

BACKGROUND INFORMATION

DALÍ – THE EXHIBITION AT POTSDAMER PLATZ



On the 5th of February 2009 the cultural highlight “Dalí – Die Ausstellung am Potsdamer Platz” opened its doors right in the pulsating heart of Berlin. 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 museum with permanent exhibition in Germany. Under the direction of the curator and executive director Carsten Kollmeier, the museum with over 450 exhibits from private collections from around the world

offers the most comprehensive insight into Dalí’s eclectic work in the heart of the current cultural metropolis. This art museum, financed entirely by private resources, would like to offer visitors, in addition to the pleasure of art, insights and perspectives beyond the everyday life. Salvador Dalí, the master of surrealism, once called upon the viewers: “COME INTO MY BRAIN”. Therefore, he invites the audience to immerse themselves in his world of ideas.

EXCELLENT TECHNIQUE’S VIRTUOSO



The works of surrealist artists certainly require explanation. This applies in particular for Salvador Dalí, who was throughout his life an eccentric self-exposer, was indeed above all an excellent craftsman and he mastered diverse virtuoso art techniques. In a very individual way, he used complex contents for his art works and developed innovative technical possibilities to set his works artistically. Like in his oil paintings, which are famous all over the world through

posters and post cards, Dalí always processed and arranged simultaneously a multitude of thoughts, motives, impulses and themes in his graphic works. They complete, reinforce or contradict themselves and lead frequently to extraordinary motivic syntheses, so that not only one-dimensional interpretations are given. This cause space for the fantasy of the spectator.

MORE THAN 450 EXHIBITS – FROM DON QUIXOTE TO TRISTAN AND ISOLDE



Among other things, themes and cycles are represented at the museum which narrate big stories. In these works, Dalí’s masterful implementation with different artistic techniques is evident. Together with private collectors from all over the world, the initiator and curator Carsten Kollmeier has selected more than 450 exhibits for the extensive exhibition in Berlin. Besides the comprehensive and representative insight into the graphic work, workbooks, illustrated books, sculptures, coins and three-dimensional installations of the artist are also on display. The excellent dry point etchings of “Tristan and Isolde” are also exhibited among the works as well as the colourful lithographs

for “Carmen”. Also, Dalí’s very first lithographs created for “Don Quixote de la Mancha” is part of the exhibition for which he revolutionised the technique of the lithography process and also established the so-called “Bulletism”. Furthermore, the three-dimensional works for “10 recipes of immortality” are represented, with which Dalí was making history in the art world. Dalí’s elaborate xylographic illustration of Dante’s “The Divine Comedy” commissioned by the Italian government in the beginning of 1950s can be admired at “Dalí – Die Ausstellung am Potsdamer Platz” as well.



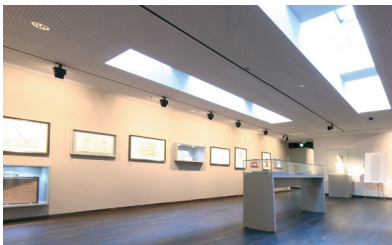
DALÍ_SCOUTS – INDIVIDUAL AND INTERACTIVE



For the first time there are so-called Dalí_Scouts, who are at the disposal for all visitors to explore Dalí's surreal works. In order to facilitate the understanding and the classification of the works on display 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, multi-layered and intellectually sophisticated work accessible and understandable for the broad public. In the public guided tours through the museum with

the Dalí_Scouts, which are provided daily, the visitors will be informed extensively about Dalí's virtuoso works. Aspects of the theory of art and art history and also the extraordinary biography of Salvador Dalí, as a major artistic personality of the 1920s, will be made a subject of discussion during the guided tour. Furthermore, there is the option to reserve exclusively a private guided tour as educational offer. Guided tours can be booked easily online including attractive terms. By prior reservation the core contents of the tour can be customised for specific groups, such as school classes, art lovers and experts.

MORE THAN AN EXHIBITION



"Dalí – Die Ausstellung am Potsdamer Platz" has approximately 1.500 square meters exhibition space and extends over two floors. The museum premises are modern and spaciouly arranged including a central foyer with reception and cloakroom alongside as well as a museum shop and a café area. An event area is integrated cleverly into the exhibition rooms and offers the unique opportunity for companies to organise their receptions, conferences, seminars or presentations amid of surrealist art. With the museum's "preferred partners", who operate

successfully in the business of entertainment, catering, furnishing and decoration, it is possible to submit a quotation accurately reflecting your individual needs.

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