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the impact of your support
**a surreal year
at the dalí**



Fiscal Year 2020
July '19-June '20



our mission

The Dalí Museum cares for and shares an expertly curated collection of Salvador Dalí's work, preserving his legacy for generations to come. And, through Dalí-inspired events, exhibitions and experiences, the Museum serves as an active resource in the cultural life of our community and the world at large.

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.

Hank Hine
Executive Director



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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.

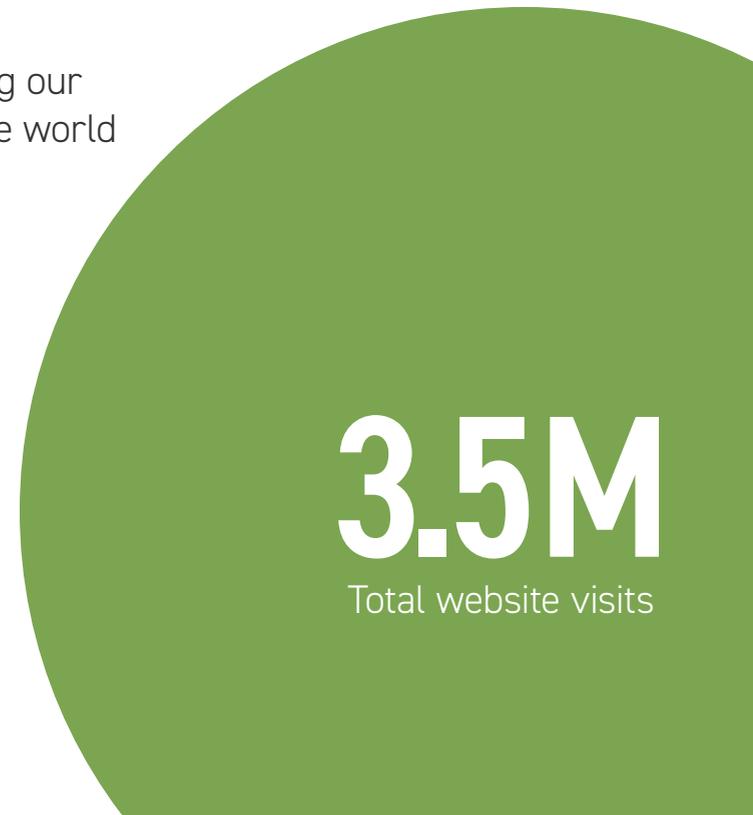
most visited
art museum in Florida



Visitors viewing our works around the world



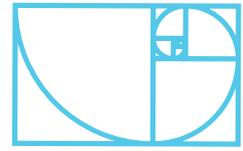
Social media engagements from **525K followers**



Total website visits



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



Acquisition

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





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

dalí lives

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.

2 International Gold ADDY Awards

For computer-generated imagery

Webby Award for Advertising

Media + PR Experience

6 "The One Show" Awards

for interactive entertainment

28

Student interns seeking advanced degrees

1

Art history research academic fellowship

1,310

Bright Futures service hours by 40 high school students

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



Musées Royaux des Beaux-Arts de Belgique
Brussels, Belgium

Dalí & Magritte



Arp Museum
Rolandseck, Germany

Salvador Dalí and Hans Arp: Birth of Memory



Van Gogh Museum
Amsterdam, Netherlands

Jean-François Millet: Sowing the Seeds of Modern Art



Grimaldi Forum
Monaco

Dalí, a History of Painting



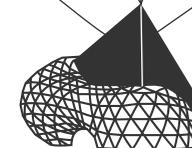
Selby Gardens
Sarasota, Florida

Salvador Dalí's "Gardens of the Mind"



Frist Art Museum
Nashville, Tennessee

Monsters & Myths: Surrealism and War in the 1930s and 1940s



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.

special exhibitions

Midnight in Paris: Surrealism at the Crossroads, 1929

Nov 23, 2019-Mar 12, 2020

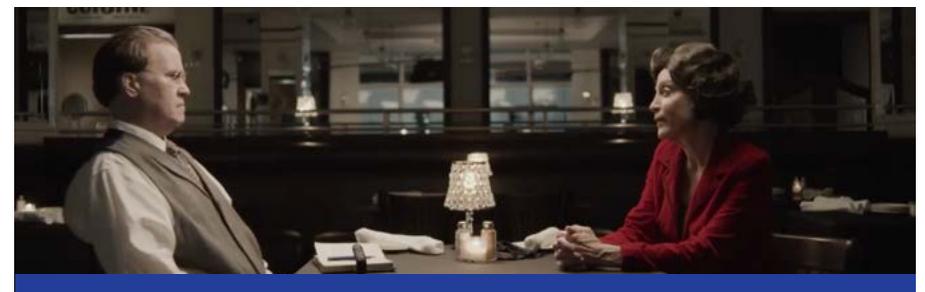
The Surrealism collection of The Centre Pompidou was loaned to The Dalí for the exhibition. Featuring over 20 artists, the exhibit examined the rich and vital creative era of the newly formed Surrealist movement. Also featured prominently in the exhibit was The Dalí Museum-produced film *Breton and the Muse: A Midnight in Paris*, which imagines a conversation between Dalí's wife, Gala, and the founder of Surrealism, André Breton.



Mask (detail)
Alexander Calder, 1929



The Lighthouse (detail)
Yves Tanguy, 1926



Breton and the Muse: A Midnight in Paris (film)
The Dalí Museum, 2019

The Red Model
René Magritte, 1935





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.

\$583K monetary value

23K hours served

2378 hours of dalí training

360
volunteers



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.

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.



education programs

fashion designers 29

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

homeschool visitors 275

The Dalí hosts local homeschooled students to explore the Museum for free

mini melodies attendees 391

Children up to 5 years old use music and movement to explore Spanish culture

student surrealists 750

Florida students submit works to The Dalí's Student Surrealist Art Exhibition

dillydally attendees 944

Children discover the creative world of Dalí through educational games and crafts

student visitors 4,506

Students from 31 counties enjoy free and reduced student field trips

shaping imaginations + serving the community

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.

community programs

opera performances
Singers from St. Petersburg Opera Company
perform on the helical staircase **8**

artflix attendees
The Dalí features films related to Dalí,
Surrealism and art history **391**

poetry attendees
St. Petersburg Poet Laureate Helen Wallace
hosts at Poetry at The Dalí **400**

lecture attendees
Coffee with a Curator, monthly talks
on Dalí-related topics **1,294**

arts alive attendees
Pinellas County residents visit free on
Arts Alive Day in September **2,320**



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.

Innovation Labs virtual workshop participant

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.

Parent of Jr. Docent Camp Online participant

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

Teen Voices participant

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

Streaming Coffee with a Curator participant

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

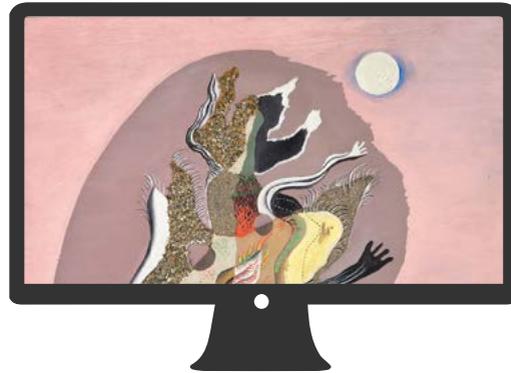
Dalí Museum Midnight in Paris Online visitor

curating new online exhibits

social media

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.



Dalí: Magazine Covers & Ads

Examining Dalí'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.

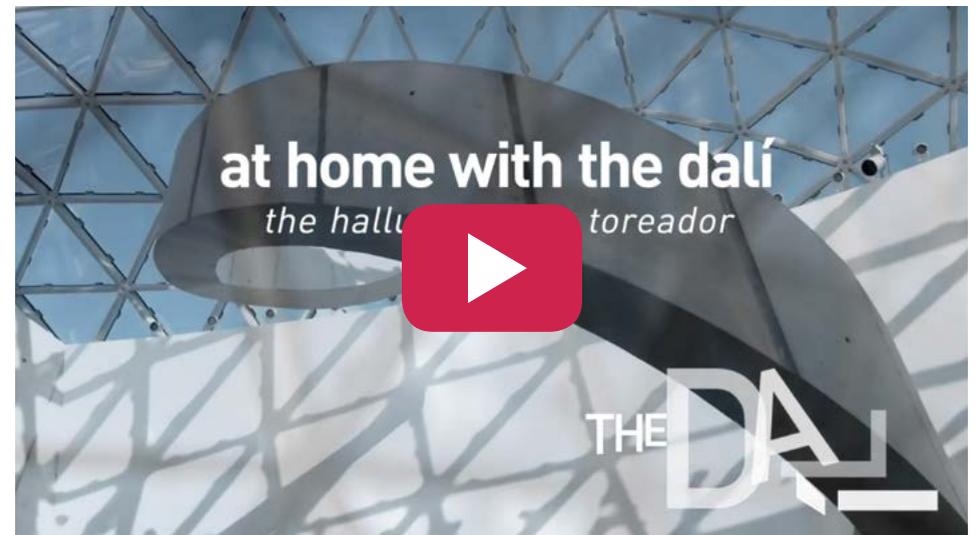


23% increase

in engagement on Instagram during closure



Participated in artful conversations via **#ArtChallenge** & **#MuseumFromHome**

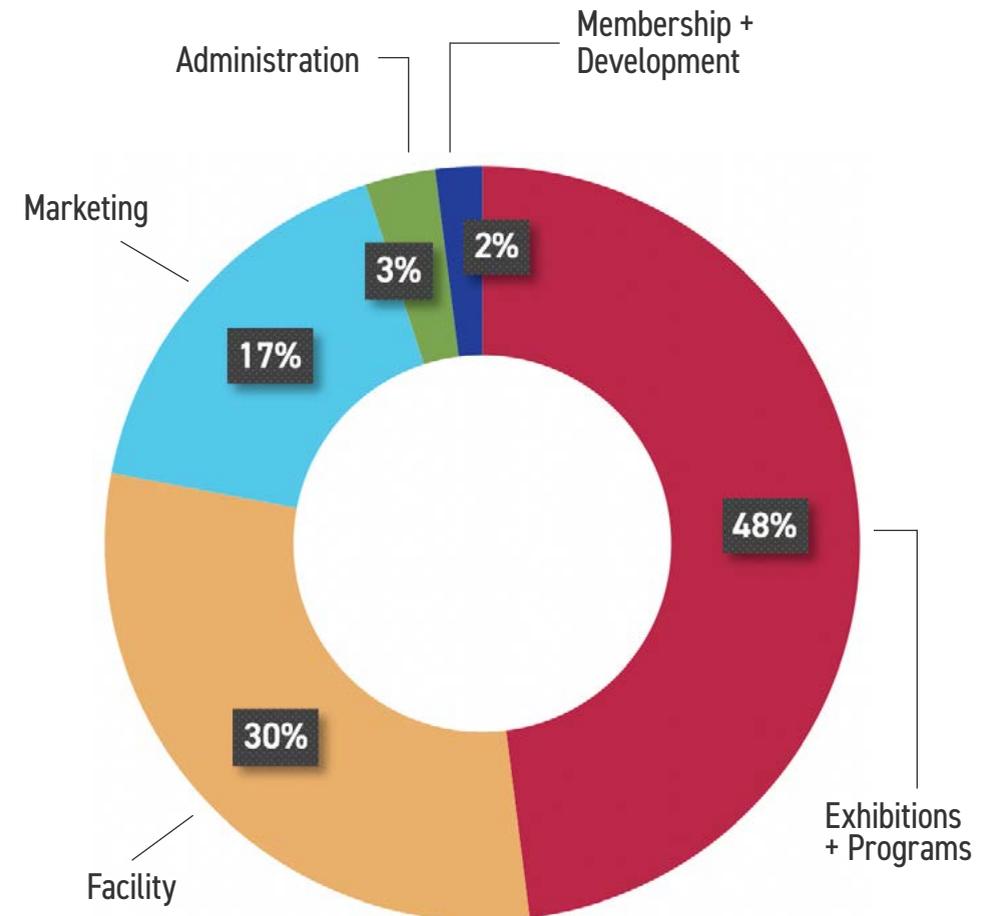


17,000 views

During new *At Home with The Dalí* video series

expenses

The Dalí thoroughly managed resources and expenses throughout the year, with significant reductions across the board in the final quarter.



July 1, 2019 - June 30, 2020

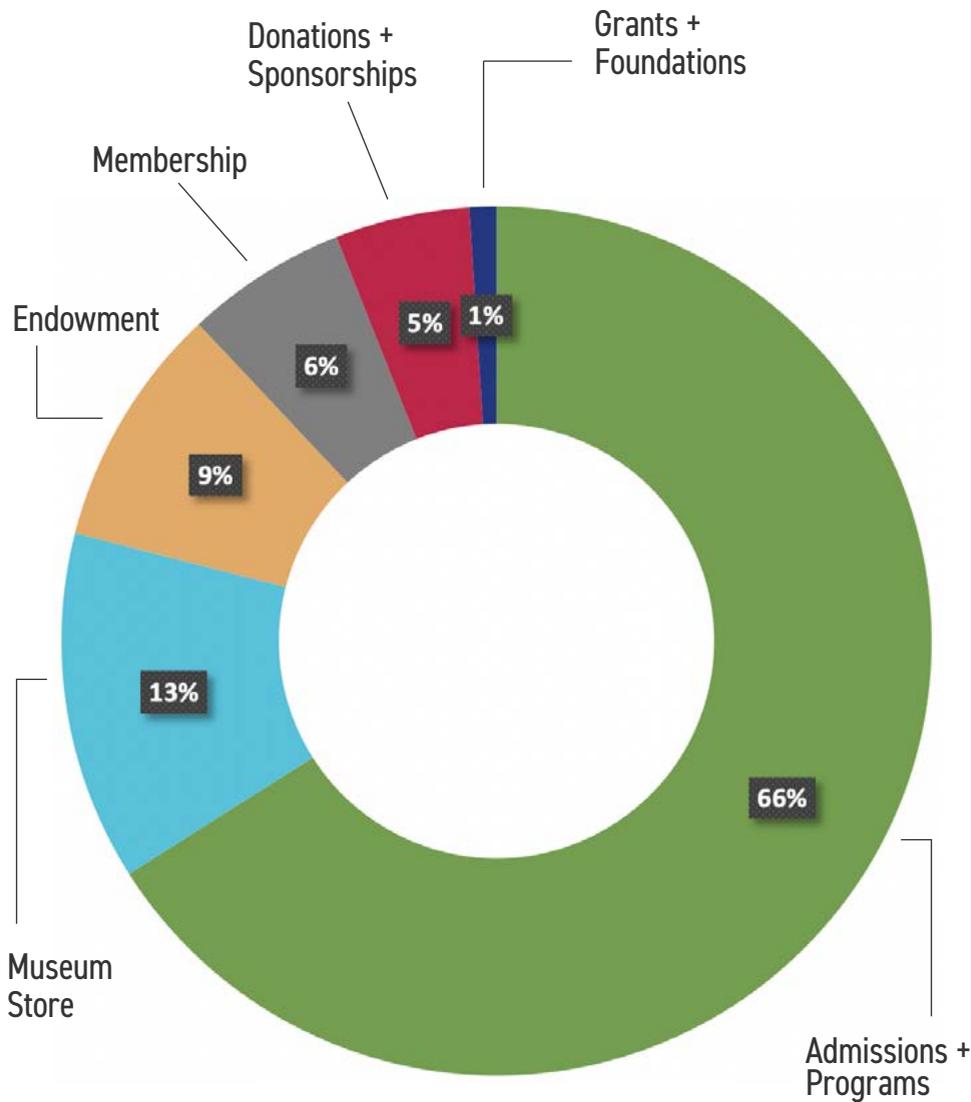
annual expenses + revenue

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.

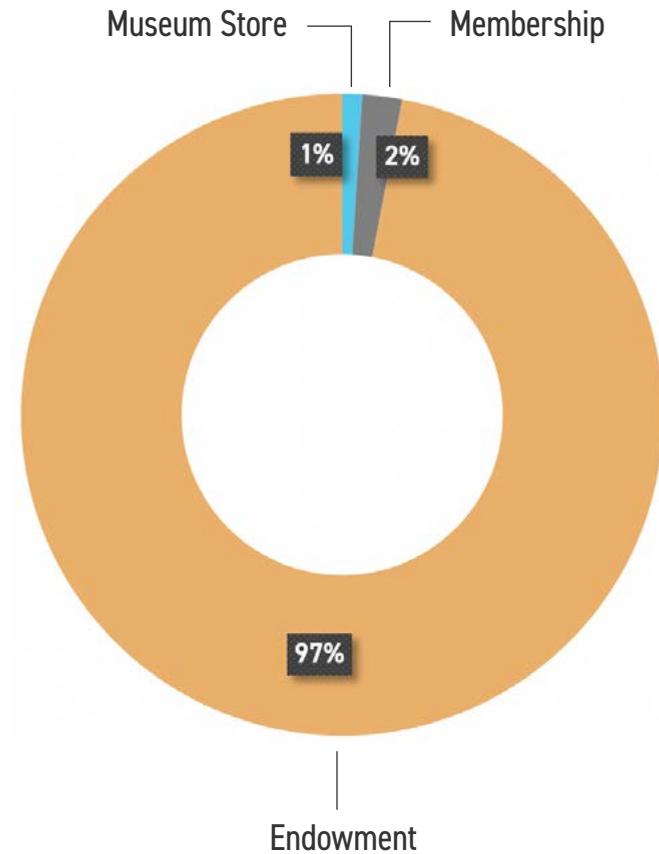
While expenses were largely committed, the 100-day closure at the height of tourism season had significant impact on the Museum's annual revenue. Prior donations to The Dalí Endowment became vital.

revenue

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



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