



# 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.

This preeminent collection of Dalí's work is one of the most acclaimed collections of a single modern artist in the world, with artwork representing every moment and medium of his creative life. 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.

In addition to the extensive permanent collection of Dalí works, the Museum showcases frequent special exhibitions curated from top worldwide collections. Recent exhibitions have included the works of Marcel Duchamp, Elsa Schiaparelli, Frida Kahlo and other acclaimed artists. The Dalí stands as a cultural beacon in the Tampa Bay area and beyond. Regular Museum and community programming includes films, lectures, performances, social events and more for adults and families.

As a nonprofit art & educational institution, The Dalí Museum's mission is to care for and share an expertly curated collection of Salvador Dalí works to delight and educate our visitors and to provide unique inspiration for events, programs and special exhibits. The Museum serves as an active resource in the cultural life of our community and the world at large.

One Dalí Boulevard, St. Petersburg, Florida 33701  
TheDali.org | 727.823.3767

Press contact:  
Paradise Advertising & Marketing  
Tara Tufo, ttufo@paradiseadv.com



## history

Founded with a core collection of works from A. 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 with regular visits to the Dalís' 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 first opened its doors in 1982 in St. Petersburg. 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 to understanding and transformation.

## building

The Dalí's stunning new building opened on January 11, 2011. Designed by architect Yann Weymouth of HOK, the structure 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." As a whole, the Museum spans more than 68,000 square feet.

### the enigma

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 "world beyond," as well as his fascination with the double helical shape of the DNA molecule.

### the avant-garden

Ideally situated on the scenic waterfront, The Dalí's Avant-garden is inspired by the artist's fascination with the duality of art and nature and creates a unique environment of learning and tranquility. The Mathematical Garden allows visitors to experience the relationship between math and nature, and a labyrinth and Wish Tree in the southeast corner invites exploration and imagination.

### first floor

Visitors enter through The Dalí Museum Store, which showcases the largest collection of Dalí-inspired merchandise in the world. More than 85 percent of all items are exclusive to the Museum. Café Gala offers light, Spanish-inspired tapas and fare with both indoor and outdoor seating. The Will Raymund Theater regularly shows a short film about Dalí and the Museum, and is also the setting for concerts, readings, performances and lectures. Children and adults can take classes or participate in making art in the Stavros Education Classroom. The Raymond James Community Room is a space for conferences, weddings, student art exhibits 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, guests can snap a photo or relax in an overlook with breathtaking views of the gardens and the Bay through the Enigma. The James Family Wing holds the permanent collection of Dalí's works. The Hough Family Wing hosts all special exhibitions.

## community impact

The Dalí has been the unofficial heart of fine arts in the area since its opening in 1982. The debut of the current location in January 2011 further established the Museum as the epicenter of arts in the local community. The new building has contributed to the cultural renaissance that has taken place in the downtown area – a movement that has experienced an explosion of artistic institutions and outlets that both residents and visitors to the destination can enjoy.

The Dalí provides an overall economic impact to the greater St. Petersburg/Clearwater area of more than \$161 Million and prompts direct spending in our community of more than \$80 Million each year.

Nearly half of all Dalí Museum patrons are overnight visitors, spending a median of 4 nights in the area. Nearly all (79.5%) 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 10,000 local students tour the Museum annually at free or discounted rates.**

Community outreach includes the “Teen Voices” docent program, the “Fashion Design at The Dalí” program for local high school students, “Student Surrealist Art Exhibits,” “The Women’s Empowerment” program and more.

*Research Data Services, Inc. 2018  
Visitor Profile and Economic Impact Study*



## offerings & programs

### tours

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, German, Russian and Portuguese). A special children's/family audio tour is also available in addition to a scavenger hunt through the works of Salvador Dalí.

### yoga

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

### family activities

Free, family-themed programs include "StoryTime" and "DillyDally with Dalí." The Stavros Education Classroom welcomes young visitors and their parents to imagine and explore on their own with games, arts & crafts.

### opera

Operatic vocal performances are held in collaboration with St. Petersburg College monthly on Thursday evenings.

### film

On the first Thursday of every month, the Museum hosts the free "ArtFlix" film series highlighting documentaries and feature films about Dalí and art-related subjects.

The Dalí's "Cult Classics" summer film series is offered in the Avant-garden during the summer months (Jun-Aug), and includes popular and community-voted flicks with food trucks, beer tasting and garden games.

### coffee with a curator

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

### fundraisers

The Dalí hosts several annual fundraising events to benefit The Dalí Museum and its educational programs, including Los Vinos de Dalí, a wine & food tasting held in the garden on a Sunday afternoon in April, and Sueños de Dalí, a surreal soirée in October.

learn more at

[TheDali.org/events](https://TheDali.org/events)



## offerings & programs

### innovation labs

The Dalí Museum's Innovation Labs programming expertly combines more than 60 years of psychology and management research on creativity, creative problem solving and innovation. The curriculum is infused with Dalí's art, philosophy and methods that help unlock untapped creative potential.

The Dalí serves as a uniquely inspiring setting for each course, with access to an unparalleled collection of renowned artist Salvador Dalí's works, Dalí-inspired exercises and the beautiful labyrinth and gardens overlooking the waters of Tampa Bay.

### dreams of dalí

Dreams of Dalí is a unique virtual reality experience that reimagines Salvador Dalí's c.1934 painting *Archeological Reminiscence of Millet's "Angelus"* and transports viewers inside – and beyond – the original painting. Dreams of Dalí can be experienced on-site in the permanent gallery starting at 11am and is included with admission. Guests can also experience it from anywhere in the world using a variety of VR devices. For details, visit [DreamsOfDali.org](http://DreamsOfDali.org).

### café gala

Café Gala introduces visitors to Spanish food and history. Whimsically named in honor of Dalí's wife Gala, who never cooked, the casual eatery has embraced Salvador Dalí's heritage by presenting a menu of light fare with an authentic Spanish theme.

The café makes a perfect stop for a light breakfast, lunch or mid-afternoon break for coffee and pastries. It serves local Kahwa roasted coffees, including espresso, cappuccino and macchiato. A flan-like dessert called crema catalana tops the pastry selection, along with tiramisu and mantecados (Spanish cookies). A select offering of beer and wine is also available, including the Café's signature Cava Rosado (Spanish sparkling rosé champagne).

Visitors are welcome to enjoy the Café (and the Museum store and Avant-garden) 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 until 7:30pm on Thursdays).

### museum store

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

Those seeking a unique gift or souvenir will be pleased to learn that 85 percent of all products are exclusive to The Dalí Museum Store.

Items are available both on-site and online: [TheDali.org/shop](http://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 our mission.

### Memberships start at \$60 for individuals and include:

- Unlimited free admission
- Expedited entrance
- Free parking (as available)
- Invitations to private exhibition receptions
- 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



## images

Permission to reproduce these images is granted solely for use in conjunction with media reportage and review of The Dalí Museum. Permission is for use in the context of the article only; no cover use is permitted without prior authorization. All reproductions must be accompanied by each image credit as noted and cannot be cropped, detailed, overprinted or altered. Permission to reproduce these images is contingent upon acknowledgment and acceptance of these terms.



©2019 – Salvador Dalí Museum, Inc., St. Petersburg, FL.



©2019 – Salvador Dalí Museum, Inc., St. Petersburg, FL.



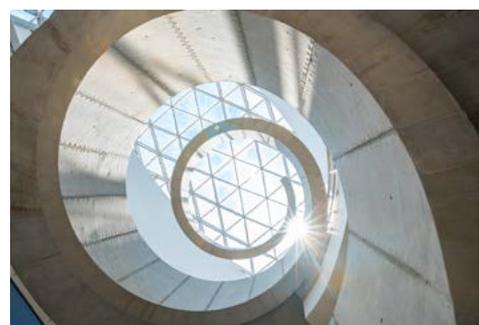
©2019 – Salvador Dalí Museum, Inc., St. Petersburg, FL.



*Daddy Longlegs of the Evening-Hope!*, 1940, Oil on canvas.  
©Salvador Dalí. Fundació Gala-Salvador Dalí, (Artists Rights Society), 2019 /  
Collection of the Salvador Dalí Museum, Inc., St. Petersburg, FL, 2019.



*The Hallucinogenic Toreador*, 1969-70, Oil on canvas.  
©Salvador Dalí. Fundació Gala-Salvador Dalí, (Artists Rights Society), 2017 /  
Collection of the Salvador Dalí Museum, Inc., St. Petersburg, FL, 2019.



©2019 – Salvador Dalí Museum, Inc., St. Petersburg, FL.

[download images](#)