

# INSIDE DALÍ

## A Multimedia Journey Between Digital Dream and Reality Starting July 19 at Arsenal Contemporary Art Montreal

**Tuesday, June 20, 2023 - Starting next July 19**, Arsenal Contemporary Art Montreal will host the international exhibition **INSIDE DALÍ**. This experience, on the border between imagination and reality, invites visitors on a journey full of dreams, and allows them to discover the life of one of the 20th century's greatest painters : **Salvador Dalí**, an icon of Surrealism.

**INSIDE DALÍ** was created with the support of the **Gala-Salvador Dalí Foundation**. This fascinating artistic and multimedia offering is articulated around the life of Salvador Dalí. It is produced in Montreal by **Tandem Expositions**, the company behind the success of several immersive and 3D exhibitions including *Imagine Van Gogh* and *Lasting Impressions*.

As of July 19<sup>th</sup>, for the first time in Quebec, the public will discover this world-class creation combining cutting-edge technology, imagery, illusions and numerous references to the unique world of the Catalan artist.

**INSIDE DALÍ** is presented to the public in three sections: The Immersive Room, with its imposing 7-meter high multimedia space that provides visitors with a 35-minute "*Daliesque*" immersion. The experience will captivate audiences of all ages with floor-to-ceiling, high-resolution animated images of surrealist masterpieces. The venue also includes The Mirror Room, where visitors are exposed to Dalí's surrealist work in a 360-degree setting. Finally, an educational space will be set up to help visitors learn more about the work and life of this great creator.

The **INSIDE DALÍ** digital exhibition is a creation of the **Crossmedia Group**, under the direction of **MONOGRID** (Florence). The Gala-Salvador Dalí Foundation provided the scientific support.

### **MEDIA Briefing**

TUESDAY, JULY 18 AT 11 A.M.

### **BOX OFFICE**

JULY 19, 2023 TO SEPTEMBER 4, 2023

Open Tuesday to Sunday

Opening Hours and Prices: [www.inside-dali.com](http://www.inside-dali.com)

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Source :

Tandem Expositions

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