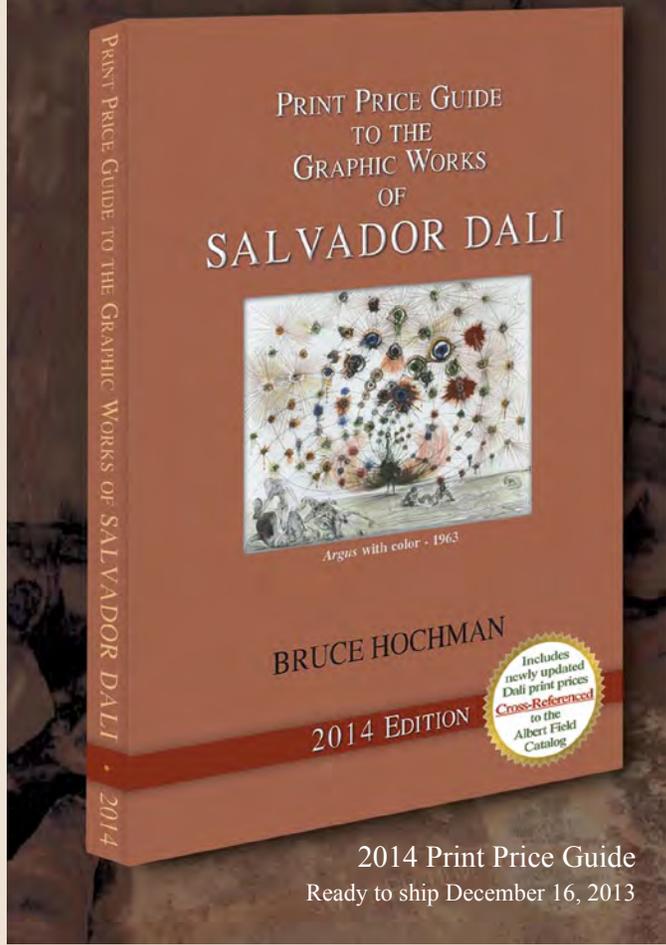
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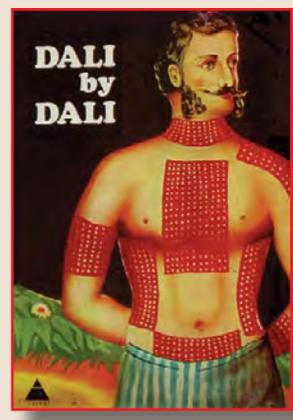


2014 Print Price Guide
Ready to ship December 16, 2013

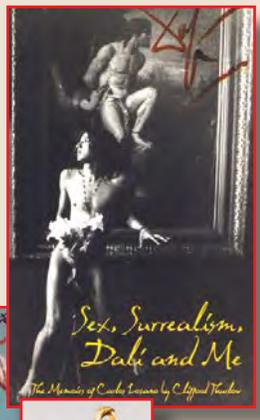
Titles for Your Dalí Bookshelf

'Tis the season to settle in by the fireplace with a good book...

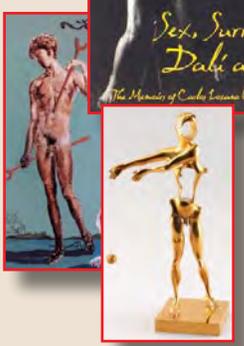
First title on your shopping list is an old one, *Dali by Dali*. Not exactly an early autobiography, it is more accurately the informed rantings of a young Dali. A very quick read, rich with color illustrations of Dali's art. The text was translated from the French by Eleanor Morse. Out of print for decades now, look for a used one online or via Amazon. Mine was about \$7 plus shipping. A nifty little book.



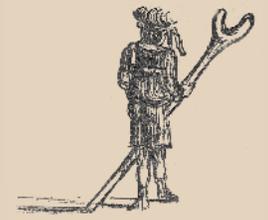
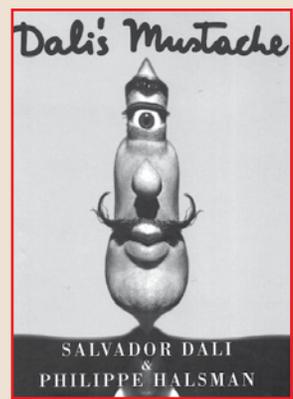
"Surrealism is destructive, but it destroys only what it considers to be shackles limiting our vision."



Next is *Sex, Surrealism, Dali and Me*. These are the memoirs of Carlos Lozano, a fixture in the Dali entourage during the late years of the artist's life. Lozano's androgynous physique was model for several Dali works, including *Hommage to Newton* sculpture and *El Sol* tarot card. The book is a tell-all penned by talented ghostwriter Clifford Thurlow, whose well-crafted prose is very enjoyable to read. Be advised, the content is occasionally bizarre, some would say even pornographic. An edition was released in August 2013 that is also available in Kindle format.



Finally there's *Dali's Mustache*, the late Philippe Halsman's anthology of his funniest photographs featuring Dali's famous lip whiskers, with commentary. Another out of print title, I ordered mine via



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Amazon where a reviewer made me smile, telling how her daughter always insisted on this book for her bedtime story. "It makes her giggle because some of the pictures are just so strange." That says it all. 

Three Content Marketing Tips From Dali

Excerpted from *ContentEqualsMoney.com*, 10/14/2013 by Victoria Schleicher



Despite his acclaim, Salvador Dalí is still not the top-selling artists of all time. In fact, many people are turned off by his work because of its powerful messages and suggestive themes. None the less, type “surrealism” into your favorite search engine and chances are Dalí’s crazy mustache or wild paintings will be floating near the top of the results. So how did Dalí become the face of Surrealism when the movement was pioneered by someone else? The answer is “content marketing.” Salvador Dalí was an eccentric artist who pushed aside the notion that artists prefer to stay out of the public eye. Let’s take a look at some of Dalí’s content marketing tips.

“Those who do not want to imitate anything, produce nothing.” – Salvador Dalí

Dalí wisely reminds content marketers that even the greatest idea are likely not brand new. For Dalí, that’s okay. Whether blogging, writing an e-book, or releasing a how-to article, keep in mind that what you’re saying has most likely already been said. The trick is saying it differently and with your own unique style.

“Have no fear of perfection – you’ll never reach it.” – Salvador Dalí

Although some art critics would argue that Dalí’s work is close to perfection, the artist never intended to be perfect. According to Dalí, perfection is unattainable. This is an important lesson for content marketers, because trying to be perfect will not equal marketing success. What is important is that we take our best shot at trying to solve a common problem through content marketing.

“At the age of six I wanted to be a cook. At seven I wanted to be Napoleon. And my ambition has been growing steadily ever since.” – Salvador Dalí

As an artist and a person, Dalí always strived to be more than what was expected. As content marketers, we need to be ambitious and aspire to become leaders in our field. Dalí and his work were constantly evolving. Similarly, content marketers need to do more of what works and less of what doesn’t. Salvador Dalí’s legacy lives on through his work, and he continues to be the face of Surrealism. Following Dalí’s tips on content marketing can help make your brand synonymous with a genre. 

“I do not understand why, when I ask for a grilled lobster, I am never served a cooked telephone.”



iNG Restaurant’s Dalí Menu

Starting Nov. 20, iNG Restaurant in Chicago’s Fulton Market district takes you closer to the personality of the great surrealist artist through their new Salvador Dalí-inspired menu. Designed by executive chef Tim Havidic, it creates an educational and culinary experience by introducing guests to some of Dalí’s most celebrated works of art.



The menu features *Honey is Sweeter Than “Bulls” Blood*: roasted beets, beet sorbet and pine nut purée, orange zest, pickled beets, paired with bulls blood salad topped with a frozen beet vinaigrette. Or try *The Persistence of Memory*: egg whites adorned with clocks, tortilla espanola with chorizo, onion and potato, roasted mushroom, smoked paprika sofrito purée and goat milk custard and crème fraîche. *Tuna Fishing*: a traditional Basque fish stew with potatoes, onions, pimientos, and tomatoes. For dessert *Architectonic Angelus*: a brioche marshmallow mousse, turrón made with pistachios, apricots, dried cherries and orange blossom coupled with apricot wine sauce, and honeyed pistachios.

Each course is paired with a specialty cocktail, beer or wine that complements the dish. For more information, visit the iNG website at <http://www.ingrestaurant.com> 

Click below to watch these fun iNG Restaurant YouTube videos:

- *Interview with chef Tim Havidic* - <http://www.youtube.com/watch?v=V3GKeHbc5Y8>
- *Preparing “The Persistence of Memory”* - <http://www.youtube.com/watch?v=Scu-glhIKqU>



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Dali Created Brand of Eye-Popping Images

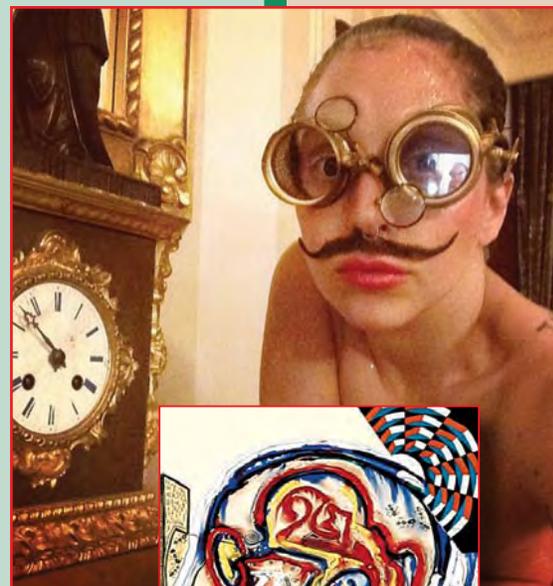
Excerpted from *Investor's Business Daily*, 9/19/2013 by Scott S. Smith

Painter Salvador Dali agreed with his critics that he was crazy. Crazy like a fox. No other artist in history was so able to command attention whenever he wanted. "Much of Dali's success was due to his avid self-promotion," Kathleen Spies, a professor of art history at Birmingham-Southern College in Alabama, told *IBD*. "He wasn't afraid of using popular media, even doing Alka-Seltzer and chocolate bar commercials or appearing on game shows. The name recognition and marketing of himself as an eccentric artist to a wider public had as much to do as anything with the high prices of his work, then and now."

Dali mixed his marketing savvy with a rich creative imagination and technical skills that made him one of the 20th century's most influential and best-selling artists.

"Fortunately for Dali, pathos and dysfunction were celebrated by the surrealist art movement that he coined," said Elisa Korb, an art professor at Misericordia University in Dallas, Pa. "He had an extraordinary ability to exploit, for financial gain and international notoriety, his own weaknesses, to make the dysfunctional actually functional. Rather than seeing himself as psychologically impaired, he saw a creative opportunity.

"The concept of the artist as a work of art was something Dali conceived and can be seen in everyone from Andy Warhol to Lady Gaga. To those who measure success by fame and fortune, it is genius." 



Going GaGa for Dali ... and Vice Versa

Excerpted from *The Daily Mail*, 10/24/2013 & *PopCulture.pw*



It's certainly no secret that Lady Gaga has been highly influenced by the Surrealists.

And it looks like she just can't get them out of her head, as she arrived at the premiere of her new album *ARTPOP* doing an impersonation of Salvador Dali.

Wearing her short blonde hair in a slicked back 'do, Gaga, 27, certainly channeled the eccentricity of the famed Spanish artist in front of the cameras at Berlin's club Berghain.

Her eyes were lined with shimmering white shadow to make them look even bigger and expressive, just like Dali who often posed for photos with his eyes wide with shock.

Decades before Gaga turned her hair into a phone receiver, surrealist master Salvador Dali was turning a lobster into a telephone. And long before Gaga played a piano with towering mosquito legs, Dali imagined a caravan of space elephants and other animals on spindly appendages for his *Temptation of St. Anthony*.

Even Dali's wife had a fashion sense Gaga has seemed to embrace. And her name ... *Gala*. 



Looks like Dali is Lady GaGa's latest inspiration. Spectacles with Holograms and Computers for Seeing Imagined Objects (1975)



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EVENTS & EXHIBITIONS



The McManus: Dundee's Art Gallery & Museum Albert Square, Meadowside, Dundee, Scotland

Modern Masters in Print -- Through November 17

Prints by four of the 20th Century's greatest artists – Henri Matisse, Pablo Picasso, Salvador Dalí, and Andy Warhol. This exhibition offers visitors more than 50 artworks by these artists. Highlights the wide range of techniques they employed in the medium of print. Together, their work represents one of the most creative and diverse periods of printmaking in the history of western art. For Dalí, printmaking was an exercise in experimentation, through which he developed many imaginative new processes. Telephone +44 (0) 1382 307200 or for complete info online CLICK <http://www.mcmanus.co.uk/content/exhibitions/modern-masters-print>



Moderna Museet

On Skeppsholmen Island, Stockholm, Sweden

Surrealism & Duchamp -- Through January 5, 2014

Famous Duchamp collection, plus outstanding surrealist works of art by Dalí, Miró, Oppenheim, de Chirico, Arp, Tanning, Ernst and others. Telephone +46 8 5202 3500 or for info online CLICK <http://www.modernamuseet.se/en/Stockholm/Exhibitions/2013/The-Surrealism--Duchamp/>



Museum Boijmans Van Beuningen

Museumpark 18-20, 3015 CX Rotterdam, the Netherlands

Surrealism a la Dalí in Rotterdam -- Through February 2, 2014

A prestigious collection of Dalí works can be seen with works of art by early Surrealists like Max Ernst, Yves Tanguy and Giorgio de Chirico. Telephone +31 (0)10 44.19.400 or for info online CLICK <http://www.boijmans.nl/en/7/calendar-exhibitions/calendaritem/1443/surrealism-la-dal-in-rotterdam>



Castellani Art Museum of Niagara University

5795 Lewiston Rd., Niagara University, New York 14109

Les Dinners de Gala Salvador Dalí -- Through March 2, 2014

In 1973 *Les Dinners de Gala (Gala's Dinners)* was published and instantly became a Dalí collectable. The book was a collaboration between Dalí and a "secret chef" -- actually chefs from some of the top French restaurants of the day.

Dalí's illustrations from the cookbook comprise the exhibit. Telephone 716-286-8289 or for complete info online CLICK <http://castellaniartmuseum.org/contemporary-art-exhibits/showExhibit/60>



The Salvador Dalí Museum

One Dalí Blvd., St. Petersburg, Florida 33701

Royal Inheritance: Works from the Spanish National Collection

Twelve important Dalí works on loan from the National Collection of Modern Art in Spain. Telephone (727) 823-3767 or for complete information online CLICK http://thedali.org/exhibits/details/royal_inheritance.php

Santiago el Grande -- Through Spring 2014

On loan from the Beaverbrook Art Gallery in Canada. *Santiago el Grande* (1957) is considered one of the artist's most accomplished works. Dalí himself described it as "the greatest painting since Raphael." The painting is visually striking -- the saint riding an enormous white horse set against a blue-latticed background seems to leap from the canvas. Telephone (727) 823-3767 or for complete information online CLICK <http://thedali.org/exhibits/details/santiago.php>

"Since I don't smoke,
I decided to grow a
mustache, it is better
for the health. However,
I always carried a
jewel-studded cigarette
case in which were
carefully placed several
mustaches. I offered them
politely to my friends:
'Mustache? Mustache?'
Nobody dared to
touch them."



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AUCTION NEWS



THE ANTS - LAS HORMIGAS (top left)
 Gouache & ink with collage on thin plywood
 Signed, 1929
 Estimated: \$300,000-400,000
Sold: \$989,000 at Sotheby's New York, November 7, 2013



HORLOGE (top right)
 Brush & ink, collage, gouache & gold spraypaint on card
 Signed, 1971
 Estimated: \$100,000-150,000
Sold: \$545,000 at Sotheby's New York, November 7, 2013



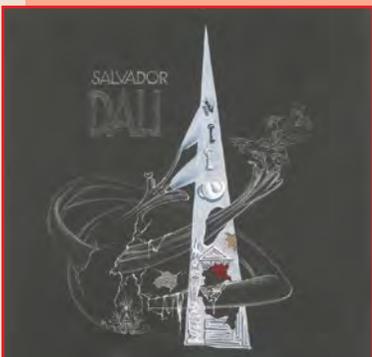
L'OEIL FLEURI (no. 8), pour ballet Tristan fou (2nd left)
 Oil & tempera on joined canvas
 Created 1942-44
 Estimated: \$200,000-300,000
Sold: \$389,000 at Christie's New York, November 6, 2013



PAYSAGE SURREALISTE (3rd left)
 Watercolor, gouache & pen, India ink, crayons on card
 Signed, 1947
 Estimated: \$200,000-300,000
Sold: \$245,000 at Christie's New York, November 6, 2013

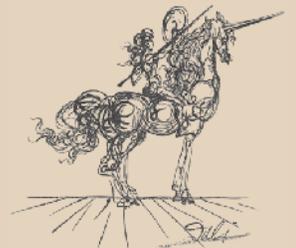


La Sphere Attaque la Pyramide (4th left)
 Gouache & white chalk on paper
 Signed, 1939
 Estimated: \$100,000-150,000
Sold: \$173,000 at Sotheby's New York, November 7, 2013



Le Ciel Mercure: Paradise, Canto 6 (2nd right)
 Watercolor & gouache on paper
 Signed, 1953
 Estimated: \$80,000-\$120,000
Sold: \$112,500 at Sotheby's New York, November 7, 2013

Sans Titre - Projet Chocolatiere-Cabinet-Bibliotheque (3rd right)
 Gouache, crayon, ink & ink wash on board
 Signed, 1969
 Estimated: \$70,000-\$90,000
Sold: \$106,250 at Sotheby's New York, November 7, 2013



Design for Poster of Don Juan Tenorio (bottom left)
 Watercolor, gouache, pen & ink on card
 Signed, c. 1949
 Estimated: \$60,000-\$100,000
Sold: \$110,500 at Samuel T. Freeman, November 3, 2013



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AUCTION NEWS *(Cont'd from page 7)*



Etude Tête Gala (recto); Tête femme (verso) (top left)

Pen & ink over pencil on paper

Signed

Estimated: \$50,000-70,000

Sold: \$52,500 at Christie's New York, November 6, 2013

Fête dans le désert, orchestre Marx Brothers film (2nd left)

Pencil on cardboard

Inscribed, 1937

Estimated: \$5,000-\$7,000

Sold: \$40,000 at Bonham's New York, November 5, 2013



Théâtre scène Saliva Sofa, Marx Brothers film (top right)

Pencil & ink on paper

Signed, 1937

Estimated: \$12,000-\$18,000

Sold: \$37,500 at Bonham's New York, November 5, 2013



Death's Cycling Tour, Marx Brothers film (bottom right)

Pencil & ink on paper

Created 1937

Estimated: \$4,000-\$6,000

Sold: \$23,750 at Bonham's New York, November 5, 2013



Etude pour "Création de monstres" (bottom left)

Pencil on paper

Signed, not dated

Estimated: \$10,000-\$15,000

Sold: \$20,000 at Christie's New York, November 6, 2013



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THE SALVADOR DALI COLLECTORS BI-MONTHLY JOURNAL

© 2013 The Salvador Dali Gallery, Inc.

Published bi-monthly (January, March, May,
July, September, November) by The Salvador
Dali Gallery, Inc., 31103 Rancho Viejo Road,
#2-193, San Juan Capistrano, CA 92675.

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