the impact of your support

a surreal year

at the dalí

Fiscal Year 2020
July '19–June '20
Dear Supporters of The Dalí Museum,

What a testament to our collective resourcefulness and our stamina this year has been. We have been thrown into new cautions and cares that challenge our abilities. Your financial support has sustained us, and your care for The Dalí inspired us and drove us forward.

The fiscal year began with an Augmented Reality application that peels back before our eyes the layers of meaning in Dalí’s masterworks. Then, we drew on our ability to borrow remarkable works of art, an ability we have because we also share works from our collection, to bring the Surrealism collection from France’s national museum of modern art, The Centre Pompidou, to St. Petersburg! The exhibition, *Midnight in Paris: Surrealism at the Crossroads, 1929*, was a sensual walk-through of the artistic milieu of Paris.

We continued our educational work hosting students and presenting student art exhibitions, brought in scholars to research Dalí from our archives, and shared lectures, film, music and literature with our visitors through our community programs and events.

Then the pandemic descended, and as we closed our physical doors, we opened a new virtual world. If what we see on a screen could ever substitute for art seen in person, we went as far as it is possible to go. We exhibited; we taught; we hope that we delighted.

The pages that follow provide highlights of this year which we are proud to share with you.

Thank you; your devotion to us is immensely appreciated.

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your support is essential.

The time, talent and financial support given to The Dalí Museum by donors, volunteers, trustees, corporations, foundations, the State, County and City are vital to our ability to serve as a flagship cultural organization providing exhibitions, educational programming and scholarship. We work to ensure that we are worthy custodians of your contributions to fulfill our mission, in person and online. Thank you for your contributions in this surreal year. Every donor and every gift was critical to giving us the strength to thrive and survive the most challenging period in our history.
delighting visitors

The Dalí is more than a museum. It is a laboratory in which to experiment with new ways of thinking. The Dalí provides a unique and inspiring cultural experience that attracts, engages and delights Museum members and visitors from the local community and more than 30 countries. Despite a three-month closure due to the pandemic, our reach was vast.

most visited
art museum in Florida

3.5M
Total website visits

1M+
Social media engagements from 525K followers

1M+
Visitors viewing our works around the world
2,219 Public Gallery Tours
356 Public Architecture Tours
70 Public Garden Tours
36 Little Surrealist Tours
184 Private Docent Tours
81,000 Dalí Museum App downloads
preserving a legacy

Within the sweeping walls of the Museum lives the preeminent collection of Salvador Dalí. Our commitment to share these works with audiences around the world comes with the significant responsibility to conserve these precious pieces.

New works were generously donated to The Dalí, including the *Terpsichore* sculpture (conceived c. 1972) installed permanently in the Avant-garden as well as 15 vintage photographs by André Caillet, c. 1930s.

The Dalí Museum Permanent Collection

The Dalí holds 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.
Acquisition

Terpsichore
Salvador Dalí, c. 1972

Meditation on the Harp (photograph)
André Caillet, c. 1930s
**Conservation**

*Girl's Back (detail)*
Salvador Dalí, 1926
Oil on wood panel

- Cleaned surface to remove accumulated environmental sediment
- Consolidated lifting paint
- Removed and thinned varnish after testing
- Retouched losses
- Enclosed the work to protect it in a stable climate

*Oeufs sur le Plat sans le Plat (detail)*
Salvador Dalí, 1932
Oil on canvas

- Removed surface grime with aqueous + dry methods
- Removed overpaints
- Replaced the varnish in the uneven areas using brushes + airbrushes
- Retouched losses and glazed any remaining overpaint
- Added insert lining/backing to support the aging canvas
Using cutting-edge artificial intelligence (AI), Dalí Lives provides Museum visitors an opportunity to learn more about Salvador Dalí’s life from the person who knew him best: the artist himself.

**education + research**

The Museum’s scholarship includes researching & writing of new information and perspectives on Dalí and our collection as well as special exhibitions and other topics of the avant-garde.

Conducted **in-depth exploration** (and produced catalogs) of subject areas featured within our special exhibitions; researched topics, works and artists for future exhibitions

Developed proprietary **creative problem solving techniques**, based on Dalí’s art and methods, for a new Innovation Labs at The Dalí publication

**Researched rare acquisition opportunities** from private collectors and institutions across the globe

Conducted rigorous **provenance research** tracing the ownership & exhibition history of works from our collection

**Sponsored an outside fellowship-researcher** to conduct research on Dalí’s Bacchanale Ballet Trilogy

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**2 International Gold ADDY Awards**

For computer-generated imagery

**Webby Award for Advertising**

Media + PR Experience

**6 “The One Show” Awards**

for interactive entertainment

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<th>28</th>
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<th>1,310</th>
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<td>Student interns seeking advanced degrees</td>
<td>Art history research academic fellowship</td>
<td>Bright Futures service hours by 40 high school students</td>
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</table>
a global force

The Dalí partners with world-renowned institutions to curate and display special exhibitions serving as a resource to share Salvador Dalí’s works and experiences with visitors across the globe.

Our world-renowned Dalí artworks and experiences were loaned to national + international exhibitions.

- **Grimaldi Forum**
  - Monaco
  - *Dalí, a History of Painting*

- **Selby Gardens**
  - Sarasota, Florida
  - *Salvador Dalí’s “Gardens of the Mind”*

- **Van Gogh Museum**
  - Amsterdam, Netherlands
  - *Jean-François Millet: Sowing the Seeds of Modern Art*

- **Arp Museum**
  - Rolandseck, Germany
  - *Salvador Dalí and Hans Arp: Birth of Memory*

- **Musées Royaux des Beaux-Arts de Belgique**
  - Brussels, Belgium
  - *Dalí & Magritte*

- **Frist Art Museum**
  - Nashville, Tennessee
  - *Monsters & Myths: Surrealism and War in the 1930s and 1940s*

- **Musées Royaux des Beaux-Arts de Belgique**
  - Brussels, Belgium
  - *Dalí & Magritte*
The Surrealism collection of The Centre Pompidou was loaned to The Dalí for the exhibition. Featuring over 20 artists, the exhibit examined the rich and vital creative era of the newly formed Surrealist movement. Also featured prominently in the exhibit was The Dalí Museum-produced film *Breton and the Muse: A Midnight in Paris*, which imagines a conversation between Dalí’s wife, Gala, and the founder of Surrealism, André Breton.
Before Dalí: Goya–Visions & Inventions
June 16-November 3, 2019

From the Vault: Rare Dalí Bronzes
June 16-November 3, 2019

Visual Magic: Dalí’s Masterworks in Augmented Reality
June 16-November 3, 2019

Through augmented reality (AR) technology within The Dalí Museum App, Dalí’s masterworks come to life, allowing visitors to gain a deeper understanding of the meaning behind eight of Dalí’s monumental and complex oil paintings.
bringing light to all we do

Essential to the vitality of The Dalí, dedicated volunteers share their love of the arts and donate valuable time, talent and knowledge to our nonprofit organization.
anniversary dinner committee
Trustees, patrons and Tampa Bay corporations celebrate the Museum anniversary with an elegant dinner in the galleries surrounded by our unparalleled collection. This fundraising event receives 100% Museum Board of Trustees support.

the guild at the dalí
The Guild’s mission is to build active, sustainable communities of support for the Museum. The 88-member group raised significant funds for the annual fundraiser Los Vinos de Dalí (despite a canceled event).

the volunteer council
The mission of the council is to bring ideas, suggestions and solutions to the attention of the Museum management and volunteers. 100% of the council members gave to the council-driven annual Persistence of Giving fundraising campaign.

zodiac membership committee
The mission of the 12-member committee is to promote and foster new interest in the membership program. The annual Dalí Dozen event featured 12 local contemporary artists & drew over 320 attendees.

sueños de dalí fundraising event committee
Our annual themed surreal soiree drew 500+ Dalí-themed costumed attendees, raising major levels of funding to support the Museum’s education programs and mission.
The Museum provides enriching educational experiences for area students and a variety of programs and events for the community, all inspired by Salvador Dalí and his works.

**education programs**

- **fashion designers**
  Teen designers create surreal wearable art in a 10-week course with 2 live fashion shows
  Count: 29

- **homeschool visitors**
  The Dalí hosts local homeschooled students to explore the Museum for free
  Count: 275

- **mini melodies attendees**
  Children up to 5 years old use music and movement to explore Spanish culture
  Count: 391

- **student surrealists**
  Florida students submit works to The Dalí’s Student Surrealist Art Exhibition
  Count: 750

- **dillydally attendees**
  Children discover the creative world of Dalí through educational games and crafts
  Count: 944

- **student visitors**
  Students from 31 counties enjoy free and reduced student field trips
  Count: 4,506
<table>
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<th>Program</th>
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<tr>
<td>Opera Performances</td>
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<tr>
<td>Artflix Attendees</td>
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<tr>
<td>Poetry Attendees</td>
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<td>Lecture Attendees</td>
<td>1,294</td>
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<tr>
<td>Arts Alive Attendees</td>
<td>2,320</td>
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**Innovation Labs at the Dalí**

Businesses can jumpstart creativity with this one-of-a-kind program that combines Dalí’s art, philosophy and methods with state-of-the-art research on creative problem solving.

- **30** Women’s Empowerment Program participants from area nonprofits including CASA, The Spring & Dress for Success.
- **903** business participants received custom workshops.
fulfilling our mission, virtually

Grounded in digital innovation, The Dalí was in a strong position during the pandemic to adapt our physical environment to a virtual platform, remaining steadfast in fulfilling the Museum’s mission.
virtual programming

Custom digital workshops for Innovation Labs at The Dalí clients

40 students participated in Junior Docent Art Camps online

Teen Voices virtually recorded 8 new tour stops

4,000 views of our streaming Coffee with a Curator lectures

The Museum curated and facilitated quite the impactful virtual event which engaged every single member of our team. The facilitator’s welcoming style made this a memorable experience during a time when it was needed most.

The program was well organized, with a lot of art education, art activities and very professional staff….It was really fun, I even did some of the assignments along with my kids.

This program gave me a creative outlet, outside of school. I met so many new, creative, and talented people….I loved every minute.

Great to be together for an intelligent gathering. I truly love these streaming talks!

It is marvelous, beautiful and fabulous….There are real pictures and you can feel the abundance of energy….

Parent of Jr. Docent Camp Online participant

Innovation Labs virtual workshop participant

Teen Voices participant

Streaming Coffee with a Curator participant

Dalí Museum Midnight in Paris Online visitor
curating new online exhibits

Midnight in Paris: Surrealism at the Crossroads, 1929
Showcasing the rich & vital creative era of over 20 artists in 1929 Paris, this virtual exhibit includes a video view of the on-site exhibit alongside audio descriptions of key works.

Dali: Magazine Covers & Ads
Examining Dali's devotion to working commercially for newspapers and magazines. It features nearly 20 illustrations from Vogue, The New Yorker, Town & Country and more.

Student Surrealist Art Exhibition: Hillsborough County
Featuring middle and high school students' works, under this year's theme "Irrational Technology," this online exhibit features a video, works and the meaning behind each work.

social media

23% increase in engagement on Instagram during closure

Participated in artful conversations via #ArtChallenge & #MuseumFromHome

17,000 views During new At Home with The Dali video series
annual expenses + revenue

The Museum operated as planned July 2019 through mid-March 2020. COVID-19 was declared a world-wide pandemic and St. Petersburg declared a local emergency. We temporarily closed our doors on March 12, 2020 and remained closed through the end of the fiscal year, June 2020.

While expenses were largely committed, the 100-day closure at the height of tourism season had significant impact on the Museum's annual revenue. Prior donations to The Dalí Endowment became vital.
Thanks to years of generous support for The Dalí Endowment, financial security was ensured during the 14-week closure.

**revenue pre-closure**
July 1, 2019-March 12, 2020

**revenue during closure**
March 13-June 30, 2020
looking ahead

While this fiscal year certainly changed our short-term goals, our long-term vision remains: to provide our visitors with a unique arts destination that grants moments of powerful inspiration which are exceptionally distinct and highly memorable.

A 2-year $35M expansion: A revolutionary educational, programming and exhibition space for innovative digital art experiences.

Curated special exhibitions: Van Gogh Alive (opening Nov '20); The Woman Who Broke Boundaries: Photographer Lee Miller (opening May ’21).

Expanded virtual offerings: student field trips, student art exhibits and educational and community programs.

A Museum-wide Diversity, Equity, Accessibility & Inclusion (DEAI) strategic plan.

Continued care and optimization of staff and visitors’ safety under the direction of government and health guidelines.
To support The Dalí contact

the dalí museum
development office
Development@TheDali.org
727.623.4726

Or donate online
TheDali.org/give