



the dalí museum fact sheet

overview

The Dalí Museum, located in the heart of beautiful downtown St. Petersburg, Florida, is home to an unparalleled collection of Salvador Dalí art, featuring more than 2,000 works comprising nearly 100 oil paintings; over 100 watercolors and drawings; and 1,300 prints, photographs, sculptures and objets d'art across more than 60,000 sq. ft.

It is the largest collection of Dalí's work outside of Spain, and one of the most acclaimed collections of a single modern artist in the world. The Dalí is the first and only museum in the Southeastern United States to be recognized internationally by the Michelin Guide with a three-star rating.

The building is itself a work of art, featuring 1,062 triangular-shaped glass panels – the only structure of its kind in North America. Nicknamed “the Enigma,” it provides an unprecedented view of St. Petersburg's picturesque waterfront.

In addition to the extensive permanent collection of Dalí works, the Museum shows frequent special exhibitions curated from the top worldwide collections. Recent exhibitions have included the works of Andy Warhol, Pablo Picasso, M.C. Escher and other acclaimed artists.

The Dalí is the epicenter of St. Petersburg culture. Regular Museum programming includes films, lectures, performances, social events and more for adults and families.

Address: One Dalí Boulevard, St. Petersburg, Florida 33701

Website: TheDalí.org

Phone: 727-823-3767

history

Founded with the works collected by Reynolds and Eleanor Morse, the Museum has made significant additions to its collection over the years.

In 1942, the Morses visited a traveling Dalí retrospective at the Cleveland Museum of Art organized by the Museum of Modern Art in New York and became fascinated with the artist's work. On March 21, 1943, the Morses bought their first Dalí painting – Daddy Longlegs of the Evening, Hope! (1940). This was the first of many acquisitions, which would culminate 40 years later in the preeminent collection of Dalí's work in America. On April 13, 1943, the Morses met Salvador Dalí and his wife Gala in New York initiating a long, rich friendship regularly visiting the Dalí's villa in Port Lligat, Spain.

The Morses first displayed their Dalí paintings in their home, and by the mid-1970s decided to donate their entire collection. A Wall Street Journal article titled, "U.S. Art World Dillydallies Over Dalí," caught the attention of the St. Petersburg, FL community who rallied to bring the collection to the area. The Dalí Museum, St. Petersburg, FL opened in 1982. The distinguished new building, which opened on January 11, 2011, enables the Museum to better protect and display the collection, to welcome the public, and to educate and promote enjoyment. In a larger sense it is a place of beauty dedicated, as is Dalí's art, to understanding and transformation.

building & gardens

The Dalí's stunning new building opened on January 11, 2011. Designed by architect Yann Weymouth of HOK, it combines the rational with the fantastical: a simple rectangle with 18-inch thick hurricane-proof walls out of which erupts a large free-form geodesic glass bubble known as the "enigma." The Museum spans over 68,000 square feet.

The Enigma, which is made up of 1,062 triangular pieces of glass, stands 75 feet at its tallest point, a twenty-first century homage to the dome that adorns Dalí's museum in Spain. Inside, the Museum houses another unique architectural feature – a helical staircase – recalling Dalí's obsession with spirals and the double helical shape of the DNA molecule.

The Avant-Garden

On the waterfront of Tampa Bay, The Dalí's garden creates a unique environment of learning and tranquility. The Mathematical Garden allows students to experience the relationship between math and nature, and a labyrinth and wish-tree in the southeast corner invites exploration and well-being.

First Floor

Visitors enter through The Dalí Museum Store, featuring the largest collection of Dalí-inspired merchandise in the world. Café Gala offers Spanish-themed light fare with both indoor and outdoor seating. The theater regularly shows a short film about Dalí and the Museum and is also the setting for concerts and lectures. Children and adults can take classes or participate in making art in the Classroom. The Raymond James Community Room is a space for conferences, weddings and other private events.

Second Floor

The Dalí Museum library is a unique resource for scholars, art professionals, collectors and students studying Salvador Dalí, Surrealism and the Avant-garde. The administrative offices of the Museum are also located on this floor.

Third Floor

All of the galleries are located on the third floor. In between the two main wings of the Museum sets on overlook with a breathtaking view of the gardens and waterfront through the Enigma. The James Family Wing holds the permanent collection of Dalí's works. The Hough Family Wing shares special exhibitions.

community impact

The Dalí provides an overall economic impact to the greater St. Petersburg/Clearwater area of more than \$140 Million and prompts direct spending in our community of more than \$70 Million each year.

Nearly half of all Dalí Museum patrons are overnight visitors, spending a median of 4 nights in the area. Nearly all (97.7%) visitors coming to the St. Petersburg/Clearwater area for the day noted The Dalí as their primary reason for visiting the county, with one-fifth of all (day & overnight) guests stating the Museum was their main reason for their visit. Out-of-county Dalí Museum patrons report also planning to visit numerous other attractions across the Tampa Bay area including Busch Gardens, the Chihuly Collection, the Florida Aquarium and the Museum of Fine Arts, St. Petersburg.

The Dalí welcomes as many as 400,000 visitors annually including guests from over 40 countries. Approximately 15,000 local students tour the Museum annually at free or discounted rates.

offerings & programs

Free public docent tours of the permanent collection take place nearly every hour, daily.

Free audio/visual guides are offered to visitors for the permanent collection (in English, Spanish, French and German). A special children's/family audio tour is also available as well as a scavenger hunt through the works of Salvador Dalí.

The Museum offers weekly yoga classes on Sundays at 10:30am. Cost: \$10 members and students, \$15 non-members. Visit the galleries on the same day for only an additional \$10.

Family-themed, free programs include "Storytime with Dalí," "Morning at the Museum," and "Dillydally with Dalí." The Family Activity Room lets young visitors and their parents explore on their own with games, arts & crafts.

Opera performances are held in collaboration with St. Pete College semi-monthly on Thursday evenings.

A free, weekly "Dalí & Beyond" film series features movies about Dalí or Dalí-related topics such as fantasy, dreams and creativity.

The Dalí's Cult Classics summer film series is offered in the Avant-Garden on the first Thursdays of the summer months, and includes popular and community-voted flicks with food trucks, beer tasting and garden games.

"Coffee with a Curator" is a free, monthly talk on a Dalí-related theme with lecturers from the Museum or guest-speakers.

The Dalí hosts several fundraising events annually, including The Annual Dinner, held in March where patrons dine in the galleries amidst their favorite works; and Los Vinos de Dalí – a wine & food tasting held in the garden on a Sunday afternoon in April.

café gala

Designed to create an educational as well as culinary experience, Café Gala introduces visitors to Spanish food and history. Named in honor of Dalí's wife Gala, the casual eatery embraces the heritage of Salvador Dalí by presenting a menu of light fare with a Spanish theme.

The café makes a perfect stop for a light breakfast, lunch or mid-afternoon break for coffee and pastries. Kahwa local roasted coffee is served, including espresso, cappuccino and macchiato. A flan-like dessert – Crema Catalana – tops the pastry selections, along with Tiramisu and Mantecados (Spanish cookies). A select offering of beer and wine is available, featuring the café's signature Cava Rosado (Spanish rosé champagne).

Visitors are welcome to visit the café (and the Museum Store and gardens) without purchasing an admission ticket. Diners may choose to eat inside or on the patio. Café Gala is open during regular Museum hours and serves food daily until 5pm and on Thursdays until 7:30pm.

museum store

The Dalí Museum Store is a place to discover hundreds of Dalí inspired gift items, a wide book selection, trendy and elegant art to wear, Dalí fragrances, canvas giclees, melting clock accessories, tableware and drinkware, wall art, artful home décor, watches and jewelry, stationery, art supplies, mementos and more. The merchandise serves as a memory of The Dalí experience and reflects a surreal attitude and spirit of our collection.

There is both an on-site and online store: www.TheDali.org/shop.

membership

Membership at The Dalí includes personalized benefits that enrich the museum experience and provide valuable support to enhance our essential programming that helps to sustain the Museum's mission.

Memberships start at \$60 for individuals and include:

- Unlimited free admission
- Expedited entrance
- Free parking (as space available)
- Invitations to private exhibition receptions
- Preview days to view exhibits before they open to the public
- Private shopping events
- Free or discounted tours, films and other programming
- 15% discount in The Dalí Museum Store
- 10% discount at Café Gala
- Monthly membership e-newsletter
- Discounted admission for guests