

THE Salvador Dali

COLLECTORS BI-MONTHLY JOURNAL©

FOR THE DALI AFICIONADO AND SERIOUS COLLECTOR

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

14 Hidden “FruitDali” Originals Come to Light at Bonhams London Auction

Excerpted from *The Guardian* and *The Huffington Post*, 6/20/2013

Hidden away and unavailable to the public for much of their existence, 14 botanical watercolors with gouache, painted by Dali in the 1960s, hit the bidding block at Bonhams on Bond Street in London June 18.

The 14 bizarre watercolor and gouache paintings with 19th century stipple engravings are playful appropriations of traditional lithograph studies. They fetched a little over \$1.1 million total.

Titles like *Hasty Plum* and *Penitent Peach* present some of the world’s most expensive, slightly erotic depictions of fruit in the history of art.



Hasty Plum (1969) sold for \$147,800 at Bonhams

The fanciful works, estimated to sell at \$62,000-\$108,000 each, attracted a bevy of international admirers who competed for the lots via phone, internet and on-site bidding wars.

Originally commissioned in 1969-70 by publisher Jean Schneider, the 14 pieces of original art became a series of lithographs with drypoint that were immediately immensely popular with Dali collectors. The original artworks had then lain sequestered in Schneider’s private vaulted collection until November of 2000 when the publisher briefly consigned them for viewing at a

Continued on Page 2...

INSIDE

Dali’s Tarot Legacy

PAGE 3

More Dali “Death’s Heads”

PAGE 4

Norton Museum to Exhibit Dali Oil

PAGE 5

Auction News

PAGE 6-7

Events & Exhibitions

PAGE 8

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

To view a Bonhams video of William O’Reilly presenting an overview of the “FruitDali” originals, CLICK ON <http://www.bonhams.com/video/13574/>

The Salvador Dali Gallery has several of the limited edition “FruitDali” lithographs available. Call Bruce Hochman for details at (800) 275-3254 or email him at Bruce@DaliGallery.com

“FruitDalí” Originals (Cont’d from page 1)

Galerie Orangerie-Reinz exhibit in Cologne, Germany. It was at this showing that “a private European collector saw them and fell in love,” Bonhams’ Department Director of Impressionist and Modern Art William O’Reilly told *The Huffington Post*. The anonymous collector acquired all 14 of the botanical studies, hiding them away once again when the exhibit closed January 15, 2001.

The Bonhams sale was the first time the public has been allowed to view and enjoy these 14 amazing watercolor and gouache originals since then.




Pomegranate and the Angel (1969) sold for \$79,800

“They are wonderful, wonderful things,” O’Reilly continued. “One reason being, they are so fresh and absolutely unseen.”

“No one I knew had ever seen the original watercolors,” said O’Reilly, who recalled the thrill of entering the still-unnamed seller’s house, “and there they were on the wall, it was completely unexpected. That sort of thing doesn’t happen a lot.”

While Dalí’s usual preoccupations are at the forefront of the imagery of *FruitDalí*, the compositions also show a healthy sense of humour, a playfulness and lightness of touch. Indeed it is possible to read in this series a response to the prevailing currents of Pop Art, particularly in addressing questions of mass media reproduction and the use of the botanical illustrations as embellished ‘found objects’.

Dalí was friendly with Andy Warhol, and like Warhol was unconcerned by applying his creative instincts to advertising and other commercial media. Central to the *FruitDalí* series is the concept of illusionism and metamorphosis. Dalí claimed always to have had the ability to see multiple meanings and patterns in single images, recalling a childhood ability to read shapes in the clouds of a summer storm “so that I became master of that thaumaturgical faculty of being able at any moment and in any circumstance always to see something else.” 



THE
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VOL 23 NO 4
Jul-Aug 2013

2

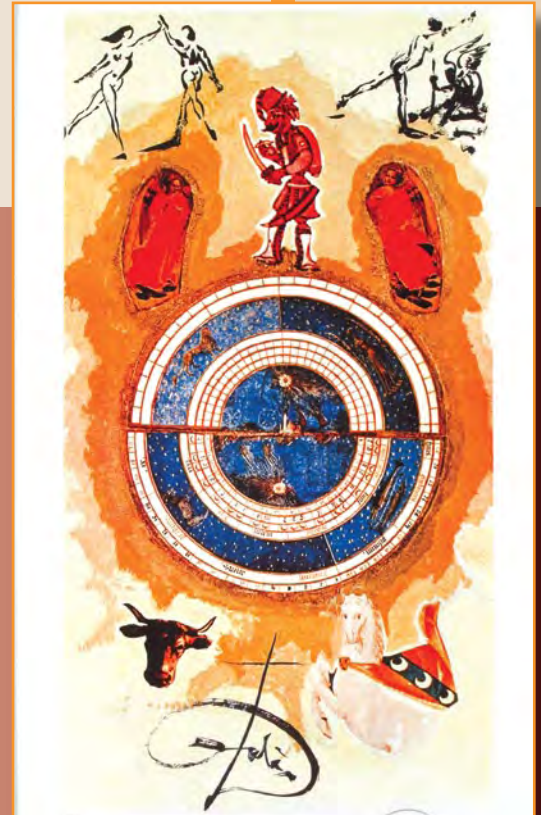
The Legacy of Salvador Dali's Tarot

Excerpted from *GALO Magazine* by Lisa Rainwater, 4/11/2013

Dali's wife Gala had a yen for the tarot and often sought divine truths and hidden meanings from the cards during social gatherings. So Dali created a 78 card deck, *Dalí Universal Tarot*, for his beloved Galuchka. To understand Dali and Gala's fascination with the tarot, one must first understand its cultural heritage.


The origins of tarot cards date back to the Renaissance. Most scholars agree that the deck's original purpose had far more to do with parlor games like Bridge and Tarrochi than divination, which was practiced by esoteric groups at the turn of the 20th century in France and England. A. E. Waite collaborated with illustrator Pamela Colman-Smith to create a contemporary tarot deck now known as the Waite Deck, first published in 1909. It remains the most popular tarot deck in the English-speaking world. The deck is comprised of 78 cards, split into two groups: Major Arcana and Minor Arcana. The Major Arcana houses 22 cards which are archetypal in nature, e.g., The Lovers, The Hangman, The Moon, The Fool and Death. The Minor Arcana is divided into four suits -- swords, cups, pentacles/coins and wands. Each suit has a king, queen, knight, and page and starts with an ace and ends with a ten.

Tarot Universal Dalí uses Waite's delineations, but that's where similarities end. Dali's cards are beautifully produced with gilt edging and the names of the Major Arcana written in English and Spanish. Unlike Waite's uniformly drawn deck, Dali's deck is a pastiche of old-world art, surrealism, kitsch, Christian iconography and Greek and Roman sculpture. Many of his reoccurring motifs such as the rose, the fly and the bull's head are found throughout the deck.

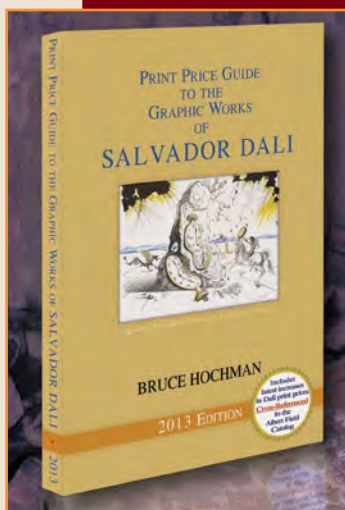


Dali chose himself as the face of the Wizard, whose meaning includes willpower, creativity and genius, while Gala's face is superimposed on a sculpture of Isis. Dali's description of the card is an ode to the "celestial Gala-Isis," which represents "the supreme spiritual power; physically it represents Nature, and intellectually, the fertility of the microcosm and macrocosm. The scepter with the fleur-de-lis stands for brightness."

Like the Waite Deck, the Minor Arcana is similar to a modern deck of playing cards. The cards are depicted with the suit's emblem and its number: blue, white and yellow swords; yellow cups; bright green staves with yellow leaves and yellow coins with red pentacles. Found in each suit, the color yellow is symbolic of the inner light within humanity -- the light that can be divined through reading the tarot.

"Heaven is what I have been seeking all along," Dali once wrote. "Heaven is to be found, neither above nor below, neither to the right nor to the left, heaven is to be found exactly in the center of the bosom of the man who has faith." With each reading, the artist was brought closer to his internal heaven. 

"The difference between false memories and true ones is the same as for jewels: it is always the false ones that look the most real, the most brilliant."



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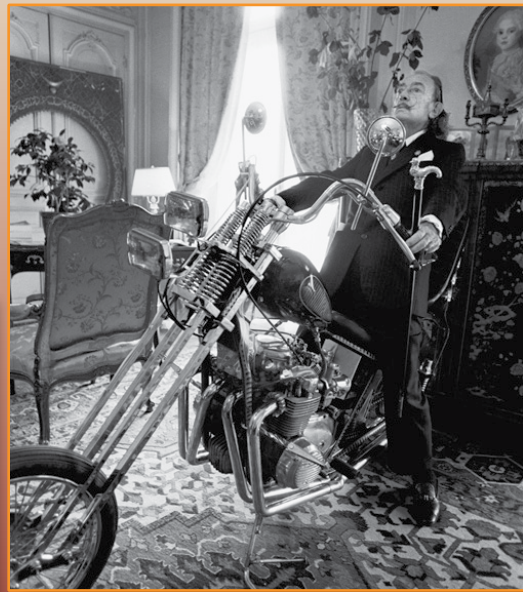
THE
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VOL 23 NO 4
Jul-Aug 2013

3

Toasting Salvador Dalí...

Norwegian artist Ida Frosk pioneers a clever form of palatable art for the artist's palette. Her medium is primarily cheese on toast. Here is her tasty Salvador Dali tribute. You can visit her complete "Art Toast Project" at <http://www.idafrosk.com/>

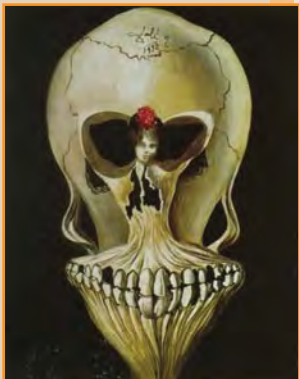


Hello, Concierge Desk?...

Dali was notorious for having bizarre things delivered to his hotel suites, including herds of livestock to model for a painting. This photo of Dali aboard a chopped Harley Davidson was taken October 24, 1973 in his room at the Le Meurice Hotel in Paris. Well, at least it wasn't livestock ... though the concierge likely had a cow.

More Dali "Death's Heads"

We got lots of great comments about our articles on Dali "Death's Head" optical illusions and tributes to Dali artworks by various commercial artists that ran in our May-June issue of the SDCBJ. Here are a few additional entries readers sent in on both of those topics.



Ballerina in a Death's Head
(1939)



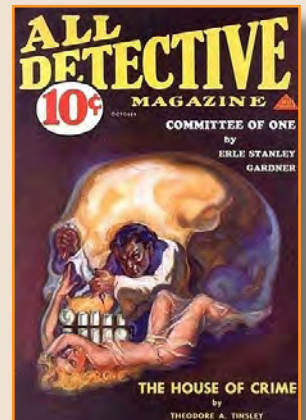
Skull of Zurbana (1956)



Soldier Take Warning (1942)



Tribute to Dali & Halsman's photograph
Dali's Skull by Joseph Canger
on permanent display at the
International Life Cast Museum
Allston, Massachusetts



Were these old pulp magazine
covers additional tributes to
Dali's "Death's Heads"?
Only The Shadow knows!

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COLLECTORS BI-MONTHLY JOURNAL

VOL 23 NO 4
Jul-Aug 2013

4


Dali Portrait at Norton Museum

The Norton Museum in West Palm Beach, Fla. is spotlighting major works by iconic artists in its *Masterpiece of the Month* series. Included for the month of August is Salvador Dali's *Portrait of Marquis George de Cuevas*, an oil on canvas dated 1942.

"This Dali portrait probably was painted in Palm Beach while the artist was visiting de Cuevas, who either owned or rented a residence on El Bravo Way in 1942," said Norton curatorial associate Jerry Dobrick, who learned of the visit in a newspaper society column published that year.

"De Cuevas, a Chilean-born impresario and choreographer, was a member of The Zodiac Group, 12 patrons who supported Dali. In return, Dali stayed at their homes and painted their portraits," Dobrick said.

Painted at the height of Dali's powers, the portrait features characteristic motifs such as a crouching figure in a desert landscape and a staircase leading nowhere. The Norton Museum doesn't own any Dali paintings. "If you're going to show Dali, you want something really good and masterful," Dobrick said. "This is it."


Dobrick will conduct a "Curator's Conversation" about the Dali on August 1 at 6:30 p.m. in the museum's lobby. The Norton Museum of Art is located at 1451 S. Olive Avenue, West Palm Beach, Fla. 



Dali Paints Sir Laurence

Sir Laurence Olivier posed for Salvador Dali in full makeup and costume as the artist painted the *Portrait of Laurence Olivier in the Role of Richard III* in 1955. The painting became the cover of *Newsweek's*



March 19, 1956 issue. Olivier received a best actor Oscar nomination for his *Richard III* that year, a movie on which he was also the director. 



"In my early life, you see, I believed that I was impotent. Since then, of course, I learn that this is not true. But I continue to use the crutches in my painting, only now it is sublimation."



THE
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VOL 23 NO 4
Jul-Aug 2013

5

AUCTION NEWS

L'Orchestre Rouge or La Musique (top left)

Oil on canvas

Signed, 1957

Estimated: \$7,288,650-\$10,528,050

Sold: \$8,115,510 at Sotheby's London, June 19, 2013

Portrait of Mrs. Ortiz-Linares (2nd left)

Oil on canvas

Signed, 1942

Estimated: \$647,900-\$971,900

Sold: \$1,073,050 at Sotheby's London, June 19, 2013

El Sombrero de Tres Picos (3rd left)

Gouache on brown paper

Signed, 1949

Estimated: \$485,900-\$647,900

Sold: \$547,260 at Christie's London, June 18, 2013

La Descente du Saint Esprit (top right)

Watercolor & ink on card

Signed, 1964

Estimated: \$42,370-\$56,500

Sold: \$80,080 at Sotheby's Paris, June 6, 2013

Madone (2nd right)

Watercolor, gouache, brush & ink on paper

Signed, 1962

Estimated: \$48,600-\$81,000

Sold: \$72,900 at Christie's London, June 21, 2013

Chouette or Owl (3rd right)

Pen & ink with brush on paper

Signed, 1965

Estimated: \$48,600-\$64,800

Sold: \$64,800 at Sotheby's London, June 20, 2013

Persistence of Memory (bottom right)

Cast bronze with gold sculpture

Inscribed, 1980

Estimated: \$129,580-\$194,360

Sold: \$187,680 at Christie's London, June 19, 2013

Cabinet Anthropomorphique (bottom left)

Cast bronze sculpture

1973

Estimated: \$16,950-\$25,425

Sold: \$28,250 at Sotheby's Paris, June 6, 2013

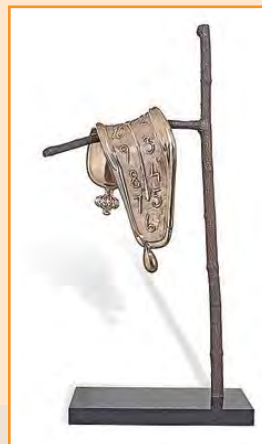
Cabinet Anthropomorphique (bottom left)

Cast bronze sculpture

1973

Estimated: \$16,200-\$24,300

Sold: \$38,470 at Sotheby's London, June 20, 2013

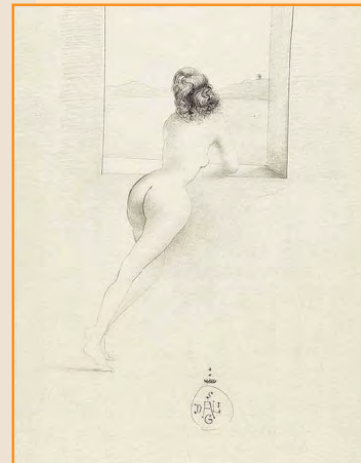




Montre Molle et Escargot dans une Salle de Bain avec Deux Baigneuses (top left)
 Watercolor, gouache, ink, brush & collage on board
 Signed, 1975
 Estimated: \$323,950-\$485,900
Sold: \$353,900 at Sotheby's London, June 20, 2013



St. George and the Dragon (top right)
 Pen & ink on paper
 Signed, 1962
 Estimated: \$161,970-\$242,960
Sold: \$275,150 at Christie's London, June 19, 2013



Nu de Gala a la Fenetre (2nd left)
 Pen & ink with pencil on paper
 Signed, not dated
 Estimated: \$81,000-\$113,400
Sold: \$275,150 at Christie's London, June 19, 2013



Cheval (2nd right)
 Pen & ink on paper
 Signed, 1926
 Estimated: \$12,950-\$19,450
Sold: \$22,270 at Sotheby's London, June 20, 2013

What Countryside Will Look Like in 1987 (3rd right)
 Pen & ink on paper
 Signed, 1935
 Estimated: \$64,800-\$97,200
Sold: \$70,860 at Sotheby's London, June 20, 2013



Chaise Antifamelique (3rd left)
 Cast bronze sculpture
 Signed, not dated
 Estimated: \$32,400-\$48,600
Sold: \$52,640 at Christie's London, June 19, 2013

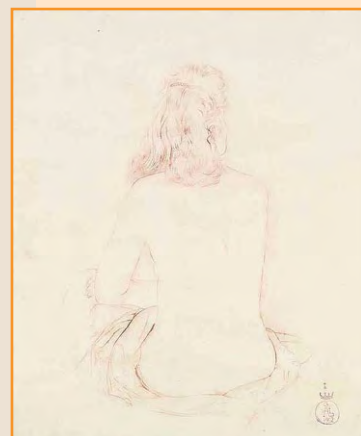


Nu de dos, Gala (bottom left)
 Chalk on paper
 Signed, 1962
 Estimated: \$113,400-\$162,000
Sold: \$119,660 at Christie's London, June 19, 2013

Variation Autour de Toreador Hallucinogene et Marche d'Esclaves avec du Buste de Voltaire (4th right)
 Oil & photographic collage on card
 1970
 Estimated: \$4,900-\$8,100
Sold: \$38,470 at Bonhams London, June 18, 2013



Paysage (bottom right)
 Pen & ink on paper
 Signed, 1937
 Estimated: \$24,300-\$32,400
Sold: \$30,370 at Christie's London, June 19, 2013



EVENTS & EXHIBITIONS



Reina Sofia Museum of Art

Sabatini Bldg., Floor 3, Calle Santa Isabel 52, 28012 Madrid, Spain

Salvador Dali - Poetic Suggestions, Plastic Possibilities -- Through September 2

Seen by 800,000 at the Centre Pompidou in Paris, this 200 piece exhibit is now in Madrid. Includes *The Persistence of Memory* (1931); *Le Grand Masturbateur* (1929); 100 works on paper, objects, projects for stage & screen, films, photographs, clips from television programs. Complete info online <http://www.museoreinasofia.es/en/exhibitions/dali-all-poetic-suggestions-and-all-plastic-possibilities> or telephone (+34) 91 774 1000, Ext. 2250.



Villa Fiorentino - Sorrento

Corso Italia 53, 80067 Sorrento, Italy

The Dali Universe Sorrento -- Through September 29

Over 100 works, including bronze sculptures, objects in glass, gold, collages and graphic collections. For complete information online CLICK <http://www.fondazionesorrento.com/en/index.php>



Lake County Discovery Museum

27277 N. Forest Preserve Rd., Wauconda, Illinois 60084

Modern Masters-- Through August 25

Includes Miro's bold abstracts, Dali's *Alice in Wonderland* series, and one-of-a-kind bronze sculpture. Defines different movements such as Cubism, Dadaism, Surrealism, and Abstract Expressionism. Telephone 847-968-3400 or for info online CLICK http://www.lcfdp.org/html_lc/modernmasters/



Florence & Chafetz Hillel House at Boston University

213 Bay State Rd., Boston, Massachusetts 02215

Aliyah: The Rebirth of Israel -- Through July 30

The collection of 25 signed color lithographs depicts the history of the Jewish people's return to Israel. Dalí was commissioned to paint the series in 1968 to commemorate the 20th anniversary of the founding of the modern state of Israel. Telephone 617-353-7200 or for complete information online CLICK <http://www.bu.edu/hillel/gallery/aliyah.htm>



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 complete info online CLICK <http://www.modernamuseet.se/en/Stockholm/Exhibitions/2013/The-Surrealism--Duchamp/>



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