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**FOR IMMEDIATE RELEASE**

**NEW SALVADOR DALI EXHIBITION JOINS MONTEREY COUNTY'S VISUAL ARTS SCENE**

*Collection Features More Than 570 Works By Spanish Surrealist Dalí*

**MONTEREY, Calif., July 6, 2016** – Dali17, the first permanent Salvador Dalí exhibition on the West Coast, will be debuting on July 7, 2016, with an invite-only VIP reception. The Museum of Monterey has been transformed into Dali17 and will feature more than 570 works including original etchings, mixed media, lithographs, and rare sculptures from the private collection of entrepreneur and art collector Dmitry Piterman. The museum addition adds to the already vibrant arts and culture scene in Monterey County. Dali17 will be the second largest collection of work by the famous Spanish surrealist in the United States. Dalí was an early member of the Carmel Art Association and a regular at Monterey's Hotel Del Monte (now part of the Naval Postgraduate School) during World War II. The hotel was once the starting and finishing point for 17 Mile Drive, which inspired the name Dali17.

"This is a wonderful addition to our thriving arts scene and to the numerous attractions Monterey County has to offer including the Monterey Bay Aquarium and Cannery Row, wineries, world-class golf courses and our breathtaking coastline," says Tammy Blount, President and CEO of the Monterey County Convention and Visitors Bureau. "We expect that the new exhibition will attract art enthusiasts and visitors because Salvador Dalí is so well known."

"Dali17 is such an exciting development for our region - one more great reason for people to visit, one more great place for residents to show off to their guests," adds Paulette Lynch, Executive Director of the Arts Council for Monterey County. "Dali17 brings us Dalí's wit, talent and vitality in a perfect setting. Their team has already energized our community!"

Artists have been drawn to Monterey County since the 19<sup>th</sup> century, and many notables have called the area home including Ansel Adams, Armin Hansen and E. Charlton Fortune. Today, the county offers a plethora of art galleries and studios from Salinas to Big Sur. In Monterey, Dali17 joins the Monterey Museum of Art, which was founded in 1959 and has presented masterpieces by iconic artists including William Ritschel, Henri Matisse, Pablo Picasso and Andy Warhol.

Elsewhere in Monterey County, the charming seaside destination of Carmel-by-the-Sea was originally established as an artist colony and now boasts nearly 100 art galleries within a square mile. Carmel Art Tours offers visitors a 90-minute walking tour and the opportunity to discover new galleries and artists, listen to intriguing stories and possibly view an artist at work! Every May, artists from across the country participate in the Carmel Art Festival, painting seascapes, landscapes and more to be entered into competition and displayed during the two-day festival.

"Monterey County is such a unique place of inspiration and innovation that artists have been coming here for decades to find their muse as well as bring their creative energy," Blount adds.

For more information on art galleries, festivals and other happenings in Monterey County, visit [SeeMonterey.com](http://SeeMonterey.com).

## **ABOUT MONTEREY COUNTY CONVENTION & VISITORS BUREAU**

The Monterey County Convention & Visitors Bureau (MCCVB) is a 501(c)6 organization that drives tourism for Monterey County and in recent years has led the destination to record levels of growth. Tourism is the largest industry on the Monterey Peninsula and the second largest in the County. The MCCVB is a partnership of the hospitality community and local governments that aims to drive business growth through compelling marketing and sales initiatives that maximize the benefits of tourism to our guests, members and the community. Travel spending in Monterey County was more than \$2.5 billion in 2014, representing a 4.4 percent increase from 2013, and per person/per day spending rose significantly to \$324. More than 4.3 million visitors stayed overnight in 2014, generating more than \$100 million in local tax receipts and supporting 23,850 jobs.

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