



**FOR IMMEDIATE RELEASE**

*Images available upon request.*

***THE LUME Indianapolis*** returns with ***Dalí Alive*** on March 3, Tickets on Sale Now  
*Four original Dalí watercolors from the IMA's permanent collection to accompany immersive display*



Rendering of *THE LUME Indianapolis* featuring *Dalí Alive* courtesy of Grande Experiences. Artworks (left to right): *The Persistence of Memory*, 1931; *Melting Watch*, 1954; and *The Disintegration of The Persistence of the Memory*, 1952–1954. © 2024 Salvador Dalí, Fundació Gala-Salvador Dalí, Artists Rights Society (ARS), NY.

**INDIANAPOLIS**, February 26, 2024—[\*THE LUME Indianapolis\* featuring \*Dalí Alive\*](#) opens in the Indianapolis Museum of Art at Newfields on March 3, and will continue through the remainder of 2024. Step into nearly 30,000 square feet of the fascinating and mysterious world of Dalí in a one-of-a-kind, multisensory, immersive experience. Like the first two iterations of *THE LUME Indianapolis* at Newfields, this edition will feature nearly 120 floor-to-ceiling projectors, remaining the largest continuous exhibition in Newfields' 140-year history. The exhibition includes important works of art from the Indianapolis Museum of Art's permanent collection, including four original artworks by Dalí. *Dalí Alive* is an immersive, multisensory experience co-created and produced by Grande Experiences, Australia and The Dalí Museum, St Petersburg, Florida.

Salvador Dalí (1904-1989) was a Spanish Surrealist painter, writer, sculptor, filmmaker, designer and showman known for his wild, larger-than-life dreamscapes filled with bizarre items such as melting clocks, stretched figures and fascinating dreamlike creatures. Dalí was born in Catalonia, Spain and received his education in fine arts in Madrid. Much of Dalí's artwork and legacy was influenced by Impressionist and Renaissance masters that came before him. By the late 1920s,

he was moving closer to Surrealism and joined a Surrealist group in 1929. Some of Dalí's most famous artworks include *The Persistence of Memory* (1931) and *Swans Reflecting Elephants* (1937).

The display will further redefine how audiences connect with art and culture, engaging and inspiring guests to explore the life, art and triumphant accomplishments of Salvador Dalí. Visitors will engage with Dalí's larger-than-life personality, his progressive ideas and highly imaginative and surrealist art on a huge scale. People will lose themselves in Dalí's world of twisted landscapes, melting clocks and fascinating creatures before taking a deep dive into his psyche.

*Dalí Alive* explores how the artist continually reinvented himself – his place, his person, his family and his very human transience – to overcome obstacles. His personal and artistic moments of reinvention are shared through touchpoints of his life, highlighting Dalí's early, formative years in Spain, his introduction to Surrealist circles, his influential time in America and the enduring cultural impact still recognized globally today.

In the final gallery, four of the five original Dalí watercolor paintings, created for the set of the 1961-1962 production of the opera *The Spanish Lady and the Roman Cavalier*, will be displayed for the first time in 45 years. The location of the fifth watercolor remains unknown and was never acquired by the IMA. These watercolors belonged to the opera's producer Lorenzo Alvary and his wife Hallie. About a decade after the opera closed, the couple chose Hallie's home state of Indiana as the destination for four of the watercolors, donating the works to the Indianapolis Museum of Art in the mid '70s.

"Following the success of *THE LUME Indianapolis* in its first two years, Newfields is thrilled to bring *Dalí Alive* to Indianapolis. This year's display will undoubtedly be a memorable experience for guests of all ages and backgrounds who are interested in learning more about Surrealism, or those who are experiencing a museum for the very first time," said Jonathan Berger, Vice President of Marketing and External Affairs at Newfields. "We are also excited to see how this year's show will impact those in our community, the Midwest and nationwide. Newfields has been transformed by the introduction of *THE LUME Indianapolis*, bringing nearly 300,000 guests to the museum since its debut. We continue to challenge ourselves and look for ways to add new surprises, educate our visitors and welcome new audiences to the museum."

"Visitors will enjoy the unique opportunity to dive deep into the imaginative world of Salvador Dalí and submerge themselves in his beautiful, iconic, and captivating art as we bring it to life. In my opinion, if Salvador Dalí were alive today, he would be creating in this exciting format," said Steve Smith, CEO of Grande Experiences.

### **Exhibition & Ticket Information:**

*THE LUME Indianapolis* will be open to the public in the IMA Galleries from March 3, 2024, through the rest of the year. Beyond the visual, a choreographed soundtrack, fragrance, uniquely curated food and drinks, innovative interpretations and retail items all add to this 360-degree experience.

Let your imagination run wild in the renewed activity space titled Let's Get Surreal. Explore engaging activities such as photobooths and artificial intelligence transforming written word into a two-dimensional masterpiece. Additionally, the new café concept, El Mercado Surreal, will boast a selection of Spanish-inspired small bites by Newfields' culinary team. You'll be able to daydream while you sip Spanish brews and refreshing cocktails.

Celebrate the opening of *THE LUME Indianapolis* at Member and Community Partner Day on March 2, 2024. Newfields members are invited to see the new exhibition first with the purchase of a Member Preview ticket. Tickets are \$15 for adults and \$10 for youth on this day.

[Tickets](#) for *THE LUME Indianapolis* are now on sale. Pricing will follow Newfields' seasonal experience ticket model, including:

- Member Adults: \$24
- Member Youth (ages 6-17): \$17
- Public Adults: \$29
- Public Youth (ages 6-17): \$21
- Children ages 5 and under are free

*THE LUME Indianapolis* is created and produced by Grande Experiences.

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### **About Newfields:**

Newfields offers dynamic experiences with art and nature for guests of all ages. The 152-acre cultural campus features art galleries, lush gardens, a historic home, performance spaces, a nature preserve and sculpture park. From inspiring exhibitions in the IMA Galleries, to concerts in The Tobias Theater, to a stroll through The Garden with a glass of something cold, guests are invited to interact with art and nature in exciting new ways. Newfields is home to the Indianapolis Museum of Art, among the ten largest and ten oldest general art museums in the nation; the Lilly House, a National Historic Landmark; The Garden, featuring 40 acres of contemporary and historic gardens, a working greenhouse and an orchard; and The Virginia B. Fairbanks Art & Nature Park, one of the largest art and nature parks in the country. The Newfields campus extends outside of Indianapolis with Miller House and Garden in Columbus, Ind.—one of the nation's most highly regarded examples of mid-century Modernist architecture. For more information, visit [www.DiscoverNewfields.org](http://www.DiscoverNewfields.org).

### **About Grande Experiences:**

Grande Experiences is a global leader in the ideation, development, production, licensing, and installation of expansive exhibitions and immersive cultural experiences. Renowned for blending entertainment and education seamlessly, their distinguished portfolio includes the internationally acclaimed *Van Gogh Alive*, *Monet & Friends Alive*, *Dalí Alive*, the Leonardo da Vinci Collection, *Connection*, and *Street Art Alive*, all of which have garnered recognition for their captivating narrative and innovative presentation. Grande has an unsurpassed track record of displaying exhibitions and experiences more than 250 times across 180+ cities, transcending linguistic and geographic boundaries in 33 languages, spanning 6 continents to an audience of more than 23 million. Headquartered in Melbourne, Australia, Grande Experiences boasts a global presence with satellite offices strategically positioned in the UK and Italy. Beyond the touring experience division, they own and operate THE LUME Melbourne, the world's largest digital immersive art gallery, and Museo Leonardo da Vinci, located in the prestigious Piazza del Popolo in central Rome. Furthermore, Grande partners with the Indianapolis Museum of Art at Newfields for THE LUME Indianapolis.

### **About The Dalí Foundation:**

The Gala-Salvador Dalí Foundation is a private cultural organization which, as stated in its bylaws, has the mission to promote, foster, explain, give prestige, protect and defend, both inside and outside the Spanish territory, the artistic, cultural and intellectual oeuvre of the painter.

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