

Dali paintings inspire new Fine Artists gift collection for Hallmark by Enesco

Paintings created for Hallmark and not seen by the public for over 60 years by the renowned Spanish surrealist painter, Salvador Dali, have inspired the new gifts and homewares in the debut Hallmark Fine Artists Collection by Enesco.

During the 20th century, the founder of Hallmark Cards, J.C. Hall, was a friend or acquaintance with several popular artists and commissioned paintings from them to publish on Hallmark greeting cards and other products. As a result, millions of people were able to enjoy the work of some of the world's greatest masters through the purchase or receipt of Hallmark cards. Dali was one such artist.

Some of Dali's work created for Hallmark was briefly published in the late 1940's and late 1950's. Today, Hallmark archives holds examples of his art including Butterfly Valentine, Kneeling Woman and Extravaganza which can now be enjoyed as beautiful gifts through the Fine Artists Collection.

Dali's surrealist designs are available as on espresso cup and saucer and as a three-piece glass plate set as well as on other popular gift formats. Each item comes in an attractive gift box combining the three designs, which are linked by a butterfly motif.



Hallmark
FINE ARTISTS
COLLECTION

works by

Salvador Dali

A28408
Butterfly Valentine
Espresso Cup & Saucer
Height: 7.0cm

The Hallmark Fine Artists Collection by Enesco will be on show at the Spring Fair 5th–9th Feb 2017 NEC, Birmingham, Stand 4H80–J81.

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GIFT GIVING...*all wrapped up*

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