



Royal Exchange

City of London
www.theroyalexchange.co.uk

Royal Exchange

Luxury Shopping in the City

Affordable Dali

A Unique Opportunity To Acquire Work By This Extraordinary Artist

Artisan Fine Art Gallery celebrates the work of legendary Surrealist artist, Salvador Dali, with an exclusive exhibition showcasing some of his most memorable late works, which can be acquired at affordable prices. A combination of bronzes, signed etchings, engravings and lithographs which feature many iconic symbols associated with the artist will be displayed from 2 June until 17 July within Artisan Gallery and throughout the Royal Exchange's magnificent courtyard.

The exhibition will comprise of works created from his earliest artistic experiences within the Surrealist movement to works he completed during the last years of his life. Many featured include his celebrated 'melted watch' and iconic elephant bronze sculptures as well as original etchings depicting close friends, Freud and Picasso. The collection dates from works produced in 1960 to 1984, each piece is approved and authenticated and a limited edition, which can be acquired for the duration of the exhibition.

Prices range from £1,950 for signed etchings and lithographs up to £33,000 for a complete portfolio of 12 lithographs. Bronze works start from £4,700 up to £18,250.

A flamboyant painter and sometimes writer, sculptor and experimental film-maker, Dali used bizarre dream imagery to create unforgettable and unmistakable landscapes of his inner world. His creations depict a dream world in which commonplace objects are juxtaposed, deformed, or otherwise metamorphosed in an irrational fashion. Dali explored his own fears and fantasies through symbolic images that he captured on paper and canvas, creating a unique visual language assuring his place in the history of modern art.

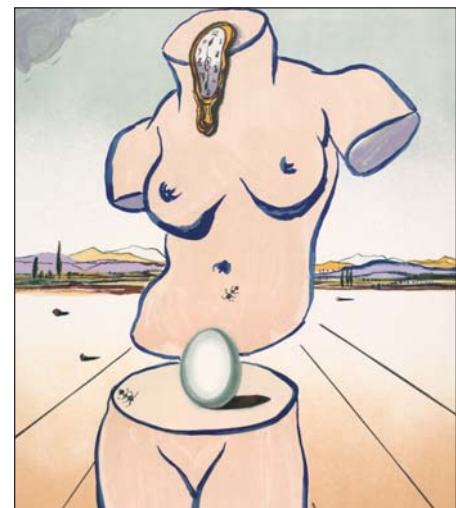
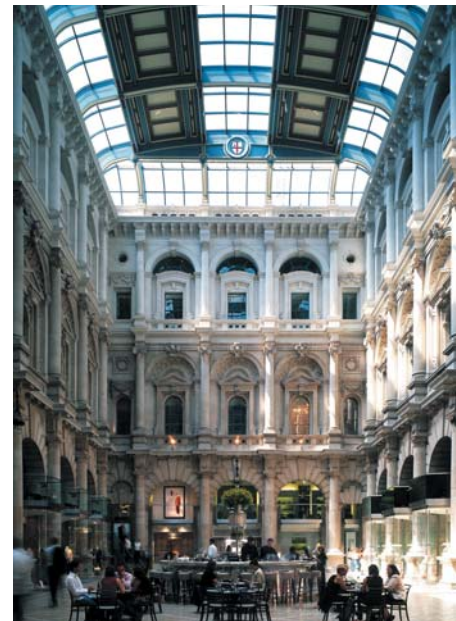
Exhibition: Salvador Dali

Runs from 2 June until 17 July

Artisan Fine Art Gallery, 35 Royal Exchange, London EC3. Tel: 020 7929 5656.

www.theroyalexchange.co.uk

Monday to Friday: 9:30am to 7pm



Editor's Notes:

- Artisan Fine Art Gallery, specialises in contemporary fine art and regularly exhibits the UK's acclaimed artists and sculptor's works. Artisan houses a compilation of original and proof pieces that range in style from contemporary to figurative. Artisan's collection also includes sculpture, ceramic and glass works. Artisan Gallery is located at 35 Royal Exchange, London EC3V 3LR.
- Royal Exchange, London, is known as one of the most historic and luxury places to shop in the city and is home to some of the finest brands in the world including Gucci, Hermes, Tiffany & Co., Jo Malone and Paul Smith.

Salvador Dali & Symbolism:

- Salvador Dali is considered one of the most impressive artists of the 20th century, not only for his art, but also for his eccentric character. After passing through phases of Cubism, Futurism and Metaphysical painting, he joined the Surrealists in 1929 and his talents and self-publicity rapidly made him the most famous representative of the movement.
- Dali's most famous friends were Picasso and Freud and indeed much of the Surrealist movement can be paralleled with the work of Freud at that time. Psychoanalytic theory purported to explain and interpret dreams, hidden unconscious desires and the tapestry of symbolism thereof. This is the foundation of the Surrealist movement.
- The symbolism featured in Dali's art was uniquely Dali. It drew from his everyday life and extracted arbitrary things and used them as icons symbolizing deeper emotional themes.

Melting Clocks

The famous melting clocks represent the omnipresence of time, and identify its mastery over human beings. The inspiration for this concept came from a dream of runny Camembert one hot August afternoon. These symbols represent a metaphysical image of time devouring itself and everything else.

Elephants

Dali's elephants are usually depicted with long, multi-jointed, almost invisible legs of desire, and carrying objects on their backs, which are also full of symbolism. These elephants represent the future and are also a symbol of strength. They are often shown carrying obelisks, which are symbols of power and domination, and not without phallic overtones. The weight supported by the animals spindly legs shows weightlessness, only made more significant by the burden on their backs.

Eggs

The egg is another favourite Dalinian motif, given the duality of its hard exterior and soft interior. Dali links the egg to pre-natal images and the intra-uterine universe, and thus it is a symbol of both hope and love.

For any queries, images, call Ellen Lewis PR on 020 7336 0902 or email ellen@ellenlewispr.com