

NOT FOR SALE May 2024 - Year 1 - N°01

# LART MAGAZINE

SALVADOR DALÍ 120TH ANNIVERSARY  
BENIAMINO LEVI  
LART UNIVERSE  
100TH SURREALISM





# LART MAGAZINE

“There are many who may know about art; but only a few can truly claim to understand it”

Knowing about art is relatively accessible; it might involve recognizing famous paintings, understanding basic artistic techniques, or being aware of renowned artists.

However, truly understanding art often requires a deeper engagement and real “love” for it.

It involves grasping the cultural context, deciphering the artist's intentions, and connecting emotionally or intellectually with the artwork.

This deeper understanding often comes from a combination of education, personal reflection, and a developed sensitivity to artistic expression.

So while many can appreciate art, only a few can understand its complexities and nuances.

Beniamino Levi

CURIOSA CABINET

MONDI PARALLELI  
*di* ALESSANDRO VALERI

*curata da Giorgio Calcara*

10.10.2024  
01.04.2025

PARIS MUSEUM  
**DALÍ**  
UNIVERSE

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SALVADOR DALÍ 120TH ANNIVERSARY

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BENIAMINO LEVI

L'ART UNIVERSE

MUSEUM

PERSEO ART FOUNDRY

PERSEO ART FOUNDRY

THE SURREALISTIC ISLAND

ART OF THE CLIMATE AUCTION

CLARENDON GALLERY

100TH ANNIVERSARY OF SURREALISM

GORMLEYS GALLERY

ART EVOLUTION ASUTRALIA

BIOGRAPHY



# 120<sup>th</sup> anniversary

SALVADOR DALÍ: EXPLORING THE MASTER

# “Let all the bells ring! Look! Salvador Dalí has just been born!”

Salvador Dalí: 120 years after the birth of a genius.

On this day, May 11, 2024, we invite you to leap back into the past with us, to turn back the clock 120 years to 1904, to a house located on Calle de Monturiol in Figueres where on May 11 at 8.45 pm, Salvador Dalí, The Master of Surrealism, was born- one of the most eccentric and influential artists of the 20th Century.

“I am Surrealism!” was one of Dalí’s most famous public declarations and indeed his brand of Surrealism still resonates with us today. The dual concepts of the visible and invisible, soft and hard, the visual puns and deep perspectives. Dalí’s famous meeting with Sigmund Freud and his ongoing interest in psychoanalysis and the subconscious. His ability to observe and grasp different meanings which enchant and bewitch the viewer.

Surrealism, with its emphasis on unlocking the subconscious mind and exploring the realms of dreams and fantasies, provided Dalí with the perfect artistic platform.

Dalí is also known for being the creator of the “paranoiac-critical method”, an irrational method of understanding reality that, through the use of double images or invisible images, invites us to observe and perceive reality in different ways and according to multiple interpretations.

As Dalí himself said: “The fact that I myself, at the moment of painting, do not under-

stand their meaning doesn’t imply that these paintings are meaningless: on the contrary, their meaning is so deep, complex, coherent, and involuntary that it eludes the simple analysis of logical intuition”.

Dalí is certainly one of the most controversial, and at the same time interesting, personalities in all of art history for the peculiarity of being a multifaceted man. He defined himself as: “I am the most paradoxical, most eccentric, and most concentric person in the world”.

Painter, draftsman, sculptor, poet, writer, filmmaker, creator of costumes for the stage, designer of furniture, provocateur... are just some facets of a man who made his life a true work of art.

With his trademark waxed mustache, flamboyant attire, and theatrical mannerisms, he cultivated an image of himself as a living work of art. His eccentric behavior, which included staging elaborate publicity stunts and making outlandish statements, only served to enhance his mystique and cement his status as a cultural icon. Beyond his artworks, Dalí’s persona was as captivating as his art.

Dalí didn’t confine himself to being just an artist and for many, he’s a true genius of Surrealism. The multifaceted aspect of his personality continues to surprise us, make us reflect, and inspire us even 120 years after his birth.

Perhaps Salvador Dalí’s peculiarity lay precisely in his attitudes, his words proclaimed to the crowd, and his public demonstrations with behaviors bordering on madness.

demonstrations with behaviors bordering on madness.

When asked, “Where is the border between genius and madness?” he responds: “This great problem has never been solved. The most celebrated psychopathologists don’t know where the madness begins and genius ends. My own case is even more difficult. I’m not only an agent provocateur, I’m also an agent simulateur. I never know when I start simulating, and when I’m telling the truth. This is characteristic of my deep essence”.

The immense artistic production he left behind tells, through various means of communication that Dalí used in his life, about his incredible inner universe, his phobias, and obsessions, the struggle against familiar and social thoughts, and his desire to provoke and actively involve us in his art. His paintings and sculptures often depicted bizarre and dreamlike scenes populated by melting clocks, elongated figures, and enigmatic symbols, all rendered with meticulous detail.

On many occasions, Salvador Dalí stated: “My work is a reflection, one of the innumerable reflections of what I accomplish, write, think”. It is precisely this multifaceted aspect of Salvador Dalí that the Dalí Universe has committed to bringing to light and continues to promote daily through the presentation of his Collection exhibited in museums and art galleries around the world. Alongside Dalí as a painter whom everyone knows thanks to his masterpieces, foremost among them “The Persistence of Memory”, where the image of the melting clock first appears, the heart of the collection at the Museum of Modern Art (MoMA) in New York since 1934, Dalí Universe sheds light on Dalí the Creator, Dalí the Illustrator, and Dalí the Sculptor.

The Dalí Universe Collection is living proof of how Salvador Dalí had an infinite imagination that he wanted to express through art and the use of different materials and means of communication. They demonstrate how his “surrealist ideas” are still studied, admired, and visited through countless art exhibitions dedicated to an artist-genius, the genius of Surrealism.



TRIUMPHANT ELEPHANT

Through his friendship with the sophisticated Coco Chanel in the 30's, he was introduced further into the stunning world of fashion and collaborated with her on various sketches. Inspired by Coco, Dalí created the elegant silhouette of a lady known as L'echarpe.

During the 1930s and 40's Dalí collaborated with Elsa Schiaparelli sharing a sense of artistic creativity. Schiaparelli claimed that her friendship with Dalí, Man Ray, and Cocteau amongst others from the surrealist group provided her with sources of escape and released her "from the boring reality of merely making a dress to sell".

Perhaps her most iconic ensemble for which she is best remembered is the "Lobster dress" (1937). The lobster was an "object du jour" for Dalí, soft interior, hard exterior, it appeared in many forms in his art. Elsa Schiaparelli's "Shoe hat" of 1937-38 is another iconic design made in collaboration with Salvador Dalí. The hat derived from a drawing by Dalí, which in turn evolved from a 1933 photograph Gala took of her husband wearing a woman's shoe on his head and another on his shoulder.

"The constant tragedy of life is fashion and that is why I have always liked to collaborate with Madame Schiaparelli, just to prove that the idea of dressing oneself, the idea of disguising oneself, was only the consequence of the traumatic experience of birth, which is the strongest of all the traumas that a human being can experience, since it is the first."

Salvador Dalí

During the 1930's, Dalí developed a friendship with Jean-Michel Frank, a renowned Parisian furniture-maker and decorator of the time. Together they collaborated on several ideas, transforming everyday practical objects into ones of indeterminate use.

The famous artwork "Mae West Lips Sofa" was constructed in Paris in 1936 for the first time, under Dalí's supervision, based on his original sketch.

The upholstery fabric was in Elsa Schiaparelli's "shocking pink".

Dalí also designed the Bracelli Lamp, the Cajones Lamp, and the Muletas Lamp, the Leda Armchair, and Leda Coffee Table with their unique and geometric forms which are so characteristic of Dalí's figuration.





# Mae West Lips Sofa

The famous artwork “Mae West Lips Sofa” was constructed in Paris in 1936 for the first time, under Dalí’s supervision, based on his original sketch.

The upholstery fabric was in Elsa Schiapparelli’s “shocking pink”





# VOGUE

INCORPORATING VANITY FAIR



Dalí also had a profound interest in cinema. As early as 1929, he collaborated with his friend Luis Buñuel to produce the scandalous “Un Chien Andalou” and later “L'Age d'Or”, bringing his surrealist ideas into the realm of film. Additionally, Dalí worked with Alfred Hitchcock in the United States in 1945, creating the spectacular monumental painting “Spellbound” (5 by 11 meters) for Hitchcock’s film of the same name, which starred legendary actors Ingrid Bergman and Gregory Peck.

## MULTIFACED DALÍ

In the same year 1945 Dalí met Mr. Walt Disney. The meeting was the catalyst for the movie “Destino”, a tragic destiny Greek god of time, a man who fell in love



with a mortal, with a Mexican musical background all animated, with no voices.

For the next eight months, every day from 8:30 am, Dalí worked non-stop until nightfall in the Disney Studios with John Hench, chief drawing artist and script-writer with Disney. Dalí drew hundreds of sketches and drafts but the animated short film will be finished only in 2003 under the name “Destino”. It is really a film that unifies Dalí’s Surrealism and Disney’s unmistakable style.



In the 1950s Dalí collaborated with the extravagant designer Mafalda Davis. Together they created elegant gold cutlery. Dalí met her in 1944 at the home of the Marques Jorge de Cuevas. Ordinary objects were transformed into typically Dalinian forms, such as snails' shells. Inspired by Mafalda Davis's high society influences, Dalí's unbridled creativity produced these valuable and unique pieces that will dazzle the viewer with their extraordinary designs.

# DALÍ D'OR COIN COLLECTION

In the late 1960s, Dalí created a collection of gold coins, in which he appears with his wife, Gala. With these coins, he created twelve pure gold objects assembled and called "Dalí d'Or" Coin Collection.

In 1970, Dalí created the Universal “Tarot” in collage, watercolor, and gouache before they were printed in actual card form. Dalí dedicated these artworks to his muse and wife Gala and worked diligently on each image to create an ethereal, surreal artwork that would invoke the famous personages of the Tarot, diviners of the past, present, and future.

“Magic is all that interests me” once said Dalí. These cards are popularly associated with fortune-telling and are generally understood as sequential symbols of spiritual growth. Dalí has given each card his own highly personal imagery, while at the same time maintained the traditional symbolism.

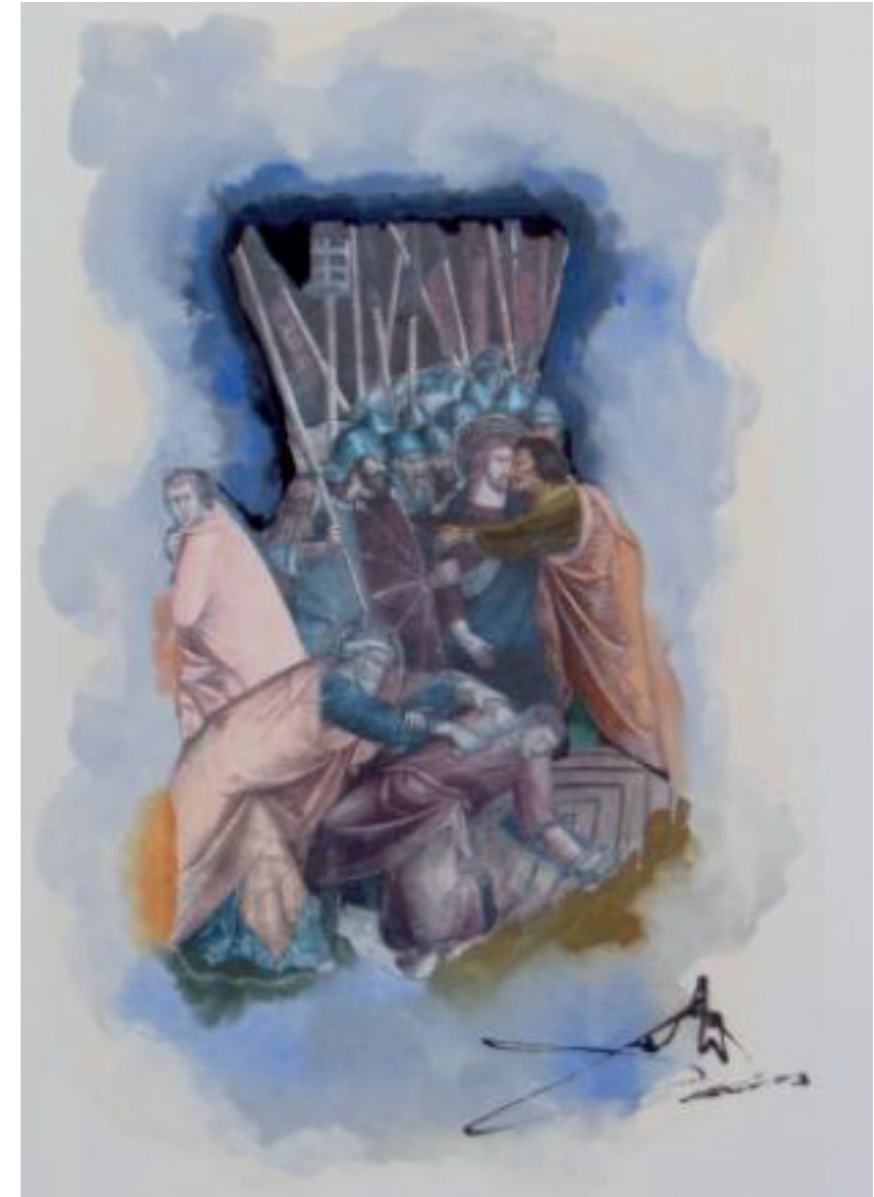
Eight years later, in prestigious French pany, Daum Cristalle-collaboration that most interesting col- of color-glass sculptu- red: “Glass paste is a have used it, therefo- pieces that will form Dalí recognized in and the possibilities sformation between three-dimensional the transparency of artworks part of Dali are essential objects incontestable beauty




1968, Dalí and the glass-making com- rie had an artistic produced one of the lections in the world re. Dalí once decla- Dalinian material; I re, to create master- part of life”. glass the properties for Surrealist tran- light and color in form. Sublimated to glass, today these Universe Daum Glass of Surrealism whose is recognized by all.

In 1969, Dalí was commissioned to create the logo for the famous lollipop brand Chupa Chups. He insisted that the logo, with cursive letters, be placed on top of the lollipop so that it would always be seen in its entirety.

His wife, Gala played a fundamental role in Dalí’s creativity since 1929, the year in which she first met the Catalan artist. It was she who nurtured in Dalí the interest towards mysticism, magic, superstition. It was she who grew “the small piece of wood” that Dalí had found on the rocks of Cap de Creus and always carried in the pocket of his pants. He declared: “I have a little piece of wood which I always carry around”.



Salvador Dalí was also active in the world of advertising, he was the most devoted to working commercially and invested the most energy into it. As he himself declared: “And if it is true that I love publicity, for a thousand and one reasons, all respectable, it is an undeniable fact that publicity loves me with a passion more violent than my own”.



In 1974, we look at what might have been the great Alka Seltzer commercial of all-time, Dalí turning a indigestion and hangover cure into a "work of art." Sure, we could call this the sellout era of Dalí's career, or maybe he just really liked commercials. In many ways, he was a forefather of commercialism in contemporary art, like when you see a water sponsor at an art fair.

Dalí also had a passion for automobiles. He bought his first car in 1941, a Cadillac being the obvious choice for the flamboyant exhibitionist Dalí. The image of the car is often found in Dalí's oeuvre and forms an interesting point for discussion.

The Dalí Universe Collection owns several artworks that reference the automobile; including an exquisite artwork, forming part of the Cristal Daum collection called "Débris d'une automobile donnant naissance à un cheval aveugle mordant un téléphone".

Dalí always had in his head to invent automobiles. In 1926, when he was still attending the Academy of Fine Arts in Madrid, he was commissioned by the luxurious Italian car company Isotta Fraschini to create the advertising for the iconic car "Isotta Fraschini 8A SS Castagna of 1930" from the Lopresto Collection.

Through sculpture and the third dimension, Salvador Dalí was able to fully represent his artistic creed and his desire to consider an object along with its possible transformations and metamorphoses, his idea that everything can be seen with new interpretations.

The Dalí Sculptor who transformed the famous image of the melting clock, painted that evening when his wife and muse Gala had gone to the theatre leaving him in the company of a piece of Camembert cheese and an unfinished canvas, turning it into the subject of a work in bronze, gold, silver, and glass.

Sculptures like “The Persistence of Memory”, “The Triumphant Elephant”, and “The Profile of Time”, remain iconic examples of Dalí’s mastery of the surrealistic style.

“Different spectators see different images in the same painting; it goes without saying that the realization is scrupulously realistic”, declared Salvador Dalí.

His interest in sculpture, started even thanks to the deep friendship with Beniamon Levi, offered Dalí the opportunity to express his versatility with an all-encompassing creative force, an expressive power that extends beyond two-dimensionality with the use of a brush but becomes tangible and three-dimensional.

Throughout Dalí’s three-dimensional work, the symbolic images present in his paintings constantly appear. The genius of Surrealism wanted to transform his surrealist ideas from two-dimensional reality to three-dimensional reality.

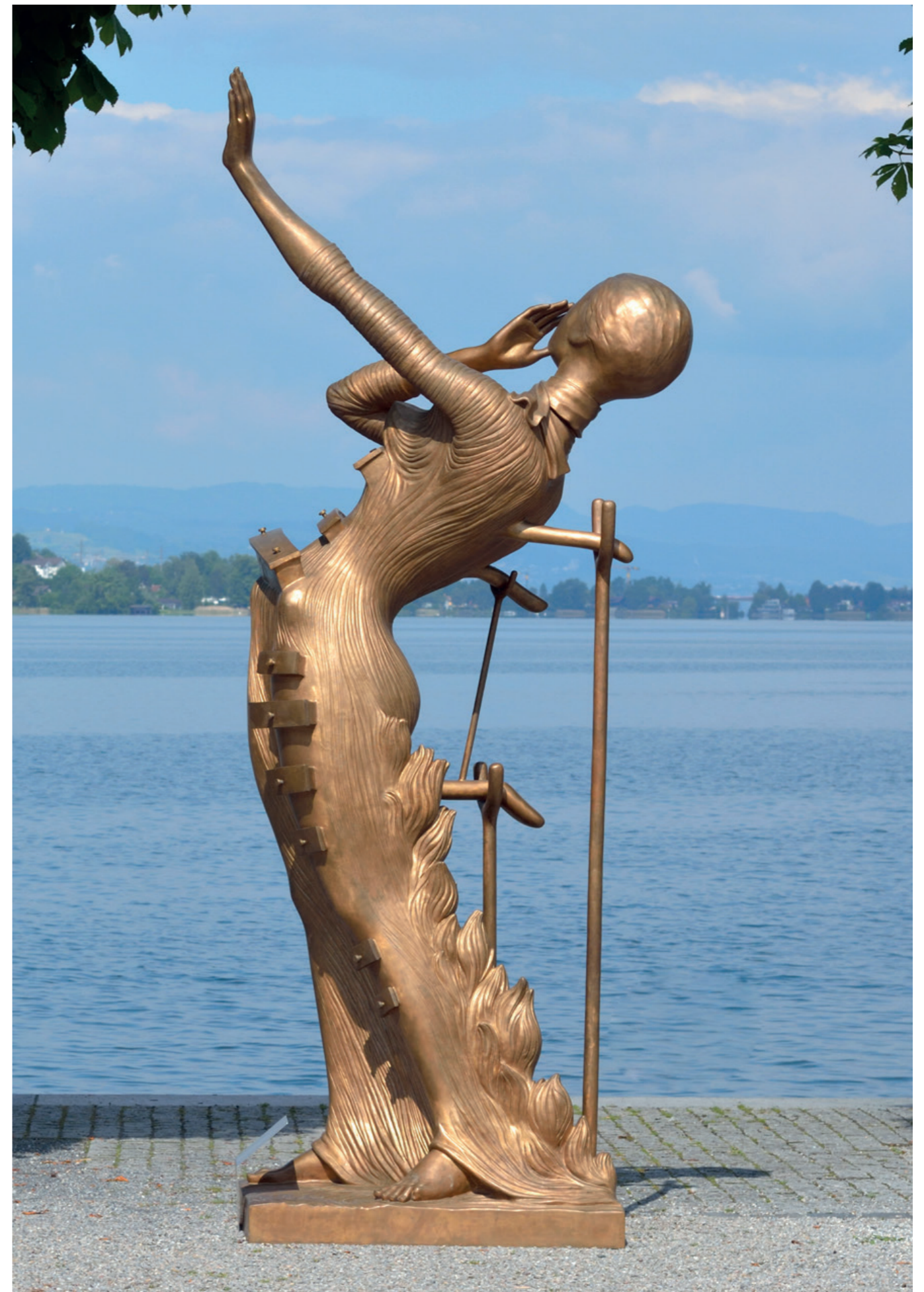
The egg, the clock, and the crutch, become the main subjects in bronze works such as “Space Venus”, “Nobility of Time”, and “Alice in Wonderland”, all part of the Dalí Universe Collection. They bring forth Dalí the Sculptor, the genius of Surrealism born 120 years ago in the city of Figueres.

All these works are timeless. They present images rich in symbolism that open our eyes to imagination and the subconscious. They allow us to admire a Dalí perhaps still little known to everyone’s eyes but essential to fully appreciate his multifaceted personality and the use of countless means of communication for his artistic creativity.

Their complexity reveals a different Surrealism, a Surrealism that only Salvador Dalí has illustrated uniquely thanks to the method he invented and applied, the “paranoiac-critical method”. Conceived in 1929, the year when he met Gala, Dalí described it as: “a spontaneous method of irrational knowledge based on the interpretative-critical association of delirious phenomena”.

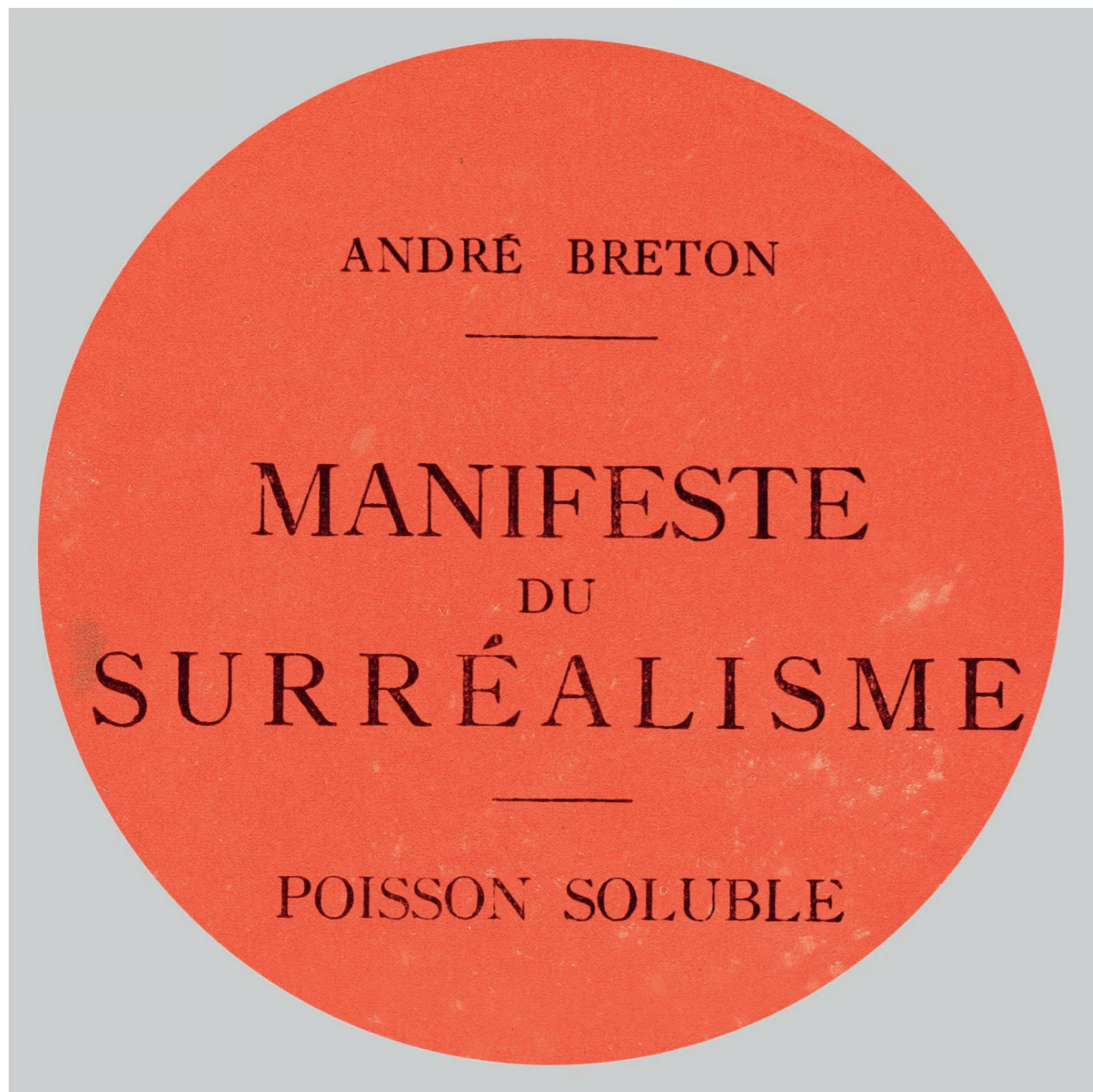
For the genius of Surrealism, this method: “only works conditionally upon possessing a sweet engine of divine origin, a living nucleus, a Gala”. For him, Gala was the “Angel of Equilibrium”, wife and muse, the fundamental figure in Salvador Dalí’s life, the one who helped him build his identity and the personality as we know it today.

Known for his surrealistic masterpieces, flamboyant personality, and eccentric behavior, Dalí left an indelible mark on the art world that continues to fascinate and inspire generations. His imaginative visions and technical prowess continue to inspire artists across the globe, and his impact extends beyond the realm of fine art to encompass film, fashion, design, and popular culture.



As we celebrate the 120th anniversary of Salvador Dalí's birth, we are reminded of the enduring power of creativity and the boundless possibilities of the human imagination. His surrealistic landscapes and eccentric persona remain as mesmerizing and enigmatic as ever, inviting us to delve deeper into the mysteries of the subconscious and explore the limitless realms of artistic expression. "Dalí endowed Surrealism with an instrument of prime importance, the paranoid-critical method, which he instantly showed himself capable of applying to both painting, poetry, movies, the construction of typical surrealist objects, fashions, sculpture, art history, and, if need be, any kind of commentary", said André Breton.

A statement that invites us today, 120 years after the birth of Salvador Dalí, to still immerse ourselves in the complexity of his work, personal Surrealism, incredible identity, and genius.



“At last I am going to be born!”. Salvador Dalí



# WELCOME TO ALEGRIA



As a successful tour organizer and producer of a variety of concert projects and shows.

DALÍ  
and  
FASHION





Dalí was also involved in other various projects related to the area of fashion in addition to those with Elsa Schiaparelli. He created four covers for the lifestyle magazine Vogue, from 1939-1971.

He worked with important brands such as Bryant Stockings on their advertisements. The campaign showed seductive legs detached from the bodies, creating a surreal, floating effect.

In 1939, he was commissioned to design a surreal window display for the prestigious department store 'Bonwit Teller' in New York. His window 'Day and Night' featured a claw foot bathtub, disembodied parts, and nude mannequin with tears of blood. However, he was outraged when staff replaced his mannequins because they were considered too shocking and scandalous. The result; Dalí over- reacted and accidentally sent the bathtub crashing through the window.

In 2012 the French luxury bags label Lancel paid homage to the Catalan artist by re-launching the Dalígramme bag. The collector's leather bag was first created in the 70's with monograms designed by Dalí. The design featured a secret alphabet, essentially a love code which Dalí invented for Gala.



The handle of the bag was inspired by a bicycle chain. The queen of pop Lady Gaga, with her extravagant style, has been known to borrow ideas from Dalí. She has used incredibly similar hats, with telephone and lobster motifs. Her meat/flesh dress which she wore to the MTV Video Music awards in 2010 was inspired by Dalí's and Schiap's Tear dress. One can't but help compare the long-legged piano used in one of her concerts to Dalí's elephant's with long thin legs from his sculptures: The Triumphant Elephant.

To celebrate the 120th anniversary Dalí Universe is working, hand to hand, with Erika Cavallini on a new fashion project. Erika Cavallini's surrealistic style combined with inspiration from Salvador Dalí's life and especially on his relationship with his Nanny Lucia, meet each other, to create an innovative fashion collection truly avant-garde and thought-provoking. Dalí's life and art are rich with symbolism and surreal imagery, so we can imagine the collection will feature of bold designs, unexpected juxtapositions, and perhaps even elements of dreamlike whimsy. It's exciting to see fashion and art come together in such a creative way to celebrate a milestone anniversary!

Dalí is still considered a pioneer in the fashion world, as he was equally a leader in the Surrealist movement. His influence has spanned two centuries and continues to do so. Even nowadays, we see how popular some of Dalí's symbols still are in the fashion industry, with lips and eyes on clothing and accessories, objects juxtaposing genres. Dalí lived surrealism thorough his art, his fashion, and in life itself.



A recurring theme for Dalí and a symbol of his obsession with women, the lobster also inspired the Italian designer and led to the creation of a Lobster Dress in 1937. Another emblematic piece in the work of Schiaparelli and Dalí, it was inspired by the artist's work Téléphone Homard. Legend has it that Dalí wanted to add a little mayonnaise to the fabric, a proposal that the designer refused.



Erika Cavallini: a new fashion project



Lady Gaga: the long-legged piano



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# DALÍ

## FOOD AND DRINK



At the young age of six, Salvador Dalí decided that he wanted to be a chef. Thus, when *Les Diners de Gala* was published in 1973, it was truly a dream for the surrealist artist who illustrated the book. Published just once in 1973, the strange cookbook pairs 136 recipes with the exceptionally bizarre illustrations and collages that Dalí created especially for this publication.

The recipes themselves are humorous... and just like his artwork, they are designed to disgust and amuse in the same breath. Steak is baked for hours on end, top-quality protein such as caviar and lamb shoulder is covered in béchamel sauce, and offals are mashed into a puree that resembles mashed avocado.

LART MAGAZINE

Unable to fulfill his childhood dream, Dalí instead became the ultimate host throwing elaborate and opulent dinner parties. These events, which were co-hosted by his wife Gala, were theatrical productions, often more dramatic than gustatory. Those lucky enough to make it onto the guest list were required to wear themed costumes. To add to the excitement, wild animals often roamed free around the dinner table. These early 1970s dinner parties had no rules, and essentially no recipes for the food that was served. The cast of characters was often the entertainment itself and the food was unpredictable and reminiscent of Dalí paintings and sketching. For these events, nothing was “too much” as the aim was to shock and delight equally.

The original cookbook was only published once, and 400 copies of *Les Dinners de Gala* are thought to have survived. Taschen republished the rare book in 2016, for the first time in 43 years, so that today’s fans of food and art alike can peruse the pages.

Interestingly, despite the unusual ingredients and preparation methods, the recipes that appear in the book actually came from some of Paris’ top restaurants (ones that Dalí was known to have frequented). Dalí was particularly obsessed with lobsters, sea urchins, and eggs; as is evident in many of his Surrealist paintings or sculptures.

One of his most famous pieces, the melting watches were modeled on oozing Camembert cheese.

Above all, bread consumed Dalí’s imagination. Baguettes often appeared in his artworks, along with traditional Catalan pan... all of which point to Dalí’s dietary obsessions.

The cookbook is divided into 12 chapters, the 10th chapter is devoted to aphrodisiacs... an idea quite familiar in Dalí’s artwork. The cookbook was created with both the passion for food and Gala, the artist’s longtime lover and wife, in mind.

Throughout his career, Dalí often spoke of desiring to “consume” the things he most loved; for example, Gala’s beautiful face. The fact that most of the ingredients can be safely ingested might be why he held gastronomy in such high regard.

He once wrote, “It does not seem enough to devour things with our eyes. Our anxiety to join actively and effectively in their exi-

stence brings us to want to eat them.”

For Dalí, food was never just a source of nourishment. For the artist, food was filled with social and political meanings that were subtle and often overlooked. Dalí used food as a root of symbolism and a metaphor for sex, pleasure, pain, and politics.

About his cookbook Dalí said, “If you are a disciple of one of those calorie-counters who turn the joys of eating into a form of punishment, close this book at once; it is too lively, too aggressive, and far too impertinent for you.” Fair enough!

The Book “*The Wines of Gala*” is Salvador Dalí’s take on the “pleasures of the grape” and sets out to organise wines “according to the sensations they create in our very depths”. The book is a follow-up to the best-selling “*Les Dinners de Gala*”.

The book sets out to explore the many myths of the grape while showcasing the “sensuous and subversive works” of Dalí, who was quoted as saying: “A real connoisseur does not drink wine but tastes of its secrets.”

The first section of the book is dedicated to Ten Divine Dalí Wines, which is an overview of ten important wine-growing regions, while the second explores the artist’s “revolutionary ordering of wine by emotional experience”, rather than by geography or variety. Eschewing traditional classifications, Dalí’s take is a “flamboyant, free-flowing manifesto” that celebrates taste and feeling through a multi-sensory journey.

Within these sections are various chapters such as *Wines of Frivolity*, *Wines of Light* and *Wines of the Impossible*. The rich and extravagant wine bible features 140 illustrations by Dalí. Many of the artworks featured are appropriated pieces, including reconstructed classical nudes with a surrealist edge. Also featured is a work from Dalí’s late Nuclear Mystic phase, *The Sacrament of the Last Supper*, which sets the biblical scene in a “translucent dodecahedron-shaped space before a Catalonian coastal landscape”.

Rich in content, colour and imagery, the book is a salute to the wild imagination of Dalí and honours his ability to seek out pleasure and beauty in everything.

Among the many weird and wonderful recipes was one for Dalí's Casanova Cocktail.

As detailed below, the heady concoction involves functional measures of Campari and brandy with notes of spice and orange to take the edge off.

### Salvador Dalí's Casanova Cocktail:

The juice of 1 orange

1 tablespoon bitters (Campari)

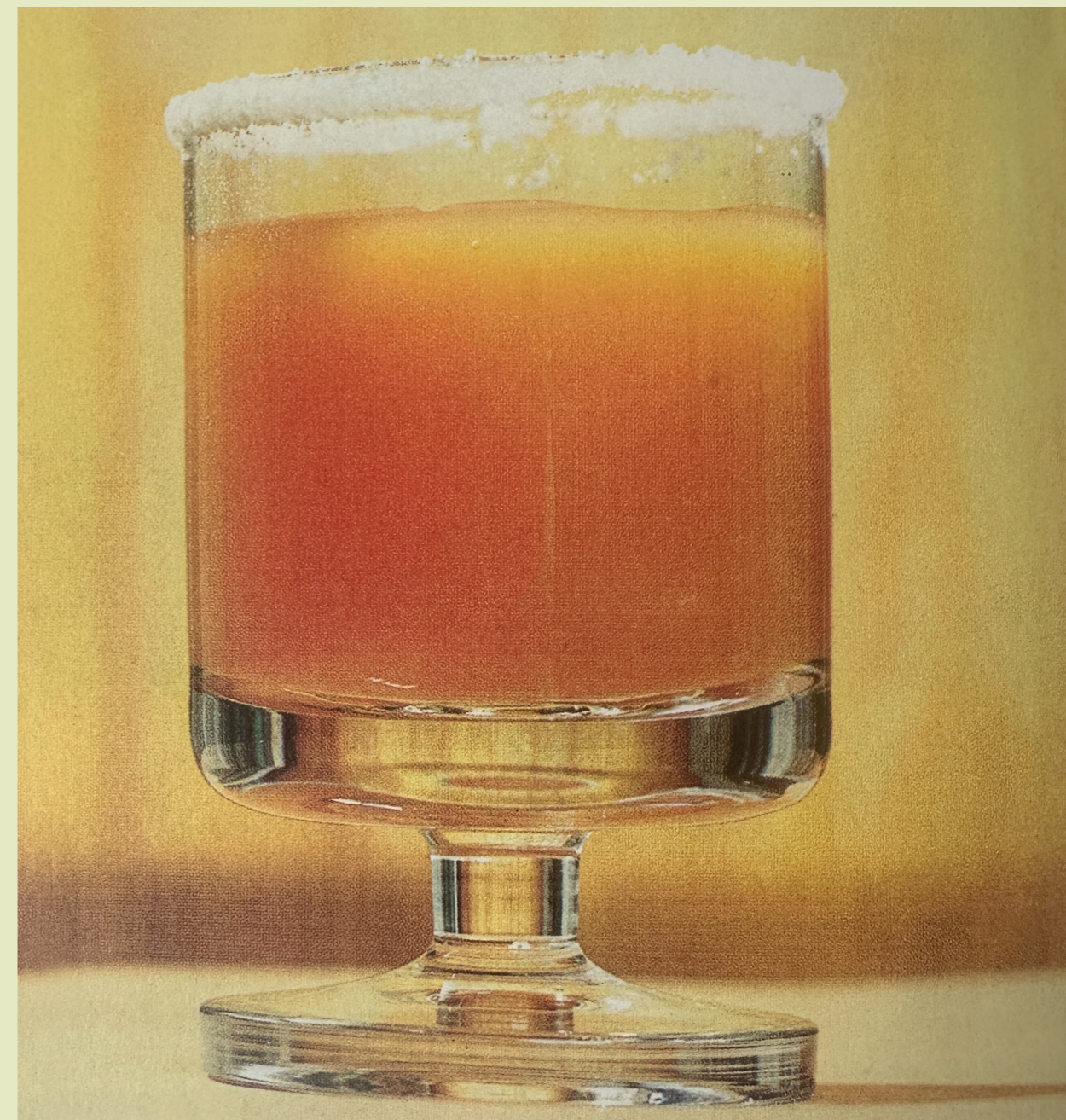
1 teaspoon ginger

4 tablespoons brandy

2 tablespoons old brandy (Vielle Cure)

1 pinch Cayenne pepper

**Enjoy responsibly!**



Salvador Dalí's Casanova Cocktail - 1972

# Dalí and the obsession with the cars

Salvador Dalí's fascination with automobiles went beyond simple admiration and reflected his profound artistic vision and surrealist philosophy. According to Dalí, cars represented more than just means of transportation; they were symbols of the modern era, embodying concepts such as speed, progress, and the subconscious.

Dalí's exploration of automobiles in his artworks often involved transforming them into surreal objects imbued with symbolic meaning. He depicted them in various states of metamorphosis, distortion, and juxtaposition with other surreal elements, thus reflecting his belief in the fluidity of reality and the power of the subconscious mind.

**“the paradox of converting the inorganic into the organic.”**

In a performance set in Paris in the '70s, Dalí poses beside a Surrealist Beetle. The Volkswagen appears covered in natural grass, showcasing the paradox of transforming the inorganic into the organic.

**1970**  
**Surrealist Beetle**

# isotta

# 1930

## Isotta Fraschini

Salvador Dalí, the surrealist artist known for his eccentricity and avant-garde works, was fascinated by the world of automobiles, going beyond mere appreciation. He did not view cars simply as means of transportation but rather as symbols of modernity, speed, and the subconscious.

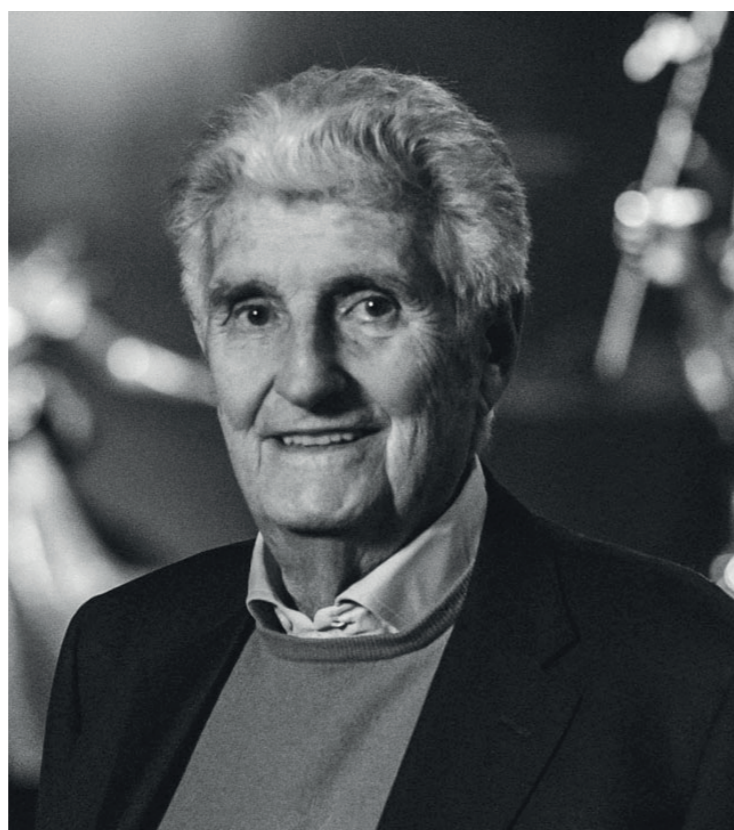
Salvador Dalí's involvement with the automotive world began with an advertising campaign for Isotta Fraschini. This fascinating chapter in his career showcases his ability to blend art with commerce. Isotta Fraschini, the Italian luxury car manufacturer, commissioned Dalí to create an advertising campaign for their cars in the 1930s.

### Isotta Fraschini Advertisement.

The Madrid dealer of the Italian luxury car was a friend of Dalí and his fellow residents. The car dealer commissioned the advertisement, which was Dalí's first work, to be published on the back cover of *Residencia*, the magazine published by the hostel where Dalí lived from 1921 during his studies at the Beaux Arts in Madrid.

JUAN DE MENA, 10.

# BENIAMINO LEVI



Born in 1928, Beniamino Levi, President of the Dalí Universe, is a globally recognized Modern Art expert. With a prestigious and experienced career spanning over 70 years in the art market, Mr. Levi has a profound knowledge of the most important stylistic epochs from Impressionism to Contemporary Art. Mr. Levi is a collector-connoisseur whose interest in fine and decorative arts was cultivated from an early age – his grandfather was an antiques dealer in San Remo in the 1800s

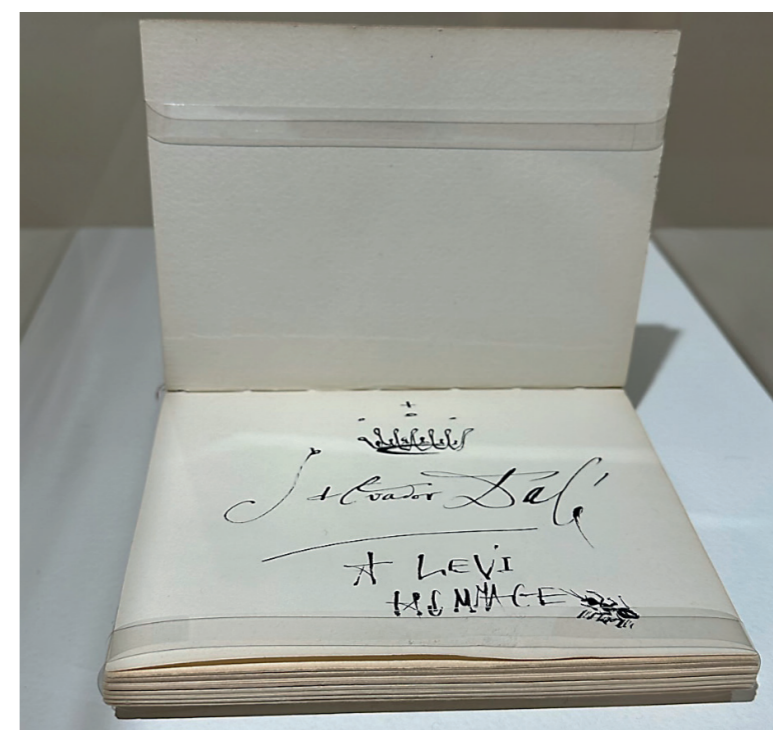
In burgeoning Milan of the 1960s and 1970s Mr. Levi thrived in the management of the prestigious “Galleria Levi” on Via Montenapoleone. Levi sought to bring international Modern Art to Italian collectors and diffuse the movement among the wider Italian public. During a bridge tournament Levi encountered the well-known Milanese art critic Franco Passoni who was most impressed by Levi’s, passion, knowledge and ambition.

Franco Passoni inspired and encouraged Levi to open an art gallery focusing on the fresh Modern artistic trends. Mr. Levi opened his gallery in 1956 when he was only twenty-eight years old, running it himself until 1978. During his years of managing Galleria Levi Beniamino Levi met many legendary names of the art world including Pablo Picasso, Andy Warhol, Jeff Koons, Giorgio de Chirico, Giorgio Morandi, Lucio Fontana and of course the Master of Surrealism Salvador Dalí.

In the 1960s, Beniamino Levi was introduced to Salvador Dalí at the prestigious Hotel Maurice in Paris ; it was to prove to be an important meeting.

As a result of their acquaintance, Levi travelled frequently to meet with Dalí at his residences in Paris and New York and at his home in Spain.

A genuine friendship springs up between the two men!!!



Notebook with dedication to Salvador Dalí, preserved in the Dalí Universe museum in Paris



# BENIAMINO AND SALVADOR:

## DALÍ UNIVERSE: THE BRAND'S HISTORY

In 1997 Mr. Beniamino Levi created an innovative new brand name with a clearly defined identity which focused on all of the creative aspects of Salvador Dalí's "World" to honor his friendship with The Master of Surrealism.

The Dalí Universe, brand name was born. "The Dalí Universe" was the name given to the museum exhibition space located at the prestigious County Hall Gallery on London's South Bank. The museum opened in 2000 and operated for a decade until 2010.

In 2011 the London logo was revised in terms of its form and colour choice, and so was born the new logo which is known today and used for all group activities.

THE DALÍ UNIVERSE

1997



2000



2007



2011

A new logo was specifically designed for the London exhibition location. During 2007 the marketing team decided to remove the word 'The' from the original logo. This revised logo – adopted and used in London for nearly ten years – was the version preferred by Mr. Levi and by the group Marketing Team and all their external collaborators, therefore it was decided to maintain the logo graphic idea.

"In London, fuchsia and yellow were The Dalí Universe brand colours. After consulting with Mr. Levi it was decided the time was right for a 'revamp' and something more official and more sober. A new more sober colour selection was adopted – that of red and black. Also, instead of using the entire mustache, that seemed a little too playful, we maintained just a reference to Dalí's mustache."



Dalí Universe Marketing Department

# Lart Universe

*“Projects like these not only celebrate the artists' achievements but also serve as opportunities for cultural exchange and dialogue on an international scale”.*

Beniamino Levi

In 2024 Mr. Levi gave life to a new project, the LART Universe (Levi ART) and discussed this genesis of this important initiative in a recent interview with Exhibart Magazine.

Lart Universe is a platform, dedicated to support and promote the works of established artists as Dalì, Chagall, Picasso, Subirachs and Valeri as well as, the careers of emerging ones, such as, Silvia di Pasquale, Alexander Klingspor, Patrick O`Reilly and Ian Pollock.

Among the future LART Universe's projects in 2024 one is, to bring the works of Josep Puig-martí i Valls and Josep Maria Subirachs i Sitjar to a broader international audience through exhibitions, in collaboration with the Catalan territory, and, another one, in October, is the Alessandro Valeri's exhibition, “Curiosa Cabinet” in France, at the Dalí Universe Paris Museum.

How to forget.....  
**“SEPPHORIS”**  
at the 56th Venice Biennale in 2015.

Since 2024, Alessandro Valeri, as the first contemporary artist, has joined the group of artists of the Lart Universe World.

Valeri's work has always been inspired by the purpose to encourage creative and social participation and promote change in individual and collective consciousness not to mention, of course, the unforgettable “SEPPHORIS”

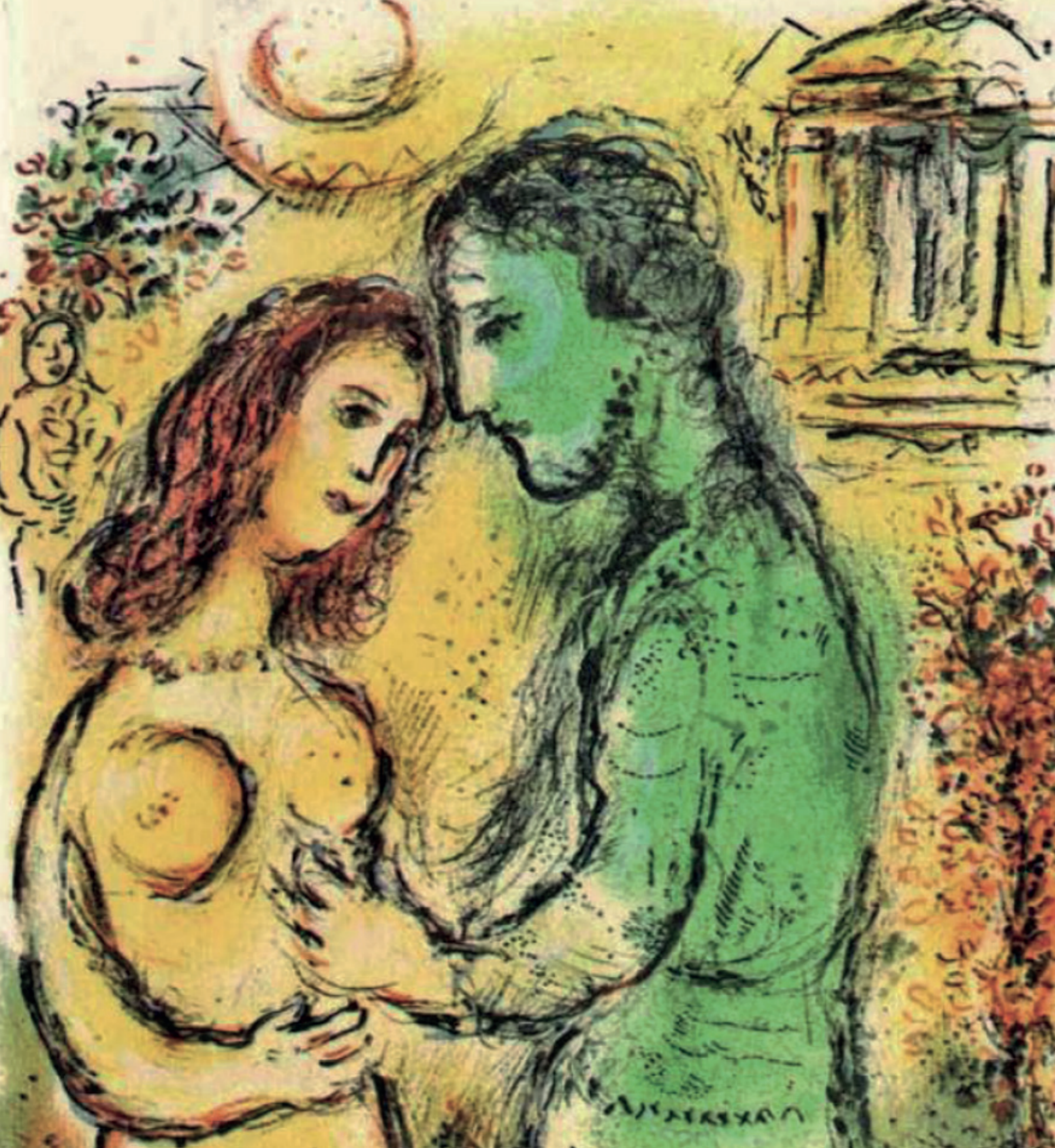
masterpiece at the 56th Venice Biennale in 2015.

ALESSANDRO VALERI  
**SEPPHORIS**



CURATED BY  
**RAFFAELE GAVARRO**

View the full interview on: [exibart.com](http://exibart.com)



2024

# Welcome to LART GALLERIES Dive into a world where creativity knows no bounds.

Beniamino Levi welcomes the vibrant world of LART GALLERIES, a groundbreaking initiative that redefines the traditional gallery experience.

Nestled in the heart of cultural hubs, LART GALLERIES is not just a space; it's an immersive journey into the depths of artistic expression.

At LART GALLERIES, we celebrate the diversity of artists as Pablo Picasso, Marc Chagall, Josep Subirachs, Alessandro Valeri and The Master of Surrealism Salvador Dalí, every corner of LART GALLERIES invites you to engage with art in new and unexpected ways. From avant-garde artworks to classical masterpieces, our curated collections offer a kaleidoscope of creativity, inviting to explore the boundless realms of imagination.

More than just a destination for art enthusiasts, LART GALLERIES is a hub for cultural exchange and community engagement.

Through workshops, talks, and collaborative projects, we empower artists and audiences alike to connect, learn, and grow together, forging lasting bonds beyond the confines of our walls..

Beniamino Levi has recently opened two Lart Galleries one in Siena and the other one in Cortona, further openings are planned across Italy and in the rest of the World.



# DALÍ UNIVERSE MUSEUMS

The Dalí Universe Museums are entirely dedicated to Salvador Dalí and it is truly a special occasion, which allows to look closely at the lesser-known aspects of this great artist's work, discovering masterpieces still little known to the public.

A vast selection of works, which includes bronze sculptures, glass objects, gold, collages and graphic collections, are exhibited with the intention of revealing the sources of inspiration of Salvador Dalí's genius, to understand the life and the Master's work. This exhibition will allow visitors to explore the labyrinth of the Master's mind and admire the creative result of his infinite imagination.

Starting from 2024, in many of our Museums around the world it will be inaugurated the Dalí Universe's VR Metaverse experience. The visitors will live an incredible experience by immersing themselves in the surrealist world of Salvador Dalí

# Paris Museum

## DALÍ

One of the largest and most significant  
collections of Dalí's Sculptures!!



Open in 1991, Paris museum, is located, in the heart of picturesque Montmartre, just a stone's throw from the famous Place du Tertre, Dalí Universe Paris welcomes more than 100.000 visitors a year.

With Over 600 square meters entirely dedicated to the Master of Surrealism, Dalí Universe Paris Museum is the only permanent exhibition in France entirely dedicated to Salvador Dalí,

Among the more than 300 works on display, visitors will be able to admire sculptures such as the Space Elephant, the famous Dalinian melting clocks, the timeless Mae West sofa, and rare autograph graphics which illustrate the most important themes of literature, mythology, history and religion.

Salvador Dalí was inspired to create a vast repertoire of unique characters, allegories and images.

Dalí's creative genius is transformed into three-dimensional sculpture, giving life to his most famous and wonderful surrealist images.

Expressing himself through sculptures is a passion that accompanies the artist throughout his life and in each of them we can glimpse Dalinian philosophy.

The exceptional collection, the most important body of Dalí sculptures in France, brings to light the imagination of the Catalan master and exposes an unexplored aspect of Salvador Dalí's work.

The museum can also hosts temporary exhibitions that showcase Dalí's contemporaries and artists influenced by his work, adding a fresh and dynamic element to a visit.

[daliparis.com](http://daliparis.com)

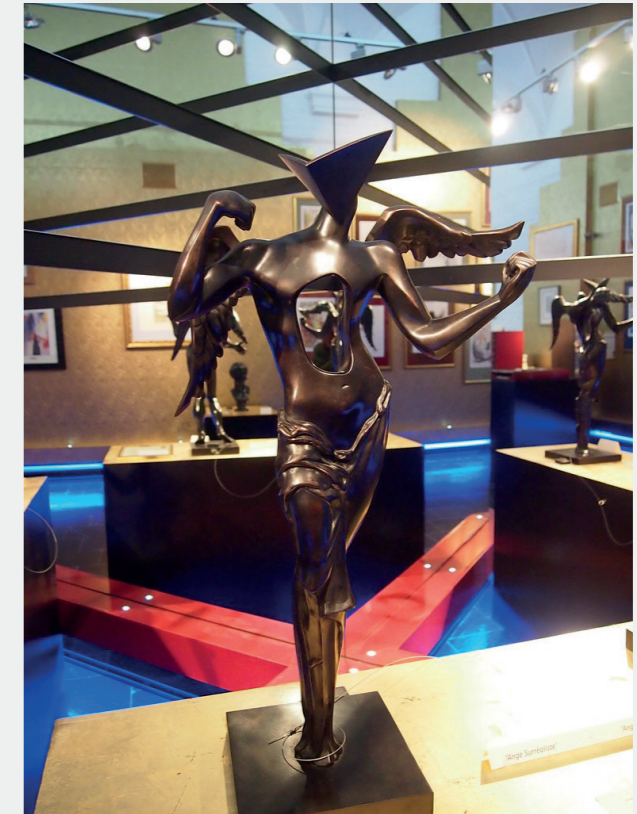
11, rue Poulbot 75018

Paris France

# Bruges Museum

## XPO SALVADOR DALÍ

Located at the Belfry, the main focal point set right in the heart of Bruges, the Dalí Universe Museum perfectly showcases the eccentricity and imagination of the most renowned surrealist artist the world has ever known.



The museum is a haven for art enthusiasts, dreamers, and anyone seeking a surreal escape from the ordinary.

The Dalí Universe Bruges museum offers a fascinating journey through Dalí's artistic evolution and showcases a diverse range of his works, including paintings, sculptures, drawings, and some of his choice quotes.

The museum also houses a notable collection of sculptures by Salvador Dalí such as The Surrealist Angel, The Dalinian Dancer and Alice in Wonderland, just to name a few.

His creativity extended beyond the canvas, and the museum displays an array of his sculptures, each with its own surreal twist. Be prepared to encounter melting clocks, three-dimensional pieces of art, design works and wonderful colour-glass sculpture, the Daum collection, that lead the viewer through an emotional journey to the mysterious and bizarre vision's reality of Salvador Dalí. The Salvador Dalí Museum in Bruges is a surreal oasis where the eccentric and imaginative world of Salvador Dalí comes to life.

[dali-interart.be](http://dali-interart.be)  
Belfort Brugge Markt 7,  
8000 Brugge, Belgium

# Munich Museum

## SPELLBOUND

A·L·E·G·R·I·A  
E X H I B I T I O N

where Art and creativity meet spectacle



The Munich Museum conceived and designed in collaboration with Alegria Exhibition holds an extensive collection of Dalí's works, including the incredible 55 square meters, world-famous scenography "Spellbound".

Alfred Hitchcock asked Salvador Dalí support for his psychological thriller "Spellbound" in 1945. The result has been a fantastically surreal dreaming sequence.

The spectacular Dalí Universe SPELLBOUND multi-sensory exhibition-shows paintings and sculptures, as well as numerous sketches and lithographs.

In the realm of live entertainment, where art and creativity meet spectacle, one name stands out prominently, Alegria Exhibition which refines the great reality of Alegria Konzert

With a track record of delivering immersive cinematic experiences, Alegria Konzert has solidified its position as a trailblazer in German language countries. Through captivating productions such as "Disney in Concert" and the live rendition of "Lord of the Rings" trilogy and "Pirates of the Caribbean", Alegria Konzert GmbH has transformed concert halls into epic realms of adventure and wonder.

As Alegria Konzert GmbH continues to push the boundaries of live entertainment, its legacy of innovation and excellence remains unrivaled. Through visionary leadership and unwavering dedication, the company has elevated the art of concert production to new heights, enchanting audiences with each cinematic masterpiece.

In the years to come, as the curtains rise on yet another captivating "performance", one thing is certain: the magic of Alegria Exhibition and Alegria Konzert will endure, leaving an enduring legacy in their wake.

[alegria-exhibition.de](http://alegria-exhibition.de)

Old Philharmonic Hall in the Fat Cat  
Rosenheimer Straße 5 | 81667 Munich

# UNIVERSUL DALÍ

# Bucharest Museum

Other remarkable Dalí Universe museums in Europe are the Dalí Universe Museum in Bucharest (Romania) and in Cortona (Italy).

In the BUCHAREST Museum is present one of the largest exhibitions dedicated to the Catalan artist in Romania, encompassing encompassing 170 works, the invite viewerson an unforgettable journey through the eccentric artist's works: life-size sculptures, surrealist furniture and other specially crafted works of art whose composition ingeniously uses materials such as glass, bronze, gold and even diamonds.

In both the Museums The surreal journey culminates in a unique VR experience that will leave a lasting impression on the memory and imagination of every visitor., drawings, prints, sculptures, and more. It's renowned for its striking architectural design and comprehensive exhibitions.

Cortona Museum (Italy) located at Palazzo Ferretti, emerges as a haven for art lovers.

Within its noble halls, once home to Cortona's aristocracy, visitors traverse an ancient cloister to reach the prestigious venue and carry out an intimate exploration of modern art's Master.

The exhibition "Salvador Dalí: Dreaming Reality" unveils 50 original works, shedding light on Dalí's undisclosed passions for science and literature.

With a fine art gallery (LART GALLERY Cortona) open to all and a thematic exhibition space, the Palazzo invites everyone to partake in the magic of art and celebrate Cortona's renewed cultural prominence

# Cortona Museum

## DREAMING REALITY



MADE BY  
**NATURE**

Luxury cigar accessories

 LITOLITE

[www.litolite.it](http://www.litolite.it)





PERSY, the Perseo Foundry mascot

# PERSEO ART FOUNDRY

How does Persy contribute to the team?  
We are sure.....  
a lot!!!

[perseoartfoundry.com](http://perseoartfoundry.com)



HM Queen Silvia and Alexander Klingspor during the unveiling of 'New York City Legend' in New York on October 17, 2023

“When someone insists that something is impossible, that's when the fun begins”

Perseo SA's rich history in the art world is truly remarkable. Established in 1952 in Mendrisio, Switzerland, its founding marked the beginning of a legacy deeply intertwined with the world of sculpture. From its inception, Perseo has been dedicated to fostering artistic expression and collaboration with sculptors. In 1991, the acquisition of the foundry by Beniamino Levi marked a significant milestone in Perseo's journey. This acquisition led to Perseo becoming a vital part of the Lart Universe Group, further solidifying its position in the art world and expanding its reach. Over the span of more than 70 years, Perseo has played a pivotal role in the creation of iconic artworks by renowned twentieth century artists such as Dalí, Pomodoro, Botero, Modigliani, Giacometti as well as leading renowned international contemporary artists such as Alessandro Valeri, Alexander Klingspor, Patrick O'Reilly and Ian Pollock.

Through its craftsmanship and dedication to excellence, Perseo has contributed to bringing these artists' visions to life, leaving an indelible mark on the world of sculpture. The collaboration between Perseo and these esteemed artists not only demonstrates the foundry's technical prowess but also highlights its commitment to nurturing artistic talent and pushing the boundaries of

creativity. As Perseo continues its journey, it remains a beacon of innovation and excellence in the realm of sculpture, leaving a lasting legacy for generations to come.

With the addition of Andrea Zino to the Perseo team in 1993, the foundry expanded its capabilities by incorporating additional techniques alongside the traditional lost-wax method. Andrea Zino, now the Director of the Foundry, played a pivotal role in introducing new processes to Perseo's repertoire.

In addition to the classic lost-wax technique, Perseo embraced advancements in casting methods, including vacuum molding and ceramic mold casting. These techniques brought about increased efficiency, precision, and versatility in the production of bronze sculptures.

We asked to Andrea if there are limit for Perseo Foundry in produce artworks and he told us: “Absolutely! When someone insists that something is impossible, that's when the fun begins. It's like a challenge, and in 31 years we have never lost!!!”

With over 20 specialized technicians in artworks casting, along with Persy the Cat as Andrea's right-hand companion, it must be a bustling and creative environment. I imagine there's a lot of expertise and collaboration happening there.

# the Surrealistic Island

Albarella Island in May 2024 will be a convergence of art and nature, celebrating the Centenary of Surrealism with a captivating journey through the island's most significant locales. This immersive experience, conceived by Beniamino Levi, President of the Dalí Universe, will honor Salvador Dalí, the central figure of Surrealism, on what would have been his 120th birthday.

From May 11th to September 22nd, 2024, Albarella will metamorphose into a veritable "Surrealist Island," where visitors can explore monumental bronze sculptures that bring to life the iconic themes of Dalí's imagination. This open-air exhibition will unfold as an anthological narrative, seamlessly integrating with the island's natural beauty and exclusive atmosphere. The exhibition will unfold in two phases, each offering a unique perspective on Dalí's artistry. The first phase will delve into the personal narrative of Beniamino Levi, offering insights into his encounters with the Master himself through the medium of sculpture. The second phase will invite visitors to engage with the interplay between reality and the surreal, creating fantastical scenarios that mirror the boundless creativity of the mind.

Through the manipulation of physical objects and the creation of immersive environments, visitors will be transported into the depths of Dalí's psyche, where visual obsessions take shape in a realm of endless transformation and connection.

Adding to the narrative tapestry will be the historic and iconic "Isotta Fraschini 8A SS Castagna from 1930" car from the Lopresto Collection. This car holds significance as the subject of one of Dalí's early commissioned works, reflecting his artistic journey from student to visionary.

Albarella Island in May 2024 promises not only to celebrate the legacy of Salvador Dalí but also to offer a transformative experience where art, nature, and imagination intertwine in a surreal symphony.

  
SQUARCINA

# Trasformiamo la visione in realtà

SIMONE SQUARCINA



# SALVADOR DALÍ COLLECTION



TRIUMPHANT  
ELEPHANT

LIMITED DELUXE EDITION

daliuniverse.com

  
DALÍ  
UNIVERSE

# the "ART FOR CLIMATE AUCTION SERIES"

The "Art for Climate Auction Series" is a groundbreaking initiative that harnesses the power of art to address one of the most pressing challenges of our time: climate change. By bringing renowned artists the initiative not only showcases their masterpieces but also leverages their influence to raise awareness and funds for environmental action.

These exhibitions and charity auctions intertwine the art world with the urgent narrative of climate change. Held at some of the world's most influential locations, these events serve as "a call to action", encouraging individuals and organizations to engage with the climate crisis in new and impactful ways. Conceived and unveiled at COP 28 in Dubai, the "Art for Climate Auction Series" signifies a convergence of creativity, philanthropy, and environmental consciousness. It represents a bold step towards integrating diverse sectors of society into the global effort to combat climate change, demonstrating the transformative power of art in driving positive change.

July 26th, in the picturesque location of Poltu Quatu at Grand Hotel, the charity auction of art will add another layer of excitement and significance to the "Art for Climate" event.

The support of Dali Universe for the "Art for Climate" initiative adds a significant dimension to this already impactful collaboration. With its rich legacy and profound influence in the art world, Dali Universe wants to bring a concrete support to the cause of addressing climate change through art.

The Italian stage of the "Art for Climate" initiative is set to captivate audiences from July 26th to 28th, 2024, in the breathtaking setting of Porto Cervo, Costa Smeralda.

The presence of Dali's Museum sculptures as the "Space Venus" and "The Nobility of Time" adds a layer of depth and significance to the event, reminding us of the boundless potential of art to inspire change and shape our collective consciousness. This prestigious event promises to merge the beauty of art with the urgency of climate action, creating an unforgettable experience for attendees.



Nobility of Time - 1977

## July 26th 2024

Opening Event

07.30 pm Porto Cervo, Piazzetta

Speeches:

One Ocean Foundation

The Garbage Patch State - Installations at the Venice Biennale

Ocearch - White shark safeguard

## July 27th 2024

07.30 pm Porto Cervo, Piazzetta

Speeches:

Andrea Mura - Global Solo in 120 days and 44 minutes

09.00pm Poltu Quatu, Tanit fine Restaurant by la Scogliera at

Grand Hotel

Gala Dinner

Charity Auctions

Isidora Moles performance

## July 28th 2024

Closing Event

Isidora Moles Concert

Event References:



art4climate.it - info@art4climate.it

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LART MAGAZINE

# CLARENDON

## FINE ART

"We are committed to highlighting the finest national and international artists and introducing exceptional contemporary art to established and emerging collectors" (Helen Swaby)

Helen Swaby founded what would become the UK's leading fine art retail business after being somewhat disillusioned by the experience of purchasing artworks at the more staid, traditional, Mayfair galleries. She made it her personal mission to make the purchase quality fine art an accessible and inspiring experience for everyone

The first gallery opened in London in 2010, gracing an elegant space on Mayfair's Dover Street. Clarendon Fine Art now has over 80 galleries in the UK and has plans to expand internationally.

The Clarendon Fine Art Gallery specialists and advisors work with customers to understand their lifestyle, passions, and tastes; be it for a memorable occasion, a special person, as an investment or simply because "you have fallen in love with a particularly exceptional piece".

# SALVADOR DALÍ

## BEYOND REALITY



Spanish artist Salvador Dalí was one of the leading figures of Surrealism, an avant-garde twentieth-century movement that explored the creative potential of the unconscious mind. You have to systematically create confusion, it sets creativity free. Everything that is contradictory creates life".

Clarendon Director Luci Stephens (Head of 20th Century Art) has selected a fine showcase of Salvador Dalí sculptures and rare lithographs.

On view is a carefully curated collection of Masterworks by The Master of Surrealism. The exhibition has been housed at the prestigious flagship gallery of the Clarendon Fine Art in the heart of London's Mayfair district. An exceptional collection featuring bronze sculptures conceived by the Master of Surrealism alongside rare, signed lithographs.

"Beyond Reality" was the fruit of a longstanding and successful collaboration between Dalí Universe and Clarendon Fine Art.

A follow-up Dalí-dedicated exhibition is already been planned for November 2024 at Clarendon's wonderful Longacre gallery location in London's ever fashionable Covent Garden.

"Stay Tuned!!!"

ANDRÉ BRETON

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MANIFESTE  
DU  
SURREALISME

---

POISSON SOLUBLE



AUX ÉDITIONS DU SAGITTAIRE  
CHEZ SIMON KRA, 6, RUE BLANCHE, PARIS

# 100th anniversary of Surrealism

Surrealism, an influential art movement that emerged in the early 20th century, had its official beginning in 1924 with the publication of André Breton's "Manifesto of Surrealism."

André Breton, a French writer and poet, played a central role in defining Surrealism as a movement that sought to unlock the creative potential of the unconscious mind through artistic expression.

The 100th anniversary of Surrealism would indeed be a significant milestone, offering an opportunity to reflect on its enduring impact on art, literature, and culture. It could inspire a range of commemorative events, exhibitions, publications, and discussions worldwide, highlighting the diverse contributions of Surrealist artists and exploring the movement's continued relevance in contemporary society.

Celebrating Surrealism's centenary could also prompt renewed interest in exploring its principles and techniques, fostering experimentation and innovation among artists today. Additionally, it could spark dialogue about Surrealism's broader cultural and philosophical implications, including its intersections with psychology, politics, and social activism. Overall, marking the 100th anniversary of Surrealism could serve as a moment to honor its legacy, engage with its multifaceted legacy, and inspire new generations to embrace the spirit of creative exploration and imagination that defines the movement.

# GORMLEYS GALLERY

OLIVER GORMLEYS



# IRELAND

DALI' UNIVERSE @ the ART + SOUL International Art & Sculpture Exhibition MAY 2024

Gormleys Gallery is delighted to be returning, to the incredible location of the Castlemartyr Resort in Cork, for Ireland's largest Art & Sculpture exhibition.

Gormleys Art + Soul exhibition will take place from 25th May - 23rd June and will feature over 300 artworks by some of the biggest names in international & Irish art.

Over 100 outdoor sculptures will be set throughout the resort's magnificent grounds along with 200 artworks on display within the hotel and manor house. Exhibiting artists include Andy Warhol, Damien Hirst, Salvador Dali, Patrick O'Reilly, Ian Pollock, Silvia di Pasquale, Peter Monaghan, Giacinto Bosco, Sandra Bell and Bob Quinn, amongst many more leading Irish and international artists.

This year the important museum edition Salvador Dali sculpture Dance of Time II will be the centre-piece of the Art + Soul exhibition. An truly iconic soft clock sculpture conceived by the Master of Surrealism

The Art + Soul exhibition runs from 25th May - 23rd June and is open daily from 11 am- 7 pm. Entry is free with guided tours daily at 12, 2 and 4 pm.

# ART EVOLUTION AUSTRALIA

Since 2019 a truly unique Dalí exhibition experience has resided at the famous d'Arenberg wine estate in the picturesque McLaren Vale of South Australia.

d'Arenberg is the most historic and prestigious winery in South Australia welcoming 85.000 visitors per year.

Article from The National Advertiser, 3rd November 2019

Further to the enormous success of the d'Arenberg Dalí exhibition Dalí Universe is proud to announce the ongoing partnership with Art Evolution will see the unveiling of two brand new state-of-the-art exhibitions in 2025 housed in stunning purpose-built glass pyramids in the Hunter Valley (NSW) and The Gold Coast (QLD)).



TRIUMPHANT ELEPHANT  
at d'Arenberg Cube - Australia  
574 cm



# BIOGRAPHY



Salvador Felipe Jacinto Dalí I Domenech was born in 1904 on the morning of May 11th in the small farming village of Figueres in Spain.

His parents bestowed upon him the name of his older brother, Salvador, who had tragically passed away shortly before Dalí's birth. Salvador Dalí passed much of his childhood in Figueres and at his family's summer home in the coastal village of Cadaqués, where his parents built his first studio.

From an early age Dalí was encouraged to develop his artistic talents, which led to him eventually leaving to study in Madrid at the prestigious San Fernando Royal Academy of Fine Arts.

In 1920 Dalí travelled to Paris where he met with such artistic contemporaries as Pablo Picasso, Rene Magritte and Joao Miró; this contact led to his first Surrealist Period. The painting for which he is best known is undoubtedly the "The Persistence of Memory" an oil painting on canvas measuring just 24cm x 33cm depicting soft clocks draped over olive trees a landscape clearly inspired by his native Catalan countryside.

As an adult Dalí and took up residence with his wife Gala near Port Lligat. About Gala Dalí wrote:

"I love her more than my mother, more than my father, more than Picasso, and even more than money."

Salvador Dalí – 1965 – Diary of a Genius

Dalí and his wife Gala - 1972



Elena Ivanovna Diakonova, nicknamed Gala, first met Dalí in 1929 during a trip to Cadaqués with his family, the artist Renee Magritte and his wife.

Despite an age difference of ten years, the romance between Dalí and Gala took hold quickly. She followed him to Paris and began to influence and be part of the Surrealist movement and married Dalí in 1934. Gala became the muse of Dalí, who cultivated an obsession with her, and represented in many of his works.

Indeed, in her autobiography, "My Secret Life," she points out: "She was destined to be my Gradiva, she who advances, my Victory, my Woman". Gala held the position of Dalí's manager and agent and procurer of artistic contracts. He was in charge of accounts and dealt with galleries and merchants. She encouraged him to paint and had enormous influence on his artistic production.

After Gala's death on June 10, 1982, Dalí retired from public life. Dalí died in Figueres in 1989.

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DALÍ  
UNIVERSE

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# Salvador Dalí

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