



Sale 3784

Impressionist and Modern Works on Paper
13 November 2015, New York, Rockefeller Center



Lot 1029

Salvador Dali (1904-1989)

Allégorie de soie

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Price realised
USD 665,000

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Estimate**USD 250,000 - USD 350,000**

Salvador Dali (1904-1989)

Allégorie de soie

signed and dated 'Dalí 1950' (lower center)

gouache, watercolor, pen and India ink with paper collage on board

20 x 15 in. (51 x 38 cm.)

Executed in 1950

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Lot essay

The late Robert Descharnes confirmed the authenticity of this work.

Allégorie de soie, a gouache maquette for a poster for the 1950 International Convention, demonstrates the important role Salvador Dalí played in the 1950s. Dalí's work had a considerable commercial value, especially where the artist had lived from 1940 to 1948. Although he had returned the year of this commission, his popularity and success still boomed in

featured on the cover of the November 1950 issue of the *American Fabrics*. From early on in his childhood, Dalí had been conscious of his appearance and developed into an artist-dandy seeking to communicate messages as well as the organization of his appearances as by his paintings. His well-known intelligence and genius became an essential quality of his marketability. Ever since he moved to Paris, in the company of Coco Chanel and Elsa Schiapparelli, he was influenced by the contemporary world of fashion, and in turn, he too influenced it. His collaborations with magazines such as *Vogue*, *Harper's Bazaar*, and *American Fabrics* saw Dalí's profound influence pervade the salons and society gatherings of Paris and eventually the wider world of fashion, which adopted many of his ideas and down versions in the years to follow.

In *Allégorie de soie*, Dalí presents us with an allegory, one of his favorite Surrealist devices. Even in this very specific commission, the image of silk is not literal; it does not represent silk as a fabric, but instead he personalizes it, epitomizing the luxurious elegance associated with silk.

Cataloguing & details

Provenance

Private collection, Florida; sale, Christie's, New York, 12 November 1992, lot 229.

Anon. (acquired at the above sale); sale, Christie's, London, 28 June 2001, lot 490.

Acquired at the above sale by the present owner.

Pre-Lot Text

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Literature

American Fabrics, November 1950 (illustrated on the cover).