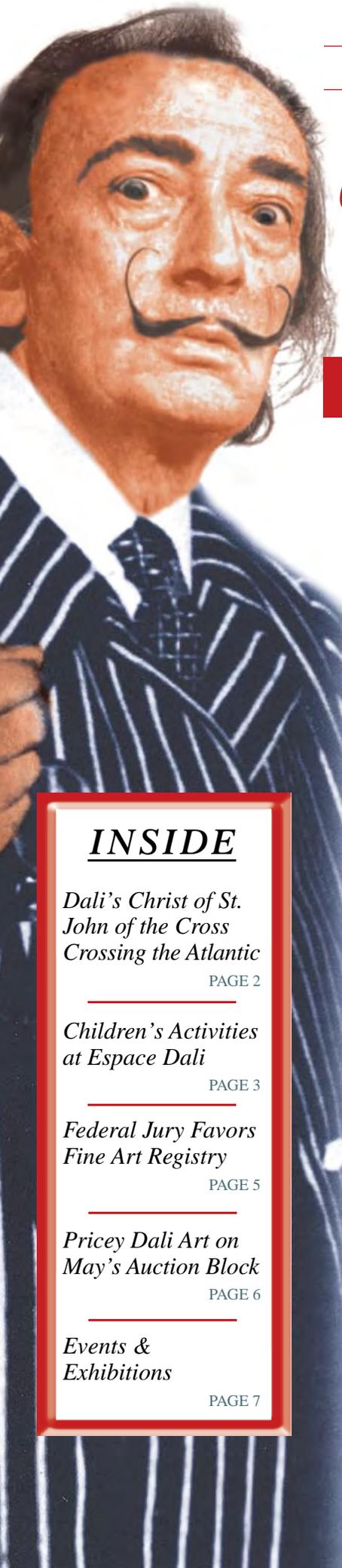


THE Salvador Dali COLLECTORS NEWSLETTER.®

FOR THE DALI AFICIONADO AND SERIOUS COLLECTOR

*** Now In Our 20th Year ***



Record Price Paid for a Dali Painting at Auction

BREAKING NEWS... A Dali oil on canvas has auctioned for more than \$5.6-million, a record for any Dali painting at auction. *Spectre du Soir sur la Plage*, painted in 1935, auctioned for \$5,682,500 at Sotheby's *Impressionist & Modern Art* evening sale on May 5, 2010. *See the full story on Christie's and Sotheby's May Dali auctions on page 6...*

It's High Time for an Atlanta Dali Exhibit

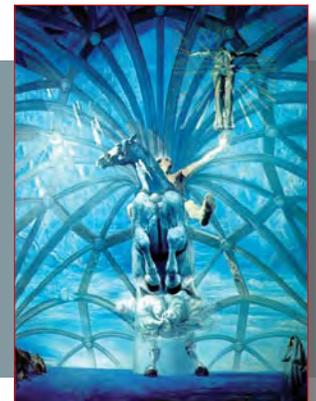
The first major exhibition to reevaluate the last half of Dalí's career, *Salvador Dalí: The Late Work*, will be presented at Atlanta's High Museum of Art this year. In the late 1930s Dalí underwent a radical change in which he embraced Catholicism, developed the concept of "nuclear mysticism" and, in effect, reinvented himself as an artist. Religious iconography became prevalent in Dalí's work following his conversion. During this period, his work blended religious tradition with his interest in modern science and atomic physics. Prominent examples of this included in the High's exhibit will be *Santiago El Grande* (1957) and Dalí's iconic *Christ of St. John of the Cross* (1951), on loan from Glasgow, Scotland.

Comprising more than 40 paintings and a related group of drawings, prints and other Dalí ephemera, the High's exhibit will explore the artist's enduring fascination with science, optical effects and illusionism as well as his connections to such artists and celebrities of the 1960s and 1970s as Andy Warhol, Roy Lichtenstein, Willem de Kooning and Alice Cooper.

"Salvador Dalí at the High brings together one of the most important groupings of his later work to ever be shown, and also affords our visitors the opportunity to meet one of the greatest artists and intriguing minds of the twentieth century," said Michael E. Shapiro, the High's Nancy and Holcombe T. Green, Jr. Director. "It will be thrilling for audiences to see the evolution of the world's best known Surrealist."

Salvador Dalí: The Late Work
August 7, 2010 - January 9, 2011

Organized by the High Museum of Art in collaboration with the Salvador Dalí Museum, St. Petersburg, Florida, and the Gala-Salvador Dalí Foundation, Figueres, Spain. The High will be the sole venue for this exhibition.



Santiago El Grande, 1957

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Glasgow to Loan *Christ of St. John of the Cross* for High Exhibit

Excerpted from *The (Scotland) Herald*, 3/2/2010

Less than four years after it reopened to the public, one of Scotland's major visitor attractions is sending its star asset out on loan. Dali's *Christ of St. John of the Cross*, the most famous painting in Glasgow's museums and galleries, will leave the Kelvingrove Art Gallery and Museum for a five-month trip to the U.S. The painting, bought along with the copyright to its image by the city of Glasgow in 1952, will be at the center of a major Dali exhibition at the High Museum in Atlanta, Georgia.

It was revealed recently that the Atlanta museum is also to stage a major display of Italian paintings from the collections of the National Galleries of Scotland later this year. The Dali will be absent from the Kelvingrove from August until January 2011. When it returns, the masterpiece will be hung in a different spot.

The painting now hangs in a corner of a first floor gallery, a position that has attracted criticism and leads to congestion as people gather to look at what is probably the institution's leading art exhibit. No details of its new position have been released, but it will "better reflect the position of the painting as one of the star exhibits of the Kelvingrove," a source said.

Glasgow will receive a fee of £25,000 for the loan and, because the city owns the painting's copyright, is expecting to earn revenue from merchandising sales on its trip to the southern state. For its journey across the Atlantic, the Dali will be packed in a high-specification case with environmental controls, paid for by the High Museum. Although the Christ may seem to be a permanent fixture in Glasgow galleries, it has been out on loan 10 times since 1951, but only once since 1980, when it appeared at the National Gallery in London in 2000.

"Don't bother about being modern. Unfortunately it is the one thing that, whatever you do, you cannot avoid."

The loan has not pleased everyone. Julian Spalding, art critic and former director of Glasgow's galleries and museums, said lending the Dali out for £25,000 amounted to "prostituting art." He said: "I am not against museums earning money from the richness of their collections, but earning money from the stars is a different sort of matter. "The Louvre lent to Atlanta, but they lent stuff that was basically from their stores. They didn't lend the *Mona Lisa*." 

"Alice" at Fayetteville Museum

From *The Fayetteville Observer* by Brian Dukes, 3/4/2010

The Fayetteville (North Carolina) Museum of Art travels down the rabbit hole with a special exhibit of the 13-piece *Alice's Adventures in Wonderland Suite* by Salvador Dali on display at the 839 Stamper Rd. location in Fayetteville, N. C. through May 23.

The exhibit came from a private local collector who was impressed with the museum's *Dali Illustrates Dante's Divine Comedy* exhibit held at their Festival Park Plaza building this past Feb. 12-28. That exhibit brought in approx. 3,500 viewers.

"We're very happy with the results," the museum's assistant director Michele Horn said. "Dali's been very successful for us. Last year's Warhol exhibit brought in only 2,000, and that's including the school students. Though there are only 13 pieces, but they're so much larger than the *Divine Comedy* work, and there are so many layers to each piece, so many stories within stories. It's breathtaking." 



From the *Alice in Wonderland Suite*



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Children's Workshops at Espace Dali Paris

Espace Dali is a forerunner in creating exciting activities through which children can explore the magical world of Dali. Through creative play and drawing, they learn about Dali's surrealism and the history and ideas behind the artworks. Espace saw a 40% increase in schools visiting the exhibition during 2009.

Developed for 2010 is a brand new series of unique educational children's workshops in which youngsters create drawings, sculptures and engravings to take home as souvenir gifts. This exciting exhibition is curated by Beniamino Levi, President of the Stratton Foundation, an avid art collector and Dali world expert.

In *Drawing and Storytelling*, children learn about Dali's most famous recurring symbols ... the soft watch, the egg, the melting clocks. They learn about the history behind the artwork and then are given the chance to create their own drawing of the sculpture.

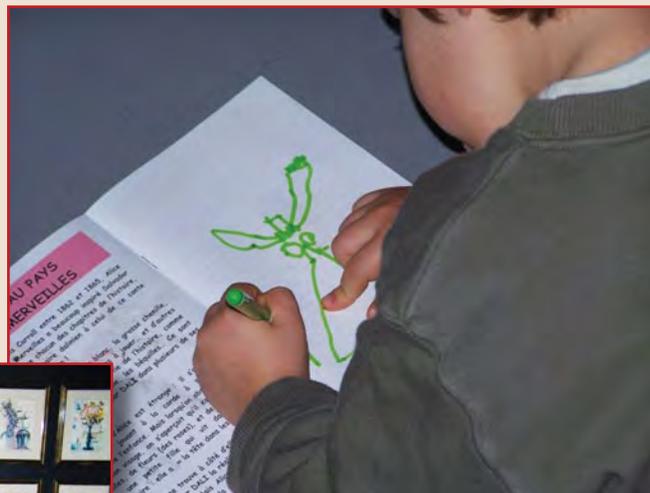
During the workshop *Droles Dalimaux (Intriguing Dalinian Animals)* children are encouraged to use their imagination and create a new 'surreal' creature, using parts of animals, taking inspiration from unique Dalinian creatures such as the unicorn and the elephant with giraffe legs.



La Tache Qui Parle (Talking Ink Blots) is the most popular creative workshop. Dali's graphic artworks provide inspiration to children who, after their guided visit, return to the workshop where they create ink blots in the style of Dali graphics.

Brand new this year is *Le Surrealisme C'est Nous (Surrealism Is Us)*. Children play the surrealist game "cadavre exquis," creating weird and wonderful collages in the style of the surrealists.

In *L'Astuce du Graveur (Arty Engravings)*, children have the opportunity to employ the same technical skills and printing techniques used by Dali to create his



unique engravings and prints. All in all an excellent opportunity to educate through the medium of art!

Further information and teachers guides can be downloaded from the Espace Dali website at www.DaliParis.com.

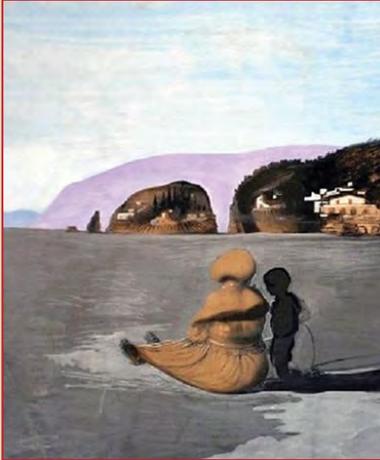
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For Dutch Thieves, Dali Crime Doesn't Pay

Excerpted from *CBC News*, 3/17/2010



Adolescence

Police in the Netherlands have arrested two men in the theft of two paintings, including one by Salvador Dali, from a Dutch museum last year. The suspects, aged 29 and 43, were apprehended in the southern city of Breda, police said.

Three or four masked robbers are alleged to have raided the Scheringa Museum for Realist Art in Spanbroek, about 50 kilometers north of Amsterdam, in broad daylight around noon on May 1, 2009, threatening a guard and a receptionist with a gun before escaping with the paintings.

"They put the paintings into a small black car and drove off," a police spokesman reported. "It was all over in two minutes."

The works taken -- *Adolescence*, a 1941 gouache by Salvador Dali, and *La Musicienne*, a 1929 oil painting by Polish-born Tamara de Lempicka -- have not been recovered. 

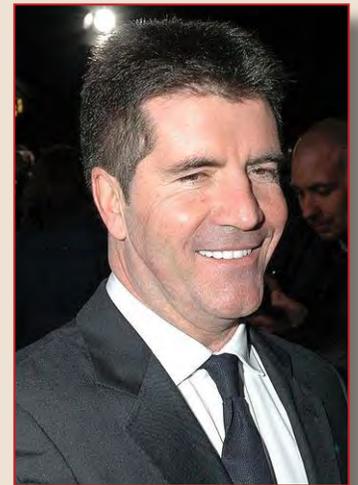
Simon Cowell Plans Dali Themed Wedding

Excerpted from *New Zealand Herald News*, 3/30/2010

Former *American Idol* judge Simon Cowell, who is set to marry makeup artist Mezhgan Hussainy in early September, will have a setting inspired by Spanish surrealist painter Salvador Dali, according to his ex-girlfriend Sinitta, who has been commissioned to help organise the lavish party.

She said: "What Simon wants, Simon gets. The theme of the wedding is Miracles Do Happen - Simon getting married just goes to prove it. It will be a pretty surreal do - Salvador Dali-inspired. There'll be angels and all sorts everywhere. I can't believe the big man is actually doing it, but I am convinced he's going to, even though it's going against everything he has ever said. It's beautiful, it really is."

The So Macho singer has put forward suggestions for decor at the wedding, including Dali's famous melting clocks from his best-known work *The Persistence of Memory*. Other plans include having waiters in oriental clothes and melting angel and demon candle works at the entrance to the venue - which has yet to be confirmed. 



Simon Cowell

Court Rules Dali Family to Keep Royalties

Excerpted from the *The Financial Express* by Raf Casert, 1/20/2010

Spain, which owns the rights to Salvador Dali's artwork, lost a European Union lawsuit over royalties from sales of the artist's paintings in France, where such payments are limited to family members. The European Court of Justice in Luxembourg said French law is compatible with the EU's 2001 rule requiring that artists' beneficiaries share in resale prices. Unlike Spain, France only allows the payments to artists and their heirs. A group set up to collect royalties for Spain sued its French counterpart in 2005 to reclaim some resale royalties paid to Dali's heirs.

Dali, praised for surrealist works including his 1931 *The Persistence of Memory*, left all of his intellectual property rights to the Spanish government when he died in 1989. The artist died a widower and had no children or descendants. At the time of his death, he had five surviving family members. 

"I believe that the moment is near when by a procedure of active paranoid thought, it will be possible to systematize confusion and contribute to the total discrediting of the world of reality."



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Jury Finds Against Park West Gallery

Dali art among questionable works at cruise ship auctions

Excerpted from *Crain's Detroit Business* by Chad Halcom, 4/21/2010

Park West Galleries Inc. was not defamed by an Arizona art registry service, and will even have to pay \$500,000 for infringing a federal trademark law while defending its reputation, a federal court jury found today (April 21).

Jurors took about a day and a half to reach a unanimous verdict against Park West and in favor of Phoenix-based Global Fine Art Registry. Park West had sought \$46 million in damages against the registry, its CEO Teresa Franks, Bruce Hochman owner of California-based The Salvador Dali Gallery, and a contract writer for the registry.

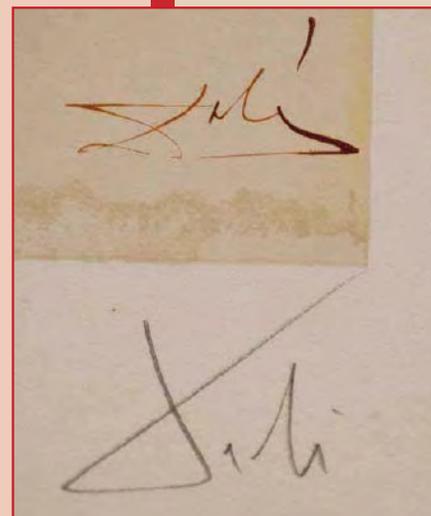
After a six-week trial before U.S. District Judge Lawrence Zatkoff, the jury on Wednesday awarded no damages in Park West's claims for defamation, tortious interference and civil conspiracy. Additionally, the jury awarded \$500,000 to Fine Art Registry for Park West's violations of the federal Lanham Act that governs several aspects of trademark law.

The federal lawsuit stems from a series of online reports the Registry posted in 2007-08 about Park West, mainly involving art buyers who claimed fraud and violations of consumer protection laws in several states in art auctions that Park West hosts aboard cruise ships. Many of those art buyers are plaintiffs in eight other state and federal lawsuits seeking more than \$22 million in damages; most of those cases have been consolidated into a multi-district federal lawsuit that heads to trial next year in Seattle.

Park West has hosted art auctions aboard cruise lines since 1993, and the company has claimed they account for more than 80 percent of annual revenue, which peaked at nearly \$300 million in 2006 and early 2007. Disney Cruise Line ended its concession agreement to host Park West auctions last year and entered a new agreement with competitor West End Gallery Inc. of Fort Lauderdale, Fla. But Park West maintains its agreements with several other cruise lines.

Jonathan Schwartz, associate at Farmington Hills-based Kaufman, Payton & Chapa P.C., hailed Wednesday's outcome as a win and a possible indicator of the strength of the art buyer lawsuits. Kaufman Payton is also representing 10 art buyers in a civil lawsuit at Oakland County Circuit Court, and defended Franks and the Registry in the federal lawsuit in Port Huron.

"We mounted a defense of truth in the defamation case, and were able to bring witnesses and experts to support the claims that were made (online)," he said. "The (parties) are going to take a look at the art buyer claims on a case by case basis, but if Park West wants to present this same case as a defense to those allegations, the outcome today might say something about the strength of presenting that defense."



From the trial transcript: Authentic Divine Comedy print signed in the block by Salvador Dalí (top) and one sold by Park West, bearing a supposed Dalí pencil signature (lower) that was found by experts Nicolas Descharnes and Frank Hunter to be fake and described by handwriting expert William Flynn as a "crude forgery." (See book offers below for a key resource on authentic Dalí signatures, used by Flynn at the Park West trial.)



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2010 Salvador Dalí Print Price Guide

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Signatures of Salvador Dalí

A primary resource used by handwriting expert William Flynn at the Park West Gallery trial.

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May 5-6 Dali Auctions

New York-based art writer Tom Johansmeyer in an April 28, 2010 RSS feed blogs that, “The Impressionist and Modern Art sales in May are likely to confirm a continued climb in art auction pricing. Not only are presale estimates and sales on the way up, the number of pieces being resold quickly is on the rise,” he says. “This means there’s a high degree of liquidity in the art market: collectors can sell easily and with less worry.”

Johansmeyer says the increase in art market liquidity is due partly to the return of guaranteed minimum pricing, in which the auction houses assume some sales risk for attractive or desirable pieces they feel can beat the numbers and attract buyers and sellers of other strong works. “It’s the price guarantees that have led to the arrival of some strong pieces at the early May auctions this year,” he concludes. “So expect a few records to be set. Sotheby’s has high hopes for pieces by Salvador Dali and Auguste Rodin.”

Here’s a gallery of some of the plum Dali pieces that went on the auction block at Sotheby’s and Christie’s in New York on May 5-6 and what they sold for.



Record Price Set for a Dali Painting at Auction...
Spectre du Soir sur la Plage, 1935
 Oil on canvas, signed and dated lower right
 Estimated: \$4,000,000 - \$6,000,000
Sold: \$5,682,500 at Sotheby’s on May 5



Angel of the Annunciation
 Estimated: \$35,000 - \$45,000
 Sold: \$86,500 at Sotheby’s May 6



Portrait of the Artist’s Mother, 1920
 Estimated: \$60,000 - \$80,000
 Sold: \$206,500 at Sotheby’s May 6



Le Songe d’un Alchimiste, 1974-75
 Estimated: \$70,000 - \$100,000
 Sold: \$128,500 at Christie’s May 5



Tancrede, 1968
 Estimated: \$120,000 - \$180,000
 Sold: \$146,500 at Sotheby’s May 6

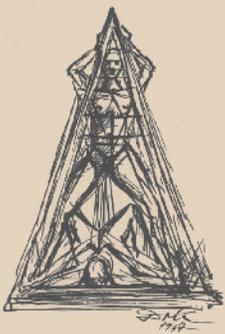


Angel of Dada Surrealism, 1970
 Estimated: \$280,000 - \$350,000
 Sold: \$302,500 at Sotheby’s May 6



Portrait Sara Maria Larrabure, 1963
 Estimated: \$250,000 - \$350,000
 Sold: \$512,500 at Sotheby’s May 6

“The only difference between me and a madman is that I’m not mad.”



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EVENTS & EXHIBITIONS



The Salvador Dali Museum

1000 Third St. South, St. Petersburg, Florida 33701

History of the Dali Collection -- Through December 2010

Exhibit drawn from the museum collection, its archives, and personal stories by museum friends and family, examines the rich history of its 28 years in St. Petersburg as it prepares to move into its new building in January 2011.

Selections from the Albert Field Bequest -- Through December 2010

Albert Field (1916-2003), Dali's official archivist, donated his research material, books, watercolors, prints and objects to the museum. This will be the first time a selection of these items will be on view. Additional info at www.SalvadorDaliMuseum.org or phone (727) 823-3767.



Queen's College, Godwin-Ternbach Museum

65-30 Kissena Blvd., 405 Klapper Hall, Flushing, NY 11367

Dali Dance and Beyond -- Through June 12, 2010

Documents Dali's collaboration with three major modern dance choreographers: Léonide Massine and George Balanchine of the Ballet Russe, and Maurice Béjart. With the display of more than forty never-before-published photographic archives from Italy, Belgium, and the

United States, the exhibition will not only reveal an insufficiently documented period of Dali's artistic production (1939-1962), but propose a new contextualization for Dali's entire opus.

This contextualization includes archival postcards and other popular ephemera that informed Dali's fondness for and use of Wagnerian operas. Additional information visit www.qc.cuny.edu/godwin_ternbach or call (718) 997-4747.



National Galleries of Scotland, Dean Gallery

73 Belford Road, Edinburgh, Scotland

Another World -- July 10, 2010 through January 10, 2011

Comprehensive survey of Surrealist art, bringing together masterpieces by Salvador Dalí, René Magritte, Pablo Picasso, Alberto Giacometti and

Joan Miró, will be the centrepiece of the Scottish National Gallery of Modern Art's 50th anniversary celebrations. The exhibition will include major loans from public and private collections and will offer visitors the chance to see the Scottish National Gallery of Modern Art's world-famous collection of Surrealist art in its entirety for the first time. Additional information at www.NationalGalleries.org or phone 0800 328 1373.



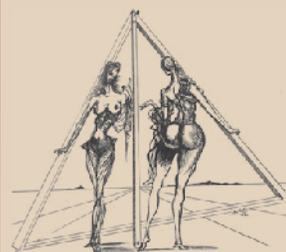
The High Museum of Art

1280 Peachtree Street, N.E., Atlanta, GA 30309

Dali: The Late Work -- August 7, 2010 through January 9, 2011

This exhibition will focus on Dali's art after 1940. Featuring more than 40 paintings and a related group of drawings, prints and other Dalí ephemera,

it will explore the artist's enduring fascination with science, optical effects and illusionism, and his surprising connections to artists of the 1960s and 1970s such as Andy Warhol, Roy Lichtenstein and Willem de Kooning. Additional info at www.High.org or phone (404) 733-4444. 



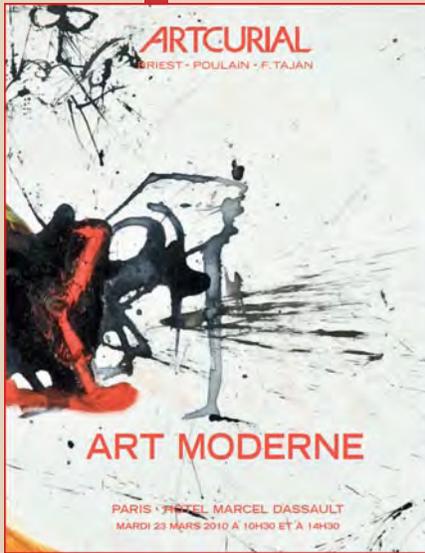
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Mistakes are almost always of a sacred nature. Never try to correct them. On the contrary: rationalize them, understand them thoroughly. After that, it will be possible for you to sublimate them.

AUCTION NEWS



Artcurial used a scene from Dali's *Tauromachie* as the cover image for their March 23 *Modern Art* auction catalogue that included a special tribute to Dali's post-war work. More than 65 Dali lots were auctioned, primarily graphic works and original drawings, sketches and gouaches. Virtually all sold above their estimate ranges -- some dramatically so. Here are the highlights of this exciting Dali auction.

The full auction catalogue can be downloaded online at: www.artcurial.com/pdf/2010/1749.pdf

Scene de Tauromachie (detail pictured top left)

Porcelain - Signed, 1961
 Estimated: \$16,200- \$20,250
 Sold: \$22,370 at Artcurial Paris
 March 23, 2010



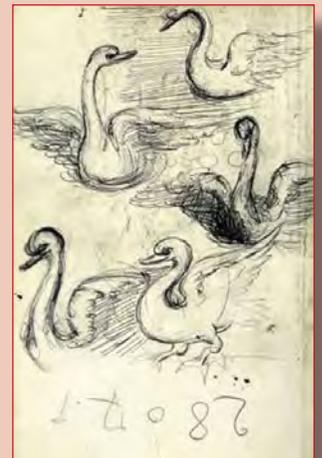
Le Souliers de Gala (pictured middle left)

Gouache & ink on cardboard
 Signed, 1965
 Estimated: \$20,250 - \$27,000
 Sold: \$29,160 at Artcurial Paris
 March 23, 2010



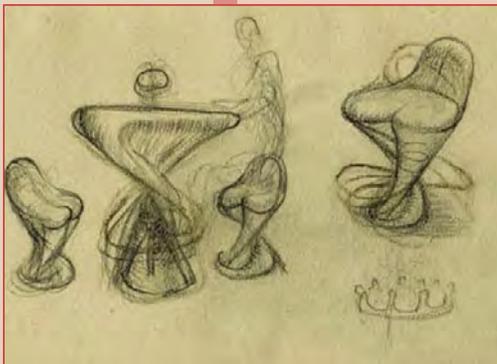
Furniture for Acapulco Club "Dali Night" (group of 4 - 1 pictured below left)

Pencil on paper, 1935-36 & 1957
 Estimated: \$3,375 - \$4,050
 Sold: \$16,600 at Artcurial Paris
 March 23, 2010



Banlieue de la Ville Paranoïaque-Critique (group of 3 - 1 pictured above right)

Ink & pencil on paper, not dated
 Estimated: \$4,050 - \$4,725
 Sold: \$22,410 at Artcurial Paris
 March 23, 2010



The Swans (group of 3 - 1 pictured at right)

Ink & pencil on paper, circa 1933, 1946 & 1953
 Estimated: \$2,700 - \$3,375
 Sold: \$17,430 at Artcurial Paris
 March 23, 2010

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Toll free 800-ASK-DALI (800-275-3254). The Salvador Dali Gallery, Inc. is a complete Dali resource, exclusively offering Albert Field's Official Catalog of the Graphic Works of Salvador Dali; Bruce Hochman's Print Price Guide to the Graphic Works of Salvador Dali; authentic Dali prints and originals, and this publication. Visit The Salvador Dali Gallery's website: www.DaliGallery.com.