

Press Release

October 9th 2017



Special exhibition “Salvador Dalí: The 21st Century Dandy. Man’s Fashion from 1971–2017” will be extended until November 30th 2017

Berlin, October 9th 2017. Thanks to the great feedback with more than 30.000 visitors during the period of the very first special exhibition at the museum “SALVADOR DALÍ: THE 21ST CENTURY DANDY – Man’s fashion from 1971–2017” will be extended until November 30th 2017.

The special exhibition was opened due to the 10th anniversary of the Berlin Fashion Week this summer. After its extension, the exhibition will be on show for six weeks more at Potsdamer Platz. Carsten Kollmeier, director of the museum, says: “Now, we have two reasons to be proud of. First, we’re very pleased that the special exhibition was such a success, which encourage us to continue with further special theme-based exhibitions in the future at the museum alongside the permanent exhibition. Second, we thank our partner Scabal for their trust, who will lend us the exhibits one and a half months longer to make it available to the public after these original works of art have been treasured and were kept safely in Scabal’s own vaults for over 45 years. Therefore, a unique possibility is given to visitors from Berlin and all over the world to admire these wonderful artworks – for a short period only. All artworks were created during Dalí’s work on the first issue of the fashion magazine *Scarab*. For the first time, these art works are also exhibited within an extensive show: not just the picture cycle is on show, but also the bronze sculpture *Mannequin Zootropique*, the fabric collection inspired by Dalí’s images and the fashion magazine *Scarab*, which was sold out immediately after its publication – now the magazine is available in digital format on a 55“-Touchscreen provided by NEC.”

All visitors of the museum „Dalí – The Exhibition at Potsdamer Platz” will have access to the artworks, which show Dalí’s imaginative visions of fashion of the 21st century and the possibility is given to see the originals in details until end of November, before the unique artworks will be locked in the vault again – maybe again for the next 45 years.

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.

Everybody, who is interested in Surrealism and Salvador Dalí or just interested in fashion, should take the opportunity of the extension of the special exhibition for further six weeks and visit the museum directly in Berlin's city center.



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



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free, artistic minds that fashion statements are made and trendsetters are established, but it is also thanks to them that evergreens are made.

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>.

The pictures are available for printing with the copyright holder:

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



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Dalí – Die Ausstellung am Potsdamer Platz

Entrance: Leipziger Platz 7, 10117 Berlin

Opening hours:

Open daily Mon – Sun
Jan – Jun, 12 a.m. – 8 p.m.
Jul – Aug, 10 a.m. – 8 p.m.
Aug – Dec, 12 a.m. – 8 p.m.
(24th December closed)

Public guided tours:

12.30 p.m., 2 p.m., 3.30 p.m., 5 p.m. and 6.30 p.m.

Public transportation:

S1/S2/S25, U2 Potsdamer Platz

Further information

Dalí – Die Ausstellung am Potsdamer Platz

With more than 450 exhibits, provided by private collectors all over the world, the museum and cultural highlight 'Dalí – Die Ausstellung am Potsdamer Platz' offers for the first time ever an extensive insight into Dalí's fascinating oeuvre, and does so right in Berlin's lively centre. The museum in Berlin is a purely private, guided art museum, which would like to give deeper insights beyond the ordinary in an edutainment manner. „COME INTO MY BRAIN“, called Dalí upon the masses and he invited the audience to immerse in his surreal mind. Dalí is considered to be one of the most ingenious artists of modernity who staged his works and himself in the most spectacular way. The museum visitors will get an extensive insight into Salvador Dalí's virtuosity and mastership of almost every technique of art.

For example, Dalí worked with bombs filled with nails, he founded the bulletism by shooting at stones and he created his most extensive work ever for the illustrations of Dante's *Divine Comedy* which was commissioned by the Italian government. Among this probably most comprehensive and representative overview of the graphic works, the museum shows work portfolios, illustrated books, sculptures, numismatics and three-dimensional installations of the surrealist artist.

The Dalí_Scouts facilitate the unique journey into Dalí's mind in the museum to initiate a dialogue during pre-booked tours and public guided tours taking place once an hour.

Scabal

Founded in 1938, Scabal is the world's foremost producer of fabrics, supplying elite tailors and fashion houses. Each season Scabal's team of designers and artisan weavers create collections of the finest fabrics at the company's English mill. Scabal also crafts its own label suits, jackets and shirts in made-to-measure and prêt-à-porter, while its stores that carry the apparel and



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accessories can be found across Europe and Asia. Every tailored garment is measured using techniques from the world's tailoring experts and can be personalised down to the smallest detail.



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