



Galleria CARLA SOZZANI

PRESS RELEASE

Gallery Talk

Laura Whitcomb
Dalí, the Paradox of Fashion

On Thursday June 21st, 2018, Laura Whitcomb speaks about her upcoming book "Dalí, the Paradox of Fashion" at the Galleria Carla Sozzani at 7.00 pm.

"Dalí, the Paradox of Fashion" focuses on the little known story of the artist's collaborators with fashion designers such as Elsa Schiaparelli, Coco Chanel, Christian Dior, Paco Rabanne, Kaisik Wong as well as costume commissions ranging from Alfred Hitchcock's *Spellbound* to the Ballets Russes de Monte Carlo's *Bacchanale* as well as many other costume projects for the opera, theatre and 1960's "happenings".

Rare excerpts from the film "Luminous Procureess", Dalí's favorite film, directed by Steven Arnold who worked with Kaisik Wong to create the tableaux vivants and costumes for the Teatre-Museu Dalí will be shown by Laura Whitcomb.

Recalling how costume signifies the potentialities of a shaman in a magical ritual, Dalí, who viewed himself as a modern-day alchemist, saw costume as a means to initiate both a transmutation of the self and the world at large.

Weaving his complex ideas through the fabric of mass culture, Dalí saw fashion's archetypal power merging beauty, primal desire and metamorphosis as a central source of its visual semiotic vocabulary.

Laura Whitcomb is a curator and scholar focusing on surrealist studies and its influences upon 20th Century art movements and mass culture. Studying under Alice McCloskey at UCLA, she specialized in fashion history and its role as a cultural indicator through history. Whitcomb was a resident scholar and curator at the Gala-Salvador Dalí Foundation in Figueres, Spain, where she began studying the occult influences of Surrealism. In 1991 she founded "Label", a clothing line and later gallery in New York that radicalized the fashion industry dispelling the boundaries of high and low art. In 2013 Whitcomb curated an exhibition exploring Dalí's collaboration with Jean Clemmer and Paco Rabanne at the Robert Berman Gallery in Santa Monica. In 2017 she has contributed the chapter "Art Magic Fashion" to the Dalí Museum's exhibition in St Petersburg, Florida, "Dalí and Schiaparelli" which explored many of the alchemical themes and esoteric investigations the artists engaged through costume both implicitly and explicitly. Laura Whitcomb's book "Dalí, the Paradox of Fashion" will be released in the Spring of 2019 in the USA.