

# THE **Salvador Dali**

COLLECTORS QUARTERLY®

**FOR THE DALI AFICIONADO AND SERIOUS COLLECTOR**

## **Our Next Dali Exhibit is Looking for a Home...and a Family**

**A**s most of our collectors know, over the last three years we've exhibited our 565-piece collection of Dali works in three major U.S. cities... Los Angeles, Las Vegas and New York. These exhibits were extremely successful in terms of attendance, publicity and rave reviews, and we're hard at work planning next year's show.

But this time we're doing things a bit differently.

We're currently in the process of searching for corporate sponsors and promotional partners, and in the interest of making the event appealing to potential partners, we have not yet chosen a city for the exhibit. Instead, we want to let our sponsor(s) choose the city that would best support any specific regional marketing strategies.



Cities currently being considered include Atlanta, Boston, Philadelphia and San Francisco. But we're keeping the doors open as we continue to present sponsorship proposals to various companies. We're letting you, our valued collectors, know about these plans in the event that one of you may have a suggestion or a contact we can pursue. We'd love to receive some input from you, not only in terms of introducing us to potential sponsors, but also to let us know what you've thought of our past shows and what suggestions you might have for future exhibits.

Give Bruce a call at the gallery anytime at (800) 275-3254. ☺

## **Dali Trivia...**

**D**id you know that Dali designed the cover for a record album by Jackie Gleason? The album was called *Lonesome Echo*, and it's now a high-end auction item. Let us know if you find one. ☺

### **INSIDE**

*Dali Exhibit in Search of Home*

COVER

*Dali 100th Birthday*

PAGE 2

*Two Views of Dali in China*

PAGE 4

*Events and Exhibitions*

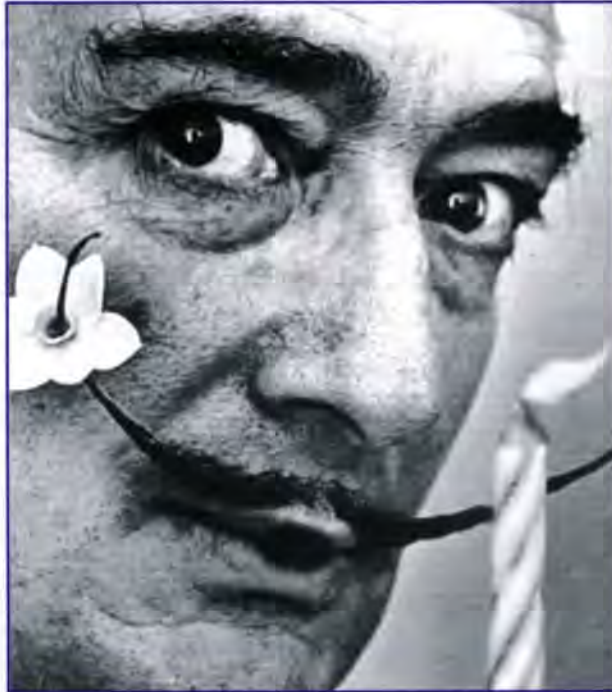
PAGE 6

*Auction News*

PAGE 8

# Dali's 100th Birthday to be a National Event in Spain

**D**ali's 100th birthday bash in 2004 is destined to be the party of the century for the Spanish government and related art and culture organizations. Last month an official national commission for the Salvador Dali Centennial was created by the Spanish government under a special order signed by the Minister of Education, Culture and Sport, Pilar del Castillo.



The national commission will prepare a vast program of activities to commemorate Dali's life and works. Governmental departments will work in conjunction with the Gala-Salvador Dali Foundation and numerous public and private organizations to make this a monumental celebration.

Several of Europe's major art museums and cultural institutions will also be participating, including Museo Nacional del Prado, Museo Nacional Centro de Arte Reina Sofia, Fundació "la Caixa," Salvador Dali Museum, Palazzo Grassi, Tate Gallery, Museum of Modern Art and the Metropolitan Museum.

If you've ever considered traveling to Spain to totally immerse yourself in the world of Dali, 2004 is the year for it. It's highly recommended that you make your travel plans and reservations far in advance, because Dali fans throughout the world will

be converging on the three Dali Museums -- Gala's Castle in Pubol; The Dali Museum in Figueras; and Dali and Gala's home in Port Lligat. Expect local hotels to be sold out, especially during the days surrounding Dali's birthday, May 11th. ~~~~~

## More Dali Sightings

**I**n keeping with the Dali birthday theme, this month's sighting comes from Patrick McDonald, a New York art and style columnist with a trendy publication called *Papermag*.

Patrick and his twin brother were born in Heidelberg, Germany to American parents, and in 1959 the family sailed to America on the S.S. *United States*. The twins celebrated their third birthday during the voyage. The date was May 11, 1959.

The ship's social director was in the habit of announcing passengers' birthdays each morning over the public address system, so on that day two birthdays were announced ... the adorable twins from Germany, and another passenger who turned out to be none other than Salvador Dali, who was on board the ship heading for New York. This of course meant nothing to the twins, being only three years old, but their mother was a devoted art lover and was terribly excited to learn that her sons shared the same birthday with the great Salvador Dali. She was even more impressed when later that evening there was a knock at the cabin door and there stood the master himself, who had come to wish the boys happy birthday. He came into the cabin and visited with the family briefly.

"Of course I don't remember him at all," Patrick tells us. "The story was told to me by my mother. It was certainly a stand-out moment in her life."

*(continued on pg. 3)*

"I love money. The origin of this joy of money is my Spanish mysticism. In the Middle Ages the alchemists wanted everything they touched to turn to gold. This is the best kind of spiritualization."



**THE** Salvador Dali  
COLLECTORS QUARTERLY

VOL 12 NO 3  
Autumn 2002

2

## Dali Sightings *(Continued from P. 2)*

Patrick's mother's interest in art had a profound influence on him. He grew up to earn a degree in fine arts from Pepperdine University and then moved to New York where he became successful in the world of fashion design.

"When we were young kids living in San Francisco, my mom constantly took us to theaters and galleries. She introduced us to the works of Dali, and those images stayed in my mind. In the early 1970s I went on a cruise to France, and there was a gallery on board that featured *The Birth of Venus* by Dali. It's still my favorite. I guess I have a thing about Dali and ships." ~

## Dali Museum in St. Petersburg Appoints New Executive Director

**O**n July 1, the Salvador Dali Museum welcomed its new Executive Director, Dr. Charles Henri (Hank) Hine. Dr. Hine replaces T. Marshall Rousseau, who held that position since 1991 and will now serve as Emeritus Director.

Dr. Hine has served the museum since 1996, when he became a member of the museum's Board of Trustees. The Board selected Dr. Hine to lead the museum after his distinguished tenure as the Director of Graphicstudio, the Institute for Research in Art, at the University of South Florida in Tampa.

Dr. Hine was responsible for that Institute's considerable contributions to contemporary art and its professional and educational community. He initiated key collaborations with artists including, Leonora Carrington, James Rosenquist, Graciela Iturbide, Kiki Smith, Georg Baselitz, Ed Ruscha, Richard Tuttle, and John Waters; he developed the Institute's strong academic curriculum, and conceived and organized several national and international conferences.

Dr. Hine did his undergraduate work at Stanford University and received a Doctor of Arts degree from Brown University. As a noted scholar with special interests in modern and contemporary art, the relationship of text and image, and the history of the book, Dr. Hine has contributed critical writing to periodicals and exhibition catalogs. He has taught in several universities, curated national and international exhibitions, authored several books of poetry, and produced video works. Prior to joining Graphicstudio, he directed Limestone Press, San Francisco, a publishing house specializing in artist books.

*(Bruce Hochman and members of the Salvador Dali Gallery staff had the pleasure of meeting Dr. Hine at the museum's 20th anniversary celebration last March - ed.)* ~

## Dali in Manhattan Exhibit Catalog

**Our biggest color catalog yet -- 240 pages & full-size images**



**Only \$59.95 plus \$15 s&h**

*More than 275 beautiful large images in this 9" x 12" 240-page full color memento of the largest exhibit of Dali art ever shown and offered for sale in New York.*

**Order now!... (800) 275-DALI**



**Salvador Dali**  
COLLECTORS QUARTERLY

VOL 12 NO 3  
Autumn 2002

**3**

# Two Views From China of "A Journey Into Fantasy"

## Dali Is A Surreal Sensation

Excerpted from *China Daily*, May 08, 2002, by Hu Xiaodan

**G**UANGZHOU, China -- Two years ago, when a small collection of surrealism master Salvador Dali's (1904-89) artwork was shown for the first time in Beijing and Shanghai, people couldn't get enough.

Now after that glimpse, the Chinese can relish in an entire Dali collection - "A Journey into Fantasy." There are 370 pieces of paintings, illustrations, furniture, sculptures and gold and bronze glass pieces. Sponsored by the Stratton Foundation of Spain and the United Exhibits Group of Denmark, the collection is on display at the Guangdong Museum of Art in the capital of South China's Guangdong Province until June 28 and will be touring Beijing, Shanghai and Hong Kong through May 2003.

"It is the largest and most comprehensive collection of original Dali sculptures and rare, hand-signed etchings illustrating the great themes of literature as well as an unusual collection of surrealistically transformed furniture," said Beniamino Levi, president of the Stratton Foundation, a world-renowned art expert and a close friend of Dali. "This unique collection has been so appreciated because it comprises Dali at his best. It presents a new aspect of Dali that the public will be excited to discover."

The exhibits were chosen in accordance with the three themes Dali stuck with all his life: fantasy, sensuality and religion.

### Interactive Elements

"I hope that through this exhibition, visitors can really feel Dali's presence," said Peter Kjaer-Andersen, executive creative director of the United Exhibits Group, which designed the interactive elements of the show. "These high-tech computer science and graphics elements are being used for the first time in the Dali show. These elements will help the audience decipher what's behind the bizarre surreal world of Dali."

The four interactive showrooms based on the themes of fantasy, sensuality and religion offer visitors a chance to discuss the work, the vision, and the metaphors of the entire experience. When visitors step inside the fantasy room, for example, their image is projected onto a blue background and then distorted, reflecting Dali's bizarre dreams.

"It is important to keep a balance between the interaction and the arts because the interactive elements should not interfere with the works," Kjaer-Andersen said.

*"Limp watches are also a prefiguration of Christ, because they resemble the soft cheese that obsessed me, and Dali has discovered that the body of Christ is the same as cheese. This is not only Dali; the first man who talked about this was Saint Augustine, who once compared the body of Christ to mountains of cheese."*



THE **Salvador Dali**  
COLLECTORS QUARTERLY

VOL 12 NO 3  
Autumn 2002

4

请柬  
INVITATION  
2002  
中华世纪坛艺术馆  
世界艺术大师系列之二  
狂想的旅程  
SALVADOR DALI -  
A JOURNEY INTO FANTASY  
大师达利  
主办单位: 北京歌华文化发展集团  
中华世纪坛艺术馆  
达利基金会  
丹麦联合展览集团

(continued on pg. 7)

# Journey into Fantasy" Dali Exhibit...

## Inside Dali's Dreamscapes: The Surrealist Master's Works Come to Beijing

Excerpted from an article in *That's Beijing* by Carol Lu

Nothing complements the rising temperatures better than provocative art, and the China Millennium Monument's exhibition of 374 of Salvador Dali's works should definitely heat things up. *Journey into Fantasy*, an interactive Dali collection organised by the Stratton Foundation, opened in Guangzhou at the end of April and is scheduled to tour in China for one year with three-month stops in Beijing, Shanghai and Hong Kong. The China Millennium Monument Art Museum will be the second Chinese venue of the exhibition, which comes to the capital from July 15 to October 15.

Dali is no stranger to Beijingers. He is widely celebrated for his eccentric, completely unrestrained and provocative works that combine elements of Freudian subconscious imagery with surrealist ideology, and is considered to be one of the greatest artistic geniuses of the 20th century. The last Dali exhibition in Beijing in 2002 at the China National Museum of Fine Arts failed to live up to its hype, and was criticised for being "cold" by the *Beijing Youth Daily*. Critics lambasted the show's poor organization and lack of information that prevented the audience from understanding the works on display. The display of works was also criticized for being sub-par, consisting of some lesser-known paintings and a small number of illustrations. The critique of the show was particularly scathing given the general scarcity of critical opinion in the local press. But the event did have positive outcomes: the show demonstrated the public's enthusiasm for Dali and generated a great deal of publicity in Beijing about the Spanish surrealist. Therefore the current exhibit has the distinct advantage of following up a show that aroused-but did not satisfy-the curiosity of the local art lovers.



Children at the Dali exhibit in China listen to an explanation of the sculpture *Alice in Wonderland* and create their own artwork inspired by Dali.

As one of the primary collectors of Dali in Europe, the Stratton Foundation has put together the biggest Dali show ever to come to Asia. *Journey into Fantasy* offers a broad spectrum of Dali's various works-from etchings, sculpture and illustrations to glassware and furniture-arranged along three themes: Dream and Fantasy, Sensuality and Femininity, Religion and Mythology.

*L'art D'aimer* is a collection of 12 etchings created to illustrate Ovid's 2000-year old cantos on the subjects of gallantry, male conquests and female captivation. A comic manual of seduction, Dali's vivid engravings of lovers' encounters feature vibrant colours and place several mythical figures-among them, Apollo and Icarus-in a softer and sentimental context. One intriguing item for Chinese viewers to look out for is Dali's illustration of Mao Tse Toung poem, *Die Lian Hua, Da Li Shuyi*. The poem was dedicated to Mao's first wife, Yang Kaihui, and Liu Zhigou, both of whom died as martyrs in the anti-Japanese war.

Sensuality and femininity are explored in the flamboyant and voluptuous *Mae West Lips*, a classic example of progressive furniture design. Unlike his habitual approach of producing images in a critical and far-fetched fashion, Dali created this sofa in 1936 in tribute to the actual image of the 1920s American actress and playwright's sensuous lips. Dali shared West's love for publicity and produced several works relating to the actress who was known more for her figure and risqué one-liners than for her acting skills.

Dali's interest in new technologies and his penchant to play with art is embodied in the interactive nature of this exhibition. Visitors can either walk into the middle of a Dali dreamscape at the touch of a

(continued on pg. 8)



THE  
**Salvador Dali**  
COLLECTORS QUARTERLY

VOL 12 NO 3  
Autumn 2002

5

## Events and Exhibitions...



### At the Dali Museums in Spain

#### **Dalí and Cadaqués: Light, Colour & Life** Cadaqués Museum -- Through November 4, 2002

The exhibition *Dalí and Cadaqués: Light, Colour & Life* presents explicitly for the first time in the town itself an overview of Dalí's relationship with Cadaqués through a broad selection of over fifty paintings, drawings and photographs from the Gala-Salvador Dalí Foundation collections.

The exhibition curators point out in the catalogue that "landscape is a constant factor in the work of Salvador Dalí. If we are to get inside his iconography it is important to get to know his life surroundings, for doing so is like getting to know his actual work. This presence is constant: the Mediterranean, light, colour, the skies of Empordà region are with him always, and his work shows us this.

In order to get more fully acquainted with this great creator it is essential to understand his roots and his deep ties with the land and sea he loved so very much. Salvador Dalí always worked from the elementary to the transcendental, from the ultra-local to the universal. Without the setting of Cadaqués and the Portlligat house it is difficult to perceive the special iconographic atmosphere of the Daliesque oeuvre."

#### **Dalí & Gaudí. The Revolution of the Originality Sentiment** Gala Dalí Castle House-Museum, Púbol -- Through November 1, 2002

Dalí was one of the first advocates of the figure and work of Antoni Gaudí, when the latter had been proscribed by modernists and "noucentistes". In 1933, the surrealists discovered Gaudí through the article "De la beauté terrifiante et comestible de l'architecture Modern Style", a text eulogizing him and his architecture, illustrated with photographs by Man Ray and published in the periodical *Minotaure*. In order to reflect this admiration, the Gala-Salvador Dalí Foundation proudly presents at the Gala Dalí Castle in Púbol the exhibition *Dalí and Gaudí. The Revolution of the Originality Sentiment*, which will be among the exhibitions featured in the Gaudí International Year 2002.

Through one of the manuscripts to be presented in the exhibition, it is possible to capture the essence of Gaudí's world in the words of Dalí: "To raise towers of living flesh and living bones to the living sky par excellence of our Mediterranean, this was the architecture of Gaudí, inventor of the Mediterranean Gothic destined to shine under the old sun of Greece." The exhibition also features paintings, drawings, prints, and photographs documenting the relationship of Salvador Dalí with Antoni Gaudí's work.

### At the Dali Museum in St. Petersburg, Florida

#### **Selections from the Permanent Collection**

##### **Morse Galleries**

Featuring over 100 works from the permanent collection, this exhibition chronicles Dalí's development as a painter -- from his early experiments with Impressionism to the monumental "masterworks" that mark the latter half of his career.

A gallery of "Dalí's Optical Illusions" offers an extended look at his popular double and disappearing images, while another gallery showcases seldom-seen "Works on Paper" dating back to 1916 when Dalí was 12 years old.

For more information, visit the museum's website at: <http://www.salvadordalimuseum.org>

*"Pop art is part of the healthy trend away from abstract expressionism -- which has become a caricature -- back to the maximum of visual reality. The finest art is always the most photographic."*



**THE Salvador Dalí**  
COLLECTORS OF WINTERLY

VOL 12 NO 3  
Autumn 2002

6

## Dali Is A Surreal Sensation (Continued from P. 4)

According to Zhang Weili from the United Exhibits Group, increasing numbers of galleries and museums in the West have developed interactive art exhibits. But in China, exhibitions are mainly in the staid form.

"We hope new forms will provoke interest and thought in China," Zhang says. "The exhibit conveys Dali's odd combination of genius and lunacy... not just to art elites but the general public as well."

In recent years, the co-operation between Chinese art museums and enterprises, such as wealthy real estate developers, has proven successful. Thanks to the sponsorship of two real estate companies, Rodin's *The Thinker* and Dali's *Venus de Milo* were able to be shown to large numbers of people in China. The co-operation also translated into good publicity for the companies as well as the museums, which traditionally have difficulty organizing large exhibitions because of the high cost of transporting the exhibits and insuring them. This time, two large bronze sculptures of Dali will be shown in public places in Guangzhou: the 7.2 meter-high *Space Elephant* and the 5.3 meter-high *The Persistence of Memory*.

### Three Themes

Throughout his life, Dali was preoccupied by the accurate portrayal of the true content of his inner mind through his artwork, claiming that only through art was he able to give free reign to the unconscious, and thus bypass the filter of human attempts at rationality.

The melted clocks for which Dali is most famous, seen in the sculptures *The Persistence of Memory*, *Profile of Time*, and *Nobility of Time*, depict Dali's fantastic relationship with time. Dali's feelings about the clock - the keeper of time - are most evident when he portrays the clock softly: He reserved soft portrayals only for objects he reviled.

Through illustrations of great themes of literature, Dali continued his exploration of the symbolism of pure fantasy and dreams while remaining awake. He was drawn to *Alice in Wonderland*, dear to him for both its characters and its plot.

Dali's artworks on sensuality symbolized recurring images in his dreams. His depiction of the female form was influenced most strongly by Gala, his wife and inspirational creative muse. Religion and mythology dominate later periods of Dali's artworks.

### Star Attractions

Featured in the exhibition are well-known sculptures, such as *Space Elephant*, *Alice in Wonderland*, *Mae West Lips Sofa*, *Space Venus*, *Femme a la Tete de Rose* and *Profile of Time*.

Dali's creative genius manifests itself in three-dimensions, bringing form to his most famous and beloved surrealistic images. *Space Elephant* embodies the Dalinian symbol first created in 1946 from his famous painting entitled, *The Temptation of St. Anthony*. In this image the elephant is a distortion in space. With legs stretched out, moving towards the heavens, Dali wishes to convey the idea of weightlessness with structure. On the back of the Space Elephant stands an obelisk, a symbol of the presence and progress of technology in the modern world.

A grand collection of rare and original hand-signed etchings and lithographs illustrating the most famous themes of literature are also on display. These fascinating works illustrate the most well-known books of international literature. The etchings and lithographs collected for this exhibition have been carefully chosen for their rarity and uniqueness. ~



THE **Salvador Dali**  
COLLECTORS QUARTERLY

VOL 12 NO 3  
Autumn 2002

7

## Inside Dali's Dreamscapes (Continued from P. 5)

computer screen, or get superimposed into the painting of one's choice.

"This exhibition gives the audience an opportunity to play with the artworks of Salvador Dali," explains Anne Hedvig Westenholz, coordinator of the United Exhibits Group, the Danish company responsible for organising the show. An hour-long BBC documentary on Dali will also be screened at the exhibition. Reports from Guangzhou indicate that it is the interactive gadgets and gimmicks that are the real crowdpleasers.

A seven-metre sculpture called *Space Elephant* will also be displayed in the midst of a local shopping district (the location of which was undisclosed as of press time). This enormous and awe-inspiring statue is a three-dimensional representation of Dali's painting, *The Temptations of St. Anthony* - commissioned by a film studio - which depicted four elephants in the Egyptian desert carrying an obelisk, the ancient symbol of power and domination. No doubt that the sculpture's temporary home in a busy Beijing shopping center will be a fittingly surreal setting.

Since Dali's heyday, surrealism has exerted an undeniable influence on contemporary pop culture - leaving its mark on everything from fashion design to trippy MTV videos. With his work emblazoned across prints, posters and t-shirts across the globe, the exhibition promises to be the show of the year. The museum should be teeming with visitors in a scene more reminiscent of Mardi Gras than a traditional art exhibit. Dali would sure love all the attention.

*Journey into Fantasy* runs at the China Millennium Art Museum from July 15 - October 15. ☺

"A psychiatrist worked seven years to determine if Dali is crazy or not. He decided my brain contains the characteristics of paranoid delusion; but paranoid delusion is the best kind of crazy."



## AUCTION NEWS

*Nu dans la plaine de Rosas*, oil on canvas, painted 1942. Estimated £300,000-£500,000. Sold for £468,650 at Christie's.

*Le Profil de Temps*, bronze sculpture with green patina and polished bronze. Signed and numbered "Dali 7/7" on the back right corner of the base. Executed in 1977-1984 in an edition of seven plus three artist's proofs and two hors commerce. Estimated £50,000 - 70,000. Sold for £105,650 at Christie's London. ☺



*Nu dans la plaine de Rosas*

**THE**  
**Salvador Dali**  
COLLECTORS QUARTERLY

VOL 12 NO 3  
Autumn 2002

8

### THE SALVADOR DALI COLLECTORS QUARTERLY

is published quarterly (March, June, September, December) by Brana Fine Art 15332 Antioch Street, #108, Pacific Palisades, Calif. 90272 (1-800-ASK-DALI). Brana is a complete Dali resource, exclusively offering Albert Field's Official Catalog of the Graphic Works of Salvador Dali, Dali prints and originals, and this publication. Visit Brana's website: [www.DaliGallery.com](http://www.DaliGallery.com).

©2002 Brana Fine Art, Inc.