



# the dalí museum press kit



## the dalí museum fact sheet

The Dalí Museum, located in the heart of beautiful downtown St. Petersburg, Florida, is home to an unparalleled collection of over 2,400 Salvador Dalí works, including nearly 300 oil paintings, watercolors and drawings as well as more than 2,100 prints, photographs, posters, textiles, 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 René Magritte, 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's work, preserving his legacy for generations to come. And, through Dalí-inspired events, exhibits & experiences, the Museum serves as an active resource in the cultural life of our community and the world at large.

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## dalí museum 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.

## the dalí museum collection

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 collection was formed by A. Reynolds and Eleanor R. Morse, garnered over a period of four decades and features over 2,400 Salvador Dalí works, including nearly 300 oil paintings, watercolors and drawings as well as more than 2,100 prints, photographs, posters, textiles, sculptures and objets d'art.

The Dalí Museum owns eight Dalí Masterworks, the highest concentration of Masterworks of any institution in the world. Coined by Dalí Museum founder A. Reynolds Morse, the term "masterworks" refers to paintings exceeding five feet in height or width, painted over a period of a year or longer – in other words, they are both monumental in scale and critical Dalí paintings.

### notable works include:



Salvador Dalí  
*The Basket of Bread* (1926),  
12 1/2 in x 12 1/2 in



Salvador Dalí  
*Girl with Curls* (1926),  
20 in x 15 3/4 in



Salvador Dalí  
*Daddy Longlegs of the Evening-Hope!* (1940),  
16 in x 20 in



Salvador Dalí  
*The Disintegration of the Persistence of Memory*  
(1952-54), 10 in x 13 in



Salvador Dalí  
*The Hallucinogenic Toreador*  
(1969-70), 157 in x 118 in



Salvador Dalí  
*Gala Contemplating the Mediterranean Sea  
which at Twenty Meters Becomes the Portrait  
of Abraham Lincoln-Homage to Rothko*  
(1976), 99 1/4 in x 75 1/2 in,

[thedali.org/collection](http://thedali.org/collection)



# the dalí museum 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.

*Take a virtual tour with the free Dalí Museum App.  
Learn more at [TheDali.org/App](http://TheDali.org/App).*

## 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 invites exploration and imagination.



## ground floor

Visitors enter through the The Dalí Museum Store, which showcases the largest collection of Dalí-inspired merchandise in the world. Over 85% of its items are exclusive to the Museum. Café Gala offers light, Spanish-inspired tapas and fare with indoor and outdoor seating. The ground floor also houses a theater, education room and community room.



## top 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 special exhibitions.





#### **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).



#### **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 the 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.

*The Museum Store, Avant-garden and Café Gala are open during regular Museum hours.*



## digital experiences at the dalí

Just as Salvador Dalí explored myriad media and new artistic avenues to express himself, The Dalí Museum uses cutting-edge technology to educate visitors about Dalí's life and works to further preserve his remarkable legacy. The Museum is committed to embracing new methods to engage guests in unconventional ways and to delight and educate them about Salvador Dalí and his artwork.

### **dalí's masterworks in augmented reality**

Visitors to The Dalí can watch Dalí's paintings come to life through Augmented Reality (AR) on their own personal devices using the free Dalí Museum App. This feature allows visitors to gain a deeper understanding of the meaning behind The Dalí's complete collection of its popular Masterworks through the lens of AR.

*Learn more at [TheDali.org/App](http://TheDali.org/App).*



### **dalí lives, art meets artificial intelligence**

*Dalí Lives* is an Artificial Intelligence (AI) experience that employs machine learning to create a version of Dalí's likeness on a series of screens throughout the Museum, providing Museum visitors an opportunity to learn more about Dalí's life from the person who knew him best: the artist himself. This technology allows visitors of all ages to learn more about Dalí's works through authentic quotes & details, while allowing them to experience Dalí's personality.

*Learn more at [TheDali.org/DaliLives](http://TheDali.org/DaliLives).*



### **dreams of dalí, a virtual reality experience**

*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 from anywhere in the world using a variety of VR devices.

*Learn more at [DreamsOfDali.org](http://DreamsOfDali.org).*





## the dalí museum's 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 \$160 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 3.6 nights in the area. Nearly all visitors (79.5%) coming to the St. Petersburg/Clearwater area for the day noted The Dalí as their primary reason for visiting the county, with one-half 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







## innovation labs at the dalí

see and solve problems differently

Innovation Labs at The Dalí fuses Salvador Dalí's art and methods with more than 60 years of psychology and management research on creativity, creative problem solving and innovation. This one-of-a-kind, hands-on programming helps individuals and companies reimagine their business opportunities, and improve their creative capacity & innovation outcomes. Participants learn to see & solve problems differently through the lens of Dalí.

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. Learn more at [TheDali.org/Innovation](http://TheDali.org/Innovation).



### Foundation Labs

Two-hour interactive Museum experiences to jump-start creativity.



### Skills Labs

Proprietary instruction in specific techniques to drive innovation and enhance the creative powers and efficacy of teams and individuals.



### Solution Labs

Dalí-inspired, creativity-driven workshop experiences to address a specific goal, wish or challenge.



## 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.

**Annual memberships start at \$70 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

[thedali.org/membership](https://thedali.org/membership)



## images

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Daddy Longlegs of the Evening–Hope!, 1940, Oil on canvas.  
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The Hallucinogenic Toreador, 1969-70, Oil on canvas.  
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