

## Background information

### Dalí – The exhibition at Potsdamer Platz

On the 5th of February 2009 the new cultural highlight “Dalí – The exhibition at Potsdamer Platz” opened its doors right in the pulsating heart of Berlin. This, the work of one of the most sophisticated and contradictory artists of the modern age, Salvador Dalí, is brought to the general public in a permanent museum exhibition in Germany. The Museum with over 450 exhibits from private collections from around the world, under the direction of the curator and executive director Carsten Kollmeier, offers the most comprehensive insight into the eclectic work in the heart of the current cultural metropolis. This art museum, financed exclusively by private resources, would like to offer visitors, in addition to the pleasure of art, insights and perspectives about the everyday also. Salvador Dalí, the master of the surreal, once offered the invitation to viewers to “COME INTO MY BRAIN”, to immerse themselves in his world of ideas.



### Excellent technique´s virtuoso

The works of surrealist artists certainly require explanation. This is especially true of Salvador Dalí, who was, throughout his life, an eccentric exhibitionist, but above all, an excellent craftsman and virtuoso technique. He raised complex connections content wise, in an unconventional way and developed innovative technical possibilities to be artistically set in his works. Like in his oil paintings, famous worldwide through posters and post cards, Dalí always processed and arranged a multitude of thoughts, motives, impulses and themes in his graphic works simultaneously. They complete, reinforce or contradict themselves and lead frequently to extraordinary synthesis motives. Much of this is only suggested and not open to one-dimensional interpretation. Thus originates space for the fantasy of the spectator.



### More than 450 exhibits – from Don Quixote to Tristan and Isolde

At the DalíBerlin, among other things, themes and cycles are presented which narrate important stories. Here Dalí´s masterful design implementation with different artistic techniques is evident. The initiator and curator Carsten Kollmeier, together with private collectors from all over the world, has selected more than 450 exhibits for the extensive Berlin exhibition. Besides the comprehensive and representative insight into



the graphic work, workbooks, illustrated books, sculptures, coins and three-dimensional installations of the artist are also displayed.

The excellent dry point etchings of “Tristan and Isolde” are also exhibited among the works as well as the colourful lithographs for “Carmen” and certainly all Dalí’s first lithographs, the subject of which is “Don Quixote de la Mancha” and which both revolutionised the technique of the pioneering lithography process and also established so-called “Bulletism”. Furthermore, in Berlin the three-dimensional works “10 recipes of immortality” are presented, with which Dalí wrote the history of art. And also the elaborate

Xylographic illustration of Dante´s “The Divine Comedy”, the creation of which was commissioned by the Italian government at the beginning of 1950s from Dalí, may all be admired at Dalí – The exhibition at Potsdamer Platz.

## Dalí\_Scouts – individual and interactive

For the first time there are the so-called Dalí\_Scouts, who are at the disposal of visitors to explore Dalí's surreal works. In order to facilitate the understanding and the classification of the displayed works of the Spanish surrealist, the Dalí\_Scouts guide the visitors through the exhibition and help visitors to see the world through Dalí's eyes. Their service is interactive, which means that each visitor has the opportunity to ask them individual questions. The aim of Dalí\_Scouts is to make Dalí's highly complex, multilayered and intellectually sophisticated work accessible and understandable to the broad public.



In the hourly public tours through the Museum with the Dalí\_Scouts the visitors can learn extensively about the virtuoso Dalí's work. Aspects of the theory of art are highlighted in addition to art history as would Salvador Dalí himself, as a major artistic personality of the '20s and his extraordinary biography. Furthermore there is the option to exclusively reserve this educational facility. Guided tours can be easily booked by fax and have attractive terms. By prior reservation the core contents of the tour may be customised for specific groups, such as school classes, art enthusiasts or even art lovers and experts.

## More than an exhibition

Dalí – The exhibition at Potsdamer Platz has approximately 1.500 m<sup>2</sup> of exhibition space and extends over two floors. The Museum premises are modern and spaciouly arranged, and they comprise a central foyer with reception and cloakroom alongside as well as a museum shop and a café area. With an ingenious integrated event area DalíBerlin offers companies and organisations the opportunity to organise their receptions, conferences, seminars or presentations in the middle of surrealist art. Moreover, the Penthouse on the 10th floor of the building is available as an exclusive event area. Connected to the Penthouse is an ample roof terrace with a wonderful view over the rooftops of Berlin, which is definitely to reserve. With the Museum's "preferred partners", who operate in the entertainment, catering and facilities sectors, a tailored offer may be arranged to the guests' requirements at any time.



## Contacts and info

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