THE DALÍ THEATRE-MUSEUM CELEBRATES ITS 40th ANNIVERSARY

The museum will open on the night of 28 September with a screening of *Dalí Theatre-Museum. A theatrical dream*

**Figueres, 16 September 2014.** This morning at 11 o’clock, the Fundació Gala-Salvador Dalí gave a presentation in its Screening Room to commemorate the 40th anniversary of the inauguration of the Dalí Theatre-Museum in Figueres, which opened its doors for the very first time on 28 September 1974.

The presentation was led by Montse Aguer, Director of the Centre for Dalinian Studies, and Lluís Peñuelas, General Secretary of the Dalí Foundation.

**Special opening. Dalí Theatre-Museum. A theatrical dream**

The main event during the celebration will take place at night, when moving images take over the Dalí Theatre-Museum. From 10 o’clock at night until one o’clock in the morning, the museum will open its doors once again, but this time free of charge. This special visit will include a screening of the audiovisual creation *Dalí Theatre-Museum. A theatrical dream* in six different spaces, lasting a total of 35 minutes. Capacity will be limited, allowing access to groups of around 50 people every 10 minutes.

This audiovisual project was created specifically to mark the 40th anniversary of the inauguration of the Dalí Theatre-Museum using images that shine a light on the work and the character of Salvador Dalí. The words of the artist and music together with the images flow in rhythm and are designed to build a connection with viewers as they enjoy a visit around the Theatre-Museum’s different spaces accompanied by Dalí himself. Through the spectacular audiovisual projections we have entitled *Dalí Teatre-Museu. A theatrical dream*, Salvador Dalí will appear in his museum through the front windows, greeting his audience and announcing the creation of this museum, which he defines as “the spiritual centre of Europe”. He wants this museum to be a treasure for Figueres and for his homeland, and for it to contain all the symbols of the Empordà region. Dalí plays with the viewer and reveals his most theatrical side as well as his day-to-day activities at the Theatre-Museum. We will also see the artist working in an area under construction, contemplating, transforming all the spaces and finally at the inauguration on 28 September 1974.
led by a great Dalinian parade of majorettes, traditional giant figures and ‘big-head’ characters, and a band of musicians.

Once inside the museum, Dalí invites us into the private depths of his imagination. We are inside the museum, his great masterpiece, under the geodesic dome from where Dalí now appears to us in images from a screen test that Warhol did for Dalí in the mid-1960s, ceded by The Andy Warhol Museum in Pittsburgh.

In a third space, and like pure magic, the glass wall lights up and the dream world appears before our eyes. Dalí explains to us how he works even while he is sleeping and that his best ideas come to him in dreams. The set decorations for Spellbound and the drawings that he created for Disney’s Destino illustrate this section. The artist appears and disappears like an illusionist, he has fun making a sea urchin paint using a cotton bud and reciting Calderón de la Barca: “Life is an illusion, a frenzy, a delirium, a fiction...”.

Now we find ourselves on the great stage of the old theatre, in front of the backdrop that Dalí designed for the ballet Labyrinth, onto which images are projected of the artist while he defines the centre of the Theatre-Museum’s dome as the place “where there is a whole new unexpected and amazing world of surrealism” and he expresses his desire that it should become “the spiritual centre of Europe, an unfinished museum that will never be completed because every week there will be new and disconcerting things”. According to Dalí, “the work of art is not such because of the works it contains, but due to the museum itself as a surrealist object”.

Next we move on to the Loggias Courtyard to see:

- What’s My Line, an American television contest (CBS) from 1957.

- Dali Dizzy Dinner, 1941, a party entitled “Surrealistic Night in an Enchanted Forest” given by Dalí and Gala at the Hotel Del Monte, on the Monterey peninsula. This benefit dinner was organised by the MoMA in New York to raise funds for European artists who fled to the United States to escape the Second World War.


Visitors will be admitted to the museum in groups and will therefore enjoy a collective experience that can be shared and that will be linked to some of the Theatre-Museum’s most emblematic spaces, such as the dome and the glass wall.

A great deal of detailed research was carried out in order to create this event. Archive images were reviewed going back as far as the 1940s, yielding, for example, photographs from 1941 showing a surrealist dinner given by Dalí and Gala at the Hotel Del Monte, right up to more recent images from the 1970s. We can see Dalí’s most public side, such as when he organised his performances and the Dalí who opened the doors of his home in Portlligat to the NO-DO Spanish Film Archives and improvised shows; some excerpts from interviews such as the one with Joaquín
Soler Serrano in 1977 and another with Paloma Chamorro in 1979, and some films Dalí starred in, such as *Autoportrait mou de Salvador Dalí*. We will also see images of the artist’s works, such as the set decorations he made for Hitchcock’s *Spellbound* and the backdrop for the theatre production of Juan Tenorio.

In addition, the 1966 documentary *Autoportrait mou de Salvador Dalí* directed by Jean-Christophe Averty will be shown in Plaça Gala Dali, in a continuous session until 1.00 a.m. The aim here is to evoke the sessions that Salvador Dalí held outside in the square when he was alive.

The images used have been ceded by state archives such as the Filmoteca Española (NO-DO) and RTVE, and international archives such as the Institut National de l’Audiovisuel, Istituto Cinecittà Luce in Rome, Harry Ransom Center, ITN, The Andy Warhol Museum, and Disney, among others.

A preview will be held the evening before, on Saturday 27 September, for authorities, trustees and members of the Friends of the Dalí Museums.

During the normal opening hours on Sunday 28 September, from 9.00 a.m. to 8 p.m., visits to the Theatre-Museum will continue as usual with one exception: a sardana recital will be given under the dome by the Bisbal Jove cobla. They will play three tunes, including among them *Daliniana*, by Agapit Torrent.

**The producers**
The projections, which visitors will be able to see at the Dalí Theatre-Museum on Saturday 27 and on Sunday 28 September, are the result of close collaboration between the Fundació Gala-Salvador Dalí and Doc Doc Films, a newly created production company based between the Empordà region and Barcelona which focuses on producing documentaries (biographical, advertising, etc.) in addition to staging audiovisual events. The content of *Dalí Theatre-Museum. A theatrical dream* was created by David Pujol with the collaboration of Montse Aguer, Director of the Centre for Dalinian Studies. Pujol and Aguer had already worked together to make the documentary *Dalí-Pitxot. The Allegory of Memory*, which was presented last March at Púbol Castle. The executive producer on this project was Ivan Carrero and the editors Jordi Muñoz and David Pujol.

**For further information:**
Imma Parada, Press Office
Tel. 972 677 518
comunicacio@fundaciodali.org
http://www.salvador-dali.org