

Press Release

November 28th 2017



Last chance to see unique art works by Salvador Dalí in Germany until 30th November 2017 in the museum „Dalí – Die Ausstellung am Potsdamer Platz“, Berlin

Visitors will have the last opportunity end of November to see the special exhibition "Salvador Dalí: The 21st Century Dandy. Man's Fashion from 1971-2017 ". These unique art works are exhibited for the very first time in Germany and show in detail Dalí's visions of fashion in the 21st century. After this show these art works will not be accessible to the public no longer as they will be returned to the archives of the international fashion house Scabal in Brussels.

Berlin, 28th November 2017. The special exhibition, opened in July due to the 10th anniversary of the Berlin Fashion Week this summer, was a great success and reached a large audience. More than 50.000 museum visitors have seen this exclusive theme-based special exhibition, among them not only international guests from all over the world but also a lot of Berlin people. "Our institution as a purely private, guided art museum is delighted that we succeeded to bring a large part of Berlin's public, which is overcrowded with cultural offerings, into our museum with the special exhibition. For many local guests, the special show provided a welcome opportunity to finally realise their long-standing plan to visit the museum and the Dalí exhibition", the director of the museum Carsten Kollmeier says. "The success of our first theme-based exhibition encourages us to organise even more special exhibitions in our museum", says Kollmeier cheerfully.

Everybody, who is interested in Surrealism and Salvador Dalí or just interested in fashion, should not miss the opportunity to see the current special exhibition until 30th November. The exhibited picture cycle with its 12 works shows the artist's unique vision of how tailor-made clothing could have been developed into the 21st century, following paintings of the old masters of the Renaissance – including fantastic suits and futuristic fashion accessories. These original artworks were kept in Scabal's vaults for more than 45 years before they were exhibited in the museum in Berlin.

The whole team of „Dalí – Die Ausstellung am Potsdamer Platz“ thanks the Scabal team for the wonderful cooperation and is delighted to announce that one of the art work will remain as a donation in the museum in Berlin. This work will be a counterpart to the already existing sculpture in the permanent collection *Mannequin Zootropique* which Dalí created within his creation of works for the limited first edition of fashion magazine *Scarab* for the fashion house Scabal.



in cooperation with



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Further informationen to the special exhibition "Salvador Dalí: The 21st Century Dandy. Man's Fashion from 1971–2017"

In 1971 Salvador Dalí was commissioned by the internationally renowned menswear brand Scabal to design the first edition of the magazine *Scarab* to present his vision of men and fashion in the 21st century. On this occasion, Dalí designed 12 colorful watercolors, which served as templates for the Scabal designers to create a unique collection of fabrics. The extraordinary collaboration with Scabal's tailors inspired Dalí to create the surreal bronze sculpture *Mannequin Zootropique*, which was based on the idea of a mannequin.

The 12 works exist not only as unique watercolors, but were also turned into a complete series of lithographs that was produced for a small circle of people and never offered on the art market. The images show the artist's unique ideas about what fine tailored clothing would have evolved into in the 21st century, including dream-like suits and futuristic accessories. These original works of art have been treasured by Scabal and were kept safely in their own vaults for over 45 years. After long personal negotiations Carsten Kollmeier, the director of museum "Dalí – The Exhibition at Potsdamer Platz", was able to convince the family that has now been in charge of Scabal for many generations to present the works in an extensive exhibition. On show in Germany for the first time, the complete series will be shown again after almost 45 years, alongside some other fashion-related exhibits.

There is a successful interaction between the 12 main images and the sculpture *Mannequin Zootropique*, which was developed in the same context, as well as the magazine *Scarab* and the 'surreal' collection of fabrics that are also exhibited. Altogether, the exhibition offers an extensive overview Dalí's fashion-inspired and fashion-inspiring art.

The limited first edition of the fashion magazine *Scarab* (1971), which was originally sold out very quickly, will be available for the visitors as an interactive installation. Thanks to modern touch screen technology by NEC the beautifully illustrated magazine can be discovered in detail on a very large tablet. That way, visitors can explore all of the different periods, styles and movements in art, literature and the sciences that inspired Dalí's vision of the *21st Century Dandy*, among them world famous artwork from the Musée du Louvre like Géricault, Brueghel, and Tizian.

Salvador Dalí and Scabal share a love for exclusively tailored and extravagant suits, made by hand from fine quality materials. Dalí and Scabal share the vision that fashion should be viewed as art. It is thanks to free, artistic minds that fashion statements are made and trendsetters are established, but it is also thanks to them that evergreens are made.



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Salvador Dalí proclaimed to be a dandy in *Scarab*, which shows his tribute to fashion: "It was in Madrid, whilst studying Fine Art, that I acquired a taste for fashion. I wore the most elegant suits, a cultured pearl necklace, bracelets and silk shirts, which I had designed, with puff sleeves that gave me a feminine look. The age of the dandy had begun, and for me it was never to end."

Immerse yourself in a surreal fashion world in the museum "Dalí – The Exhibition at Potsdamer Platz" until November 30th 2017, daily from 12 a.m.–8 p.m.

Press pictures for the special exhibition 'Salvador Dalí: The 21st Century Dandy. Man's Fashion from 1971–2017', are available for download at <http://www.daliberlin.de/presse/dandy>.

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For further information, please visit www.DaliBerlin.de.



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