

## WHY WE CHOSE THIS MASTERPIECE

### **Salvador Dalí**

One of the most important figures of Surrealism, the unique style of Spanish artist Salvador Dalí is almost synonymous with the art movement he shaped so much. Coherent yet truly unique are each of his artworks and especially the finely executed artworks enjoy a lastingly stable position in the art market. Although one of the most recognizable artists of our times, the Dalí market remains more accessible when compared with other top-level artists. In the last two decades, the total turnover of all artworks sold at auction by the artist surpassed USD 400 million of which a fourth were paid for works on paper, a remarkable percentage in comparison to other high-ranking artists.

### **Works on paper**

Making up for a significant part of Dalí's market, works on paper include drawings, collages, watercolors and other techniques and are often a more direct expression of artistic creation. In the case of Dalí, they form a stable for the understanding of his artistic innovations, which lasted throughout his career and allowed him to revisit his favorite motifs from new angles over and over again. Dalí often included skulls and other representations of death in his work to show the unavoidable passing of time, one of his favorite motifs. The world famous "The Persistence of Memory" in the Museum of Modern Art (MoMA), New York, is one of this type of works.

### **Dalí's only novel**

The chosen artwork does not only follow the positive trend set out by the Dalí works on paper market but also holds another considerable argument in its favor: this artwork is actually the complement to "Hidden Faces", the cover that Dalí created including the Mona Lisa, offered by Artemundi in 2023. While "Hidden Faces" decorated the front of his only novel (*Rostras Occultos*), "End" was intended to be the back cover and consequently the two works are connected artistically. In Dalí's home country Spain, *Rostras Occultos (Hidden Faces)* was censored: thirty pages of eroticism did not make it to print and only saw the light in France, England and the United States. From experience, art historical importance like this positively translates to an artworks market value.

### **Skulls**

Dalí's representations of skulls reach prices of up to seven times the purchase price: in 2020, the year of the pandemic, a skull by Dalí sold for over 736 thousand USD. Further, the present artwork has been in only one private collection before being bought for tokenization and is entirely new to the market, something that generally positively affects the price.

(Sources: Artemundi 2024, Artprice 2024)