

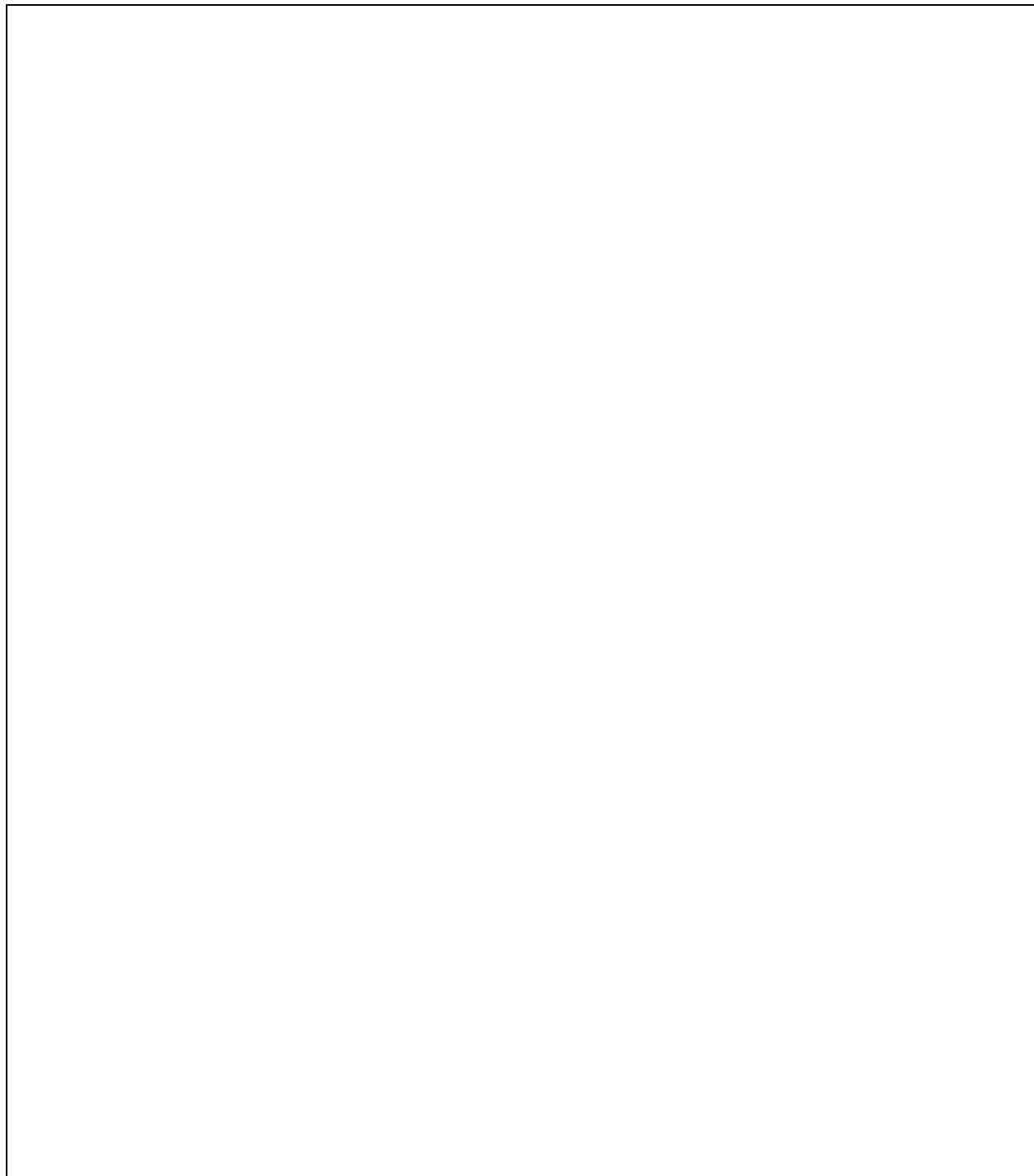
dalí doodles

innovation labs at the dalí

please follow the instruction below one by one without looking ahead:

1. go to the next page and follow the command
STOP
2. go to the last page and follow the command
STOP
3. debrief- you have just experienced, in a few minutes, a dalinian truth—“knowing how to look at something is a way of inventing,” something that artists know from the nature of their work. when you first made your mark, it had no inherent meaning; however, upon looking at your chosen quote, the original mark became something else—the start of a bird’s wing, the curve of a dollar sign, the bend of an elbow. this exercise lets us experience the power a change in perspective can give us: the ability to completely reimagine the essence or meaning of any given thing, object or idea.

draw a mark—a line, a shape, a spiral, whatever—in the box below

A large, empty rectangular box with a thin black border, intended for drawing a mark, line, shape, or spiral.

pick the dalí quote that resonates with you the most and then flip back to your original mark in the drawing box and complete a sketch inspired by your chosen quote:

“i don't do drugs. i am drugs.”

“an elegant woman is a woman who despises you and has no hair under her arms.”

“surrealism is destructive, but it destroys only what it considers to be shackles limiting our vision.”

“beauty should be edible, or not at all.”

“intelligence without ambition is a bird without wings.”

“liking money like i like it is nothing less than mysticism. money is a glory.”

“since i don't smoke, i decided to grow a mustache—it is better for the health. however, i always carried a jewel-studded cigarette case in which, instead of tobacco, were carefully placed several mustaches, adolphe menjou style. i offered them politely to my friends: ‘mustache? mustache? mustache?’

“a true painter is one who can paint extraordinary scenes in the middle of an empty desert. a true painter is one who can patiently paint a pear in the midst of the tumults of history.”

“it is not me who is the clown, but this monstrously cynical and so unconsciously naive society, which plays the game of seriousness in order better to hide its madness.”

“i name my wife: gala, galushka, gradiva; oliva, for the oval shape of her face and the colour of her skin; oliveta, diminutive for olive; and its delirious derivatives oliueta, oriueta, buribeta, buriueteta, suliueta, solibubuleta, oliburibuleta, ciueta, liueta. i also call her lionette, because when she gets angry she roars like the metro-goldwyn-mayer lion”