

PRESS RELEASE

The Awakening of the Myth: Gala Dalí

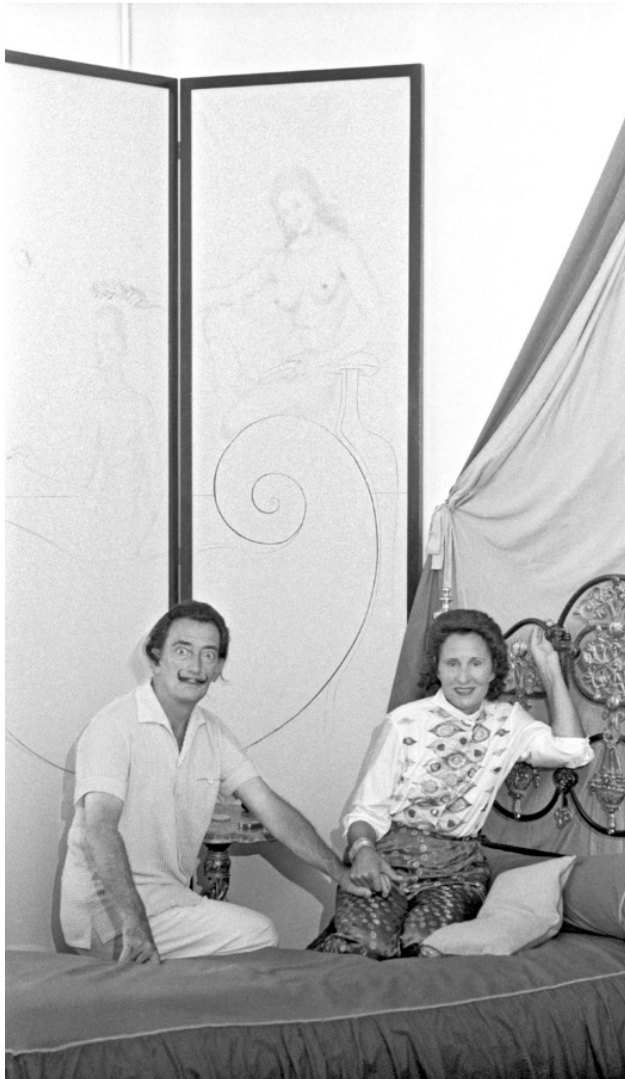
A partnership between Fundació Gala-Salvador Dalí and La Roca Village

"I want to go down in history as a legend."

Gala, *Garbo* magazine, 1964

Púbol, Catalonia, Spain, 18 March 2024

Fundació Gala-Salvador Dalí and La Roca Village unveil *The Awakening of the Myth: Gala Dalí*, a year-long exhibition programme exploring Gala's enigmatic personality through the lens of her fashion archive. Now open to the public, the exhibition redefines Gala's legacy, with contributions from illustrator Carla Fuentes and photographer Jordi Bernadó, among others. It represents a joint commitment to supporting art, fashion, creativity and community.



Robert Descharnes. Salvador Dalí and Gala at their home in Portlligat, 1958

Photo R. Descharnes / © Descharnes & Descharnes sarl 2024

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An ensemble once owned by Gala, featuring a blouse and long lamé skirt adorned with cashmere motifs. Christian Dior Boutique, ca. 1971

Exhibition project: a Story Told in Three Chapters, and Two Destinations

Co-curated by Bea Crespo, Coordinator of the Centre for Dalinian Studies, and Noelia Collado, Deputy Content Director at La Roca Village, with artistic direction by Montse Aguer, Director of the Dalí Museums, the exhibition unfolds across three fashion 'seasons': the first – titled 'Spring-Summer Collection' – is showcased at Gala's Púbol Castle, followed by 'Haute Couture' in June and the 'Autumn-Winter Collection' in October.

Open today, the 'Spring-Summer Collection' features eight outfits worn by Gala and crafted by illustrious designers such as Givenchy, Pierre Cardin and Christian Dior. These dresses showcase Gala's chameleon-like personality and how, through fashion, she artfully manipulated her identity, selecting the image she sought to convey. The exhibit includes a dress with a pattern designed by Dalí, reminiscent of the trompe-l'oeil effects in Púbol Castle and referencing 'The Tears Dress', a collaboration between Dalí and Elsa Schiaparelli in 1938.



Oleg Cassini (New York). Blouse, c. 1958.
White Stag (Portland). Trousers, 1950s.
Necklace with enamel flowers, s. XX



Hubert de Givenchy (Paris)
Cocktail dress, c. 1952

When deciding to exhibit clothing pieces, it's essential to consider their condition. Textiles are fragile materials, and their preservation status varies depending on their nature, quality, and the usage they have undergone by the wearer. All the dresses presented in this exhibition have been restored by textile materials specialists Carme Masdeu and Mari Luz Morata, under the coordination of Elisenda Aragonès, conservator-restorer of the Dalí Foundation. They are the ones who have carried out the task of “mannequinage”, i.e. the techniques and precautions necessary to give volume to a garment on a mannequin while respecting its era and style, as well as contemporary museum standards. As far as restoration tasks are concerned, some pieces of clothing have had their damaged parts consolidated with silk supports and sewn with restoration stitches. Protective covers made of natural cotton and adapted hangers have been crafted for every dress.

A shared story of art, fashion and creativity

This joint project, which aims to shed new light on Gala's identity, will take place simultaneously at both destinations, as an expression of the shared commitment to support culture, art, and fashion in Catalonia. Bridging past and present, the exhibition programme will revive Gala's identity through the lens of her fashion archive but also through the lens of contemporary creators. From Gala's legacy to a completely modern gaze. The discovery journey starts at Púbol Castle –home to her fashion collection.

And takes us through the Dalinian triangle to La Roca Village, transformed into an open-air canvas for creativity to showcase a novel unexpected artistic portrait of the muse. Jordi Bernadó takes us inside Púbol in the footsteps of the invisible woman and her fashion collection, awakening the myth in a large-scale art installation that links the eyes of the viewer with those of the absent myth. And Gala's untamed, enigmatic personality comes to life in huge façades by illustrator Carla Fuentes, who reimagines the legend as a modern influential creative force today. This project forms part of a broader initiative to rediscover Gala and her profound influence on fashion, culture and society – and is a compelling tribute to Catalonia's vibrant art scene.



Matching dress and jacket with trompe-l'œil print by Salvador Dalí, c. 1948



G. Sinigaglia (Venezia). Marinière, 1950s

The partnership will raise awareness about contemporary art initiatives, attracting international visitors to both La Roca Village and the Dalí Foundation's museums. By integrating art into broader experiences, the two destinations will create cultural experiences that resonate with visitors and deepen their appreciation for creativity and innovation. Together, they aim to inspire new generations to explore the boundless possibilities of artistic expression.

NOTES TO EDITORS

About Gala Dalí

Relegated to stereotype by a society steeped in misogynistic discourse and hesitant to recognise her influence, Gala Dalí lived in the shadows, the invisible force behind the genius and often the lone woman in a circle of men. Max Ernst's 1922 *Au Rendez-vous des Amis*, a portrait of the Surrealist group, mirrors this theme. She existed mainly on canvas and paper, and in the poems of Paul Éluard, Salvador Dalí's works, and through the lenses of photographers such as Man Ray, Brassaï, Cecil Beaton and Horst P. Horst. Her identity was essentially constructed through others – a necessity or choice, a yoke or disguise?

Now, 130 years since her birth in Kazan, Russia, it's time to bring Gala into focus. This is achieved through a novel discourse woven through the fabric of fashion, where haute couture pieces by Christian Dior and Elsa Schiaparelli share the stage with Givenchy and Oleg Cassini, as well as unnamed garments which remind us that Gala's image transcends labels. These pieces reflect a unique, unconstrained personality, someone who, above all, remained true to herself.

About La Roca Village

Part of The Bicester Collection, La Roca Village is situated 40 minutes from Barcelona, on the road to the Costa Brava. Along open-air pedestrianised streets, more than 150 boutiques of renowned Catalan, Spanish and international fashion and lifestyle brands offer savings of up to 60% on the recommended retail price. The Village also boasts a wealth of restaurants and cafés and plays host to an ever-evolving programme of art and events throughout the year. LaRocaVillage.com

About The Bicester Collection

The Bicester Collection is a family of 11 distinctive shopping destinations in Europe and China defined by extraordinary experiences while offering remarkable value. The Collection, created and operated by Value Retail, brings together the world's most discerning guests and the world's most renowned brands – often for the first time – on a journey of discovery. The Villages are located close to some of Europe's and China's most celebrated cities: London, Milan, Munich, Dublin, Barcelona, Madrid, Paris, Brussels, Frankfurt, Munich, Suzhou and Shanghai. Collectively home to more than 1,300 boutiques, The Bicester Collection offers guests an ever-evolving curation of fashion and lifestyle brands, world-famous restaurants, exciting pop-ups, and imaginative art installations throughout the year. Discover more at TheBicesterCollection.com

About Fundació Gala-Salvador Dalí and the Dalinian Triangle

The Fundació Gala-Salvador Dalí, established in 1983, preserves and promotes the legacy of Surrealist Maestro Salvador Dalí and his wife, muse and collaborator, Gala. It aims to disseminate Dalí's works, fostering understanding of his artistic contributions worldwide. The foundation operates the Dalí Theatre-Museum in Figueres, Dalí's birthplace, alongside two houses-museum in Portlligat and Púbol where the Dalís lived. Through exhibitions, research, and educational programmes, it seeks to engage audiences with Dalí's imaginative world, exploring his groundbreaking artistic techniques and multifaceted creativity. The foundation strives to ensure Dalí's enduring influence and cultural significance for generations to come, honouring his unparalleled artistic vision.

The Dalinian Triangle emerges from connecting the three pivotal points in the Emporda region: Figueres, Púbol and Portlligat (Cadaques) where the Dalí Museums stand. They hold profound significance as they symbolize the epicentre of Salvador Dalí and Gala's relationship. Serving as the place where they first met in 1929, these sites encapsulate their shared artistic journey and personal bond. Their collaborative efforts not only enriched surrealism but also left an indelible mark on the art world. Through these museums, their legacy endures, inspiring generations with their creativity and romance. Gala's Castle in Púbol hosts temporary exhibitions that show the result of the Dalí Foundation research, specifically on Gala's intellectual contribution to Dalí's work. Lately, we have been focusing on the study of Gala and Salvador Dalí and the role fashion plays in his work, as well as in the construction of their identities.

Staging

The staging of the current exhibition, at the penthouse of the Castle, has been designed by Pep Canaleta from 3carme33, and the graphic design is by Alex Gifreu.

Landing page

A web section is devoted to this exhibition with texts by Noelia Collado, Bea Crespo, under the artistic direction of Montse Aguer. It is published in 4 languages (Catalan, Spanish, English and French).

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