



Dalí Look-Alike, Video Competitions Mark Artist's 104<sup>th</sup> Birthday  
*'Hairspray's' John Waters to Judge Worldwide Contest*

(St. Petersburg/Clearwater FL - February 8, 2008) – If you've ever been told your looks won't win you any traditional beauty pageants, your lucky day is here.

That's because the Salvador Dalí Museum, the St. Petersburg/Clearwater Area's most popular tourist attraction, is seeking entrants for "Double Takes," its first annual Dalí look-alike competition designed to celebrate the mustachioed Spanish surrealist's singular spirit and unique character.



In true surrealist fashion, the competition is open to both males and females and involves two separate elements: a one-minute video competition, which will be judged by director/actor/art-lover John Waters, and an in-person contest that will be decided at the museum at the stroke of midnight on May 10, 2008, ushering in what would have been Dalí's 104<sup>th</sup> birthday.

Billing the event as more than a straightforward look-alike contest, organizers are instead looking for the person who "best epitomizes the spirit of Dalí"---which, like the master's art itself, is open to broad interpretation.

“We’re looking forward to a host of extremely creative submissions, both in video and in person,” said Salvador Dalí Museum Director Hank Hine. “With a talent as deep and complex as Salvador Dali as the subject, we would expect nothing less,” he added.

All entries will be judged on originality, expression and theme, and that the contest includes a video element celebrates the spirit of the museum’s current exhibition, "Dalí & Film," which drew raves in 2007 at London’s Tate Modern and heads to New York’s Museum of Modern Art (MoMA) this fall.

To be eligible for consideration, videos can be no more than one-minute long and must be submitted by April 20<sup>th</sup>. In-person competitors should appear at the museum on May 10 prepared to give a one-minute statement that describes what’s “striking or special about their Dali” as well as any “connection they feel with the artist.”

The lucky winner dubbed Dalí’s doppelganger will receive a weekend getaway for two at a Celebrity Resort in Florida, a stay at the TradeWinds Resort on St. Pete Beach, a family membership to the museum and a \$500 shopping spree at the museum's renowned online store. For full rules, regulations and other details, visit [www.salvadordalímuseum.org/doubletakes](http://www.salvadordalímuseum.org/doubletakes).

**Photo:** Salvador Dalí (circa 1970-72) by Melitó Casas “Meli. Worldwide rights ©Salvador Dalí, Fundació Gala-Salvador Dalí, Artist Rights Society, 2008. Hi-res image available for editorial use only.

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