



Dalí Look-Alike, Video Competitions Highlight Worldwide Contest
Art Party, Awards Ceremony Celebrate the Artist's 105th Birthday

St. Petersburg/Clearwater FL (May 1, 2009) – 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 second 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 and an in-person contest that will be decided at the museum.

The two-day event opens with an art party and screening of video entries at 8 pm on Friday, May 8th, at Gallery Live in Ybor City. The following night, in celebration of what would have been Dalí's 105th birthday, the museum will host an awards party and the look-alike contest, beginning at 9.

Both events are free and open to the public.

More than just celebrity impersonation, event organizers encourage contestants to “express and define how they or their work embodies 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 Dalí as the subject, we would expect nothing less,” he added.

Judged on originality, expression and theme, first place and runner-up awards will be presented to contestants who “think, create, behave and/or look like Dalí.”

Prizes for the lucky winners dubbed Dalí’s doppelganger include a weekend getaway at a participating Ybor City hotel, a family membership to the Dalí Museum, an online shopping spree at the Dalí Museum store and more. For full rules, regulations and other details, visit www.TheDali.org/doubletakes.

The contest is just the latest in a series of exciting events surrounding the Dalí.

In December 2008, museum officials broke ground on a new \$35 million facility, situated on the waterfront in beautiful downtown St. Petersburg. The iconic museum will be visually stunning with a geodesic glass structure enclosing the foyer, a grand “double-helix” staircase in the building’s center and 50 percent more gallery space.

With a two-year construction schedule, the new museum is expected to be completed in the fall of 2010 with grand opening celebrations occurring in the winter months of 2011. The current facility remains open through construction.

For more information on the new Dali, visit www.SalvadorDaliMuseum.org/dream/.

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

Visit St. Petersburg/Clearwater is the official destination marketing organization for Pinellas County.

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