

THE Salvador Dali

COLLECTORS QUARTERLY®

FOR THE DALI AFICIONADO - SPECIAL EDITION - DALI at UCLA

Largest Dali Art Exhibit Ever Shown In California Opens July 14 In Los Angeles

At this very moment, a team of event planners, art installers and production designers is working day and night to prepare for the opening of *Dali at UCLA*, the largest collection of Dali art ever shown in Southern California. The art, of course, is staggeringly impressive, and this year a new element has been added...a portion of the proceeds from art and ticket sales will benefit pediatric genetic research at the UCLA School of Medicine.



Presented by Brana Fine Art, the two-week show is gaining attention in L.A.'s most prestigious social circles, including the entertainment industry, the medical community and the art world. In the upscale enclave of Westwood, where the UCLA campus is located, the show is being supported by Borders Books, which is dedicating a section of its Westwood store to a sale on books about Dali (see related story, p. 5). You'll know you're in the right

neighborhood when you see the 8' x 3' *Dali at UCLA* banners hanging from the lightposts along Wilshire Blvd.

The exhibit includes one-of-a-kind works, oil paintings, watercolors, drawings, prints, print suites, sculpture and tapestries. A selection of rare Dali collectibles and memorabilia — which have never before been publicly exhibited — will also be on display at the show. The collectibles include signed books, magazines, photographs, rare exhibit catalogs and an array of eccentric, unusual items designed by Dali.

In addition to the on-going exhibit, which runs July 14-27, we invite you to join us for our "Surreal Soiree," a black tie-optional opening night reception. **Ticket information and other details can be found inside on page 4.** You can also visit the official website for the exhibit at: www.DaliAtUCLA.com.



This will be one of L.A.'s most widely-publicized and well-attended art events. You won't want to miss it. Please join us. Special art prices will be offered to Brana clients.

See you in Los Angeles! 

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Coming to L.A. for the Dali Art Show?

A few things you'll need to know...

- The exhibit is on the UCLA campus (University of Southern California at Los Angeles) which is located in *West Los Angeles*.
- You'll want to find a hotel as close to UCLA as possible. Look for accommodations in these neighborhoods: West L.A., Century City, Beverly Hills, West Hollywood, Santa Monica, Malibu, Marina Del Rey, Culver City or Sherman Oaks. These communities are between 20-30 minutes from Los Angeles International Airport (LAX), but driving time depends on traffic (which is pretty heavy most of the time).
- Parking at UCLA will cost \$6.00.
- In Los Angeles it takes twice as long to drive anywhere as you think it will. Try to avoid driving during morning and evening rush hours. The streets are most manageable between 10 a.m. and 3 p.m., and after 7 p.m.
- The weather will be quite warm, even at night. ☺

"The Privilege of Intimacy" Exhibited by Spanish Government

*Excerpted from The Jerusalem Post
March 9, 2001 by Gil Goldfine*

Large color and black & white photographs of Salvador Dali (1904-1989), the eccentric Catalan surrealist, were made over the years by Mark Lacroix (b. Paris, 1927). Having befriended Dali in the early 1970s, Lacroix was granted entrance into the artist's inner circle and subsequently created a comprehensive album of the painter's world; his portraits, activities, models and studio-workshop. He also collaborated with Dali on several photographic projects including the development of stereoscopic art, a combination of camera-induced and painted mirrored images; these were exhibited at the Nikon Gallery in Paris in 1975.



The current exhibit, "The Privilege of Intimacy," is divided into three sections: Metamorphosis; Portraits; and Interiors at Pubol Castle (Figueres, Spain). Metamorphosis is a series in which Lacroix used darkroom techniques (solarization and photogramic line etching) to transform black & white bromides into flashy colored prints. The portraits are pure Dali - direct, theatrical, bizarre and salted with exotic props and comic relief. The castle interiors not only afford the viewer elegant portraits of Dali's wife Gala in a splendid red gown, but provide a glimpse into Dali's domestic life.

The exhibition was initiated and sponsored by the Cervantes Institute, the cultural arm of the Spanish government working through its embassies worldwide.

For more information on where "The Privilege of Intimacy" will be exhibited in the future, visit the Cervantes Institute website at: www.cervantes.es. ☺

A vertical poster for the "DALI at UCLA" art exhibit. At the top is a black and white portrait of Salvador Dali. Below the portrait, the text "DALI at UCLA" is written in a large, bold, sans-serif font. Underneath that, it says "ART EXHIBIT" in a smaller font, followed by "JULY 14 - 27" in a very large font, and "2001" below it. At the bottom, it lists "TICKETS 310-825-2101" and shows a small illustration of a building. The website "www.DaliAtUCLA.com" is printed at the very bottom.

Dali Debate Rages in Scotland

Following are excerpts from two articles that appeared in Scotland's national newspaper, *The Daily Record*, about a controversy related to Glasgow's ownership of the Dali masterpiece "Christ of St. John of the Cross." Some Scots believe the painting should be sold to bail the city out of a financial crisis, while others consider the painting a national treasure that should not leave Scottish soil. Interested buyers are already lining up, and the debate continues...

"Dali's £100 Million Christ Could Save a City"

by Billy Patterson

The Daily Record, March 13, 2001

A startling image of Christ should be sold to pay off Glasgow's debts, says a top art expert.

The Salvador Dali masterpiece "Christ of St. John of the Cross" was bought by the city for just £8,200 almost 50 years ago - but could now fetch tens of millions of pounds. But instead of keeping it as a national treasure, Richard Demarco, professor of European Cultural Studies at Kingston University in London, reckons Glasgow should take the cash.

He said: "They should wait until the painting is worth £100-million and sell it to save the city of Glasgow from bankruptcy because at the moment they can't afford to run its galleries."

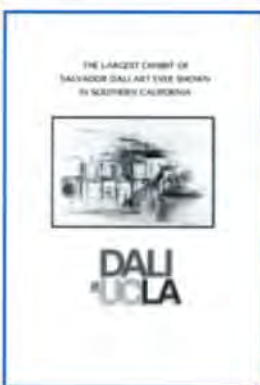
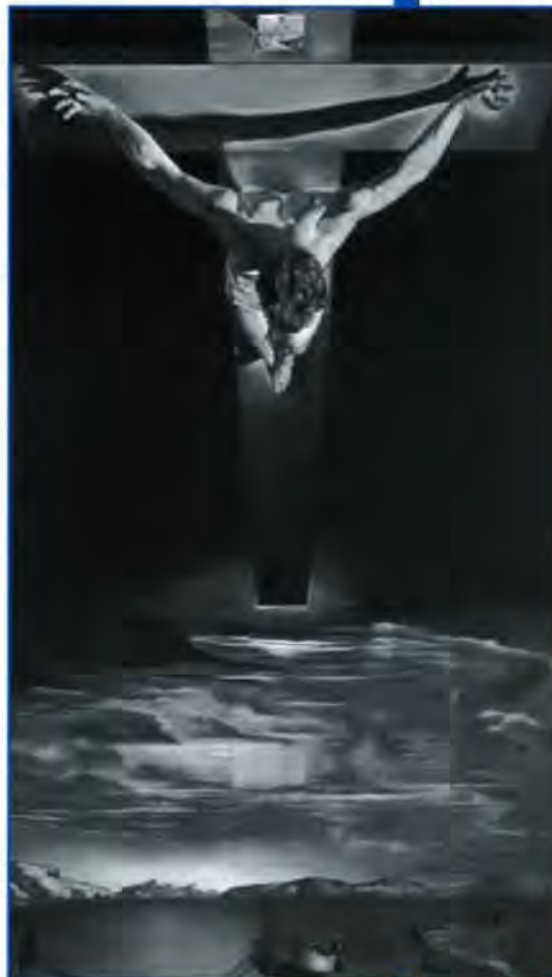
Last night the Spanish government confirmed that it would be first in the queue to buy the great work for the artist's homeland. A spokesman at the Spanish Embassy said: "Should the painting appear at Christie's or Sotheby's we would certainly be there bidding."

But a Glasgow City Council spokesman said that the painting, which has attracted millions of people to Glasgow, will not be for sale at any price - despite Demarco's advice.

He said: "Glasgow City Council has no intention of selling off any of their major works of art. They are there for visitors and the people of Glasgow to enjoy."

Dali's vision was put on canvas in 1951 and was bought the year after its completion for what was then regarded as the outrageous sum of £8,200. The man in charge of Glasgow's art galleries at the time was Dr. Tom Honeyman, who was met with point blank refusal when he suggested that the council should buy a piece of modern art. Dr. Honeyman then outraged officials and councillors by dipping into cash raised by the Glasgow International Exhibition of 1901 to buy the painting.

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Special Hot Off the Press Pre-Exhibit Price Until July 1...

Dali at UCLA Exhibit Catalog

More than 200 color images in this 36-page memento of the largest exhibit of Dali art ever shown in California. Now at the printer's and ready to ship July 1.

Regular price ~~\$19.95~~ plus S&H

Now just **\$11.95** shipping included

...if you order by July 1, 2001

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THE **Salvador Dali**
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The Salvador Dali Gallery
&
UCLA School of Medicine Pediatric Genetics

Invite you to the
Opening Night Celebration
of

DALI
at
UCLA

A Surreal Soirée

The debut of the largest exhibit of Salvador Dali art
ever shown in Southern California.



July 14, 2001
6:00 p.m.

Ackerman Grand Ballroom - UCLA Campus
Black Tie Optional

Over 500 pieces on exhibit, including one-of-a-kind works, oil paintings,
water colors, drawings, prints, print suites, sculpture and tapestries.

RSVP by Monday, July 2

\$100 per person / limited space

A portion of proceeds from Surreal Soirée ticket sales will benefit
pediatric genetic research at the UCLA School of Medicine.

(310) 825-2101

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General admission tickets for the Dali at UCLA exhibit are \$7.00
Tickets available at the door or in advance through the
UCLA Central Ticket Office (310) 825-2101
www.tickets.ucla.edu

Portions of Your Dali at UCLA Tickets and Art Purchases are Tax Deductible!

Your \$100 ticket to the July 14 *Surreal Soiree* is 65% tax deductible as a donation to pediatric genetic research at Mattel Children's Hospital at UCLA. So is 10% of any art purchase made during the exhibit.


Medical Genetics, Department of Pediatrics

Medical Genetics is an area of medicine that has grown tremendously in the last decade, thanks to advancing technology and groundbreaking research into the genetic links to various diseases.

Medical Genetics in the Department of Pediatrics at UCLA provides comprehensive and compassionate care to patients and families who may be at risk for birth defects, developmental disabilities or hereditary disorders. Contributions directly support research into prenatal diagnosis, metabolic disorders, neurobehavioral genetics and predictive testing for a number of types of cancer and other disorders. 

Dali's Memory is Persistent at Borders Westwood

As a corporate supporter of *Dali at UCLA*, Borders Books in Westwood is offering Brama clients a 20% discount on books, music and other items while the exhibit is running.

While you're in L.A., visit Borders at 1360 Westwood Blvd. (just south of the UCLA campus). Present your exhibit ticket, your *Surreal Soiree* invitation or a copy of this newsletter to receive your discount. 

- Discount does not apply to periodicals, 'net' titles, non-stock special orders and gift certificates.
- Discounts are not combined (higher of the two shall be honored). • DVDs are 15% off during this promotion.
- This offer is exclusive to the Borders in Westwood. • Offer expires July 30, 2001

First Dali Painting at Cleveland Museum of Art

by Paul Chimera

Exclusive to The Salvador Dali Collectors Quarterly

CLEVELAND, OHIO - How refreshing to observe a museum professional - in this case Sandra Stemen, an instructor in the Cleveland Museum of Art's education department - open a talk about Salvador Dali by describing him as simply "the great Spanish painter." No disclaimers about how he was "a bit wacky," and no apologies for his flamboyant public image. Absent was any preamble about how a brother before him, of the same name, tragically died at an early age, which accounted for Dali's need to aggressively establish his own identity.

Instead, a group of interested art connoisseurs was given a presentation that focused entirely on Dali *the painter*. This makes perfect sense, since the Cleveland Museum of Art had just acquired its first ever Dali painting...one of the most important canvases by the surrealist master, the gripping 1931 painting, "The Dream."

Museum director Katharine Lee Reid commented in press reports that "the image stops you in your tracks." Her description is dead-on, as I was stunned by the painting's unexpected luminosity when I viewed it in a small second-floor room, where it hangs alone on the far wall.

As always, book reproductions just don't capture the texture, color quality and overall visual effects anywhere near the way these features are revealed in person. It's as if there is a literal glow emanating

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Mattel 
Children's Hospital at
UCLA

BORDERS BOOKS
MUSIC
MOVIES
CAFE


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Dali's 'The Dream' (continued from pg. 5)

from within the image, especially around the woman's eyes, forehead, and wind-swept tresses. The iridescent quality is perfectly fitting for a painting symbolizing the human dream state.



"Dali puts the oil paint on thin, then builds glazes over it," instructor Stemen pointed out. "It looks sort of like nail polish." And then, drawing the group's attention to the white highlights and color gradations in the woman's hair, declared, almost in amazement: "This white glows!"

Aficionados will recall that the great Dali Museum collection, now in St. Petersburg, Florida, but formerly in a wing of an office building in suburban Cleveland, at one time could have found a home right here in the stately Cleveland Museum of Art. But the museum's director at the time, Sherman Lee (mother of the current director), could not meet all the criteria imposed by the works' owners, Reynolds and Eleanor Morse. As a result, the Cleveland Museum of Art remained Dali-less for decades, save for a small etching, "St. George and the Dragon." Until now the museum never owned a Dali painting.

"The Dream" is clearly one of Dali's most significant paintings, created at the outset of what scholars consider his most important surrealist period: the 1930s. Since dream images -- heavily inspired by explorations of the subconscious by Sigmund Freud -- were what surrealism sought to portray, this painting is almost emblematic of the movement and Dali's dominance of it.

Employing the razor-sharp draftsmanship typifying all of his work, Dali has again succeeded in making the unreal somehow seem real. In this haunting figure of a woman, her eyes are closed, yet you get the

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Debate in Scotland (continued from pg. 3)

Stanley Hunt, of the Friends of Glasgow Museums group, said: "It caused an awful stushie at the time. Dr. Honeyman put his job on the line. People thought that for somebody to spend £8,000 on a work of modern art, they just had to be off their heads.

"But Dr. Honeyman was making one of the shrewdest investments in the history of art. Not only did he buy the painting, he bought the copyright. Today that painting will be bringing in £8,200 every week in merchandising alone. It has even been used on postage stamps in a number of deeply religious countries."

But it was not just the cost of the painting that attracted criticism.

Many saw Dali's vision of a serene Christ suspended in space with the absence of nails and a crown of thorns as blasphemy. In 1961 one fanatic vandalised the lower half of the 20th century's most famous religious image. The areas of repair can still be seen on close examination but they have not devalued the painting.

The masterpiece was transferred from the Kelvingrove Galleries to its present home at St. Mungo Museum of Religious Life and Art in 1993. Since then one and a half million people have stood in awe before it - and children still lean down to see if they can see Christ's face.

Demarco conceded that while selling the painting might make sound financial sense, Glasgow without its Dali would be unthinkable.

Demarco said: "The painting has reached the level of being priceless because it is an icon. It is more than just a work of art. I cannot think of a better reason to go to Glasgow than to see the Dali masterpiece."

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Debate in Scotland *(continued from pg. 6)*

"Missing the Big Picture"

Author Unknown


The Daily Record, March 13, 2001

Salvador Dali's "Christ of St. John of the Cross" is an awe-inspiring image. We are lucky that it has found a home in Scotland for the past half-century - and Scotland is where it must stay. Prof. Richard Demarco's suggestion that it should be sold to bail out the cash-strapped Glasgow council is outrageous. No surprise there, for Demarco has made a long and successful career out of being outrageous.

If he is trying to embarrass the city into paying more for the upkeep of its galleries, fine. But in case anyone, for once, takes him seriously - or any councillor gets the idea that it is a convenient way to raise money - it should be slapped down immediately.

One of Glasgow's proudest achievements in recent years was being chosen as a European City of Culture, but it could give up any claim to that title if it sold the Dali Crucifixion. The capture of the Dali masterpiece by Dr. Tom Honeyman for the City of Glasgow is one of the romances of the art world. Risking the sack, he defied the philistines on the council and used a little-known fund to snatch the painting for a mere £8,000.

That has been repaid with several thousand per cent interest, not only in the postcards and reproductions which hang on countless walls but also in the tourists who come from all over the world to view the painting.

The fact that the painting could now be worth as much as £100-million is immaterial. Masterpieces are only held in trust for future generations. It doesn't just belong to Glasgow. It belongs to the world. 

Dali Meets Barbie

This summer the Salvador Dali Museum in St. Petersburg, Florida, will be focusing on the role of the Venus de Milo in Dali's work with an exhibition titled, "A Disarming Beauty: The Venus de Milo in 20th Century Art." The topic of feminine beauty has really fueled the imagination of the museum's education department, as evidenced by the interesting selection of lectures, classes and special events that the museum will be offering in conjunction with the exhibition.




The event that really got our attention is aimed at kids... a special family workshop that "examines ideas of beauty by turning our century's version of the Venus (the Barbie doll) into a surrealist object."

This is an excellent psycho-social exercise for kids, especially for young girls who are just beginning to discover our society's idealization of the Barbie body. In a culture where anorexia and bulimia are epidemic, placing Barbie in a surreal landscape is just what the doctor ordered.

The Barbie workshop is part of a series of "Dali Days for Kids," which combines an adventure in surrealist art with an eye toward the current exhibition. In one workshop, participants create a book

decorated with surrealist images of the Venus de Milo and then spend the week filling it with fun surrealist activities such as Exquisite Corpse, Automatic Writing and Dream Illustrations.

For more information, contact the museum's education department at 727.823.3767 or e-mail education@salvadoralimuseum.org. 

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Dali's 'The Dream' (continued from pg. 6)

disquieting feeling she's trying to awaken but can't. Like those dreams -- or, rather, nightmares -- where you need to flee danger, but your legs won't move. "You see here a dream that gets close to a nightmare," declared the museum's Sandra Stemen.

"The Dream," whose price was not disclosed, fills a big gap in the Cleveland Museum of Art's collection of 20th century masters.

"This painting is among Dali's most important and successful attempts at giving visual form to the enigmatic, often disturbing world of unconscious thought," said Director Reid. "Our extraordinary collection has, until now, lacked a major painting by the surrealists, who were such a vital cultural force internationally. For the museum to be able to obtain a key early painting with such compelling power and historical importance is a very rare opportunity." 

AUCTION NEWS

Study for Trilogy of the Desert, 1946. Estimated at \$80,000-\$120,000 (not signed, not inscribed, not stamped). Sold for \$149,000 at Christie's. This piece is an early study for *Mirage*, one of three in the trilogy.

Trilogy of the Desert, Room Setting, 1946. Estimated at \$20,000-\$30,000. Sold for \$35,250. Water color, pencil and gouache, not signed, not inscribed, not stamped. Christie's.

Study for Trilogy of the Desert, 1946, signed twice by Dali with a lengthy inscription. Pen and India ink over pencil on paper. Estimated at \$15,000-\$20,000. Sold for \$19,975 at Christie's.

Le Chevalier, 1954, drawing, ballpoint pen, signed, not inscribed, not stamped. Estimated at \$50,000-\$70,000 and sold for \$82,250 (this piece sold in May 1996 for \$48,000).

Venus et Cupidon, 1978. Estimated at \$100,000-\$150,000. Sold for \$127,000. Signed, inscribed and dated "Dali A BEA 1978" (upper right) and signed again "Dali" (lower right). Oil on board.



THE SALVADOR DALI COLLECTORS QUARTERLY

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