

THE D

the impact of
your support

A

*12 months of cultural
inspiration when most needed*

Fiscal Year 2021
July '20 – June '21



vision

We provide our visitors with a unique arts destination that grants moments of powerful inspiration which are exceptionally distinct and highly memorable. We offer a break from the norm, a glimpse into the ordinary becoming the extraordinary and a view of the world that is both remarkably insightful and fantastically unconventional. It is an attraction that evokes a multitude of emotions and makes one feel as though a world of infinite possibilities has been revealed.

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 Friend of The Dalí Museum:

The report on our Museum's recent impact begins with the phrase "when most needed." How those words evoke the temper of this last year. And how lifting it is to the human spirit that when faced with adversity we can rise to our best.

This year our staff, volunteers and trustees joined with Museum members, donors, visitors, students, teachers, corporations, foundations and our governmental bodies together to activate this Museum and impact our community.

With transportation compromised and the lending between museums at a standstill, we brought out rarely seen work from our vault. We provided spiritual nourishment through Dalí's work in *Dalí's Sacred Science*, in which he invokes Talmudic, Christian and astrological traditions.

We created educational content for those at home and welcomed those who were able to venture out with a regulated, safe environment to restore their inner lives with art. We provided students with a channel to express their deepest feelings through something made by their own hands.

We probed a new dimension of museum presentations with an experiential exhibition: *Van Gogh Alive*, which evoked the lifetime lows and highs of this beloved artist through a choreography of images and music promising a new avenue for the experience of art.

This year has reminded us of the mutuality of all we do. Impact is a way of looking at this mutuality, and our report speaks of all we can do together and hints at what our good will and wishes will bring to our future.

Thank you for what you have given us and inspired us to do.

Hank Hine
Executive Director



board of trustees

Timothy Bogott	Margaret de Lisser Vice Chair
Kay Bronstein	Kamal Majeed Vice Chair
Trevor Burgess, H.E.	James Martin Vice Chair
Santiago Cabanas, Ambassador of the Kingdom of Spain	Brad Morse Vice Chair
William Carlson	Mary Ann Morse
Andrew Corty Deputy Chair, Treasurer	Irwin Novack
Robert Doyle	Steven Raymund
Scott Gebicke	Mary Anne Reilly
Jeffrey Goodby	Jan Sher
Charles Harris	Robert Ulrich
Thomas James Vice Chair	Helen Pruitt Wallace
Bryant Jones	Robert Willis, Jr. Vice Chair
Karen Lang Johnston Chair	

your support has impact.

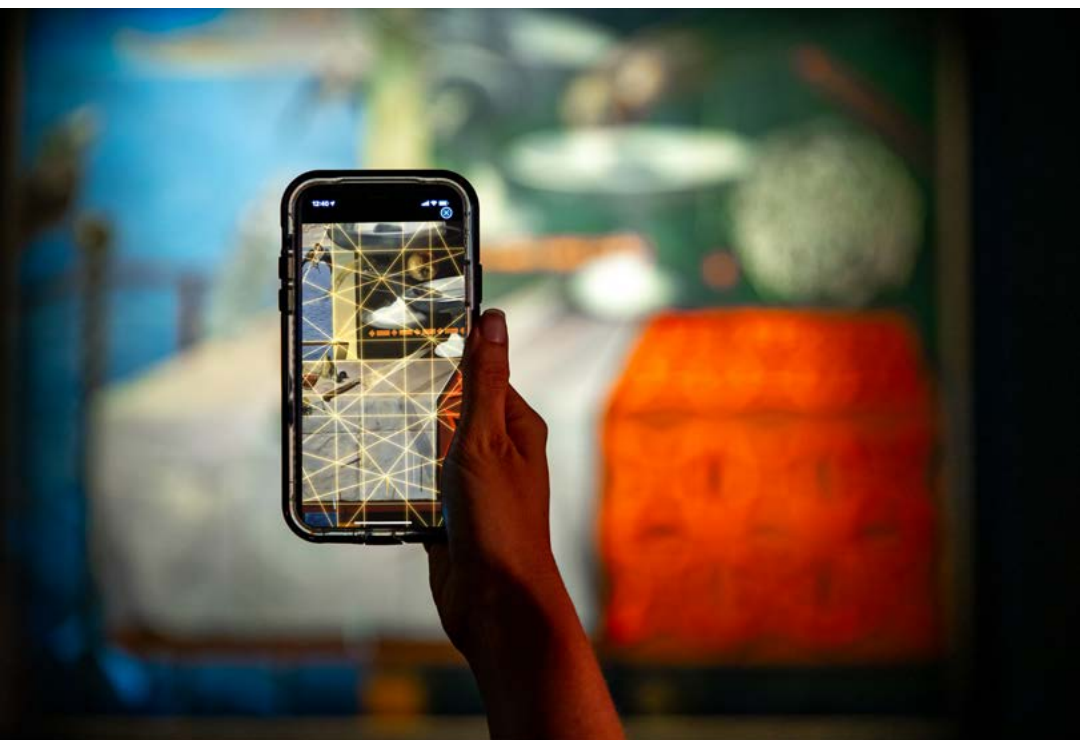
The time, talent and financial support given to The Dalí Museum by donors, members, volunteers, trustees, corporations, foundations, the State, County and City are vital to our ability to serve as the flagship cultural organization in our community. With your generous contributions, our doors were reopened, welcoming the community through special exhibits, programs and scholarship – a hub of intellectual and educational activity. Every donor and every gift was critical to giving us the strength to overcome a challenging time to safely operate while remaining steadfast in fulfilling our mission. Thank you.

sharing dalí's legacy

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 Salvador Dalí's creative life, plus engaging Dalí-inspired experiences that educate through connecting art and technology, we shared Dalí's legacy with audiences around the world.





Dalí Lives

50,000+
Selfies taken
with Dalí

Using cutting-edge artificial intelligence, 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.

Dalí's Masterworks in Augmented Reality

71,000+
Total App
downloads

Through augmented reality technology within the free Dalí Museum App, Dalí's masterworks come to life, allowing visitors to gain a deeper understanding of his monumental oil paintings.

Self-Portrait (Figueres)

Salvador Dalí, 1921
Oil on burlap

preserving history

Celebrating its tenth anniversary in January 2021, our awe-inspiring building houses & protects the preeminent collection of Dalí's works. With our collection now approaching 100 years of age, precious pieces were repaired and conserved through the support of Annual Fund donors, the Keepers of the Collection.





*The Lane to Port Lligat with
View of Cap Creus*

Salvador Dalí, c.1922
Oil on canvas

conserved works

This 99-year-old oil painting had yellowed from varnish and was in need of repair to return it to its original vibrancy.

Cleaned via dry methods

Removed old retouches

Removed discolored varnish layers and revarnished

Retouched losses

The wooden frame, or stretcher, of this 82-year-old painting was deteriorating, causing distortions of the original image.

Cleaned via dry methods

Removed & replaced stretcher, preserving original painted tacks

Reinforced the way the canvas is affixed to the stretcher

Tested, then reduced varnish & evened sheen

*Telephone in a Dish with
Three Grilled Sardines at
the End of September*

Salvador Dalí, 1939
Oil on canvas



curating special exhibitions

Often years in advance, the Museum researches, curates and outlines exhibitions tied to Dalí or the world in which he lived. With loans limited due to travel restrictions, the curatorial team reimagined the exhibition calendar, leveraging rarely displayed works from the Museum's vault, in addition to introducing a completely new way to experience art.



van gogh alive

Nov 21, 2020 – Jun 13, 2021

This immersive art installation invited guests to revel in Vincent van Gogh's works through color, light and sound, as if walking right into Van Gogh's paintings. This exhibit, built on the Museum's commitment to digital innovation, showcased an artist in an entirely new and transformative way. Extended two months due to popular demand, the exhibit sold out every day of its 7-month run.

“

“It was a fascinating new way to look at art and really feel what the artist may have been feeling at times”

“Being immersed in the art of Van Gogh is a joy that will stay with me”

“It transported me into another world. I felt like I was living a dream.”

”



26,000,000+

PR impressions, including mentions in *New York Times*, *Forbes* & *Smithsonian*.

89%

Van Gogh Alive visitors reported it changed their perception of art.*

188,000+

Visitors attended *Van Gogh Alive* at The Dalí.

*Visitor survey results, May 2021



Immortality

Salvador Dalí, 1976

Drypoint etching with lithography & silkscreen parchment

Dalí's Sacred Science: Religion & Mysticism

Jul 1 – Nov 1, 2020

Through rarely displayed works from the Museum's collection, this exhibition displayed 54 prints and mixed-media objects created during Dalí's later period when the artist turned his mind to the scientific and the spiritual.

special exhibitions

Diego & Frida: A Visual History

Sep 5, 2020 – Jan 3, 2021

Featuring rare historical photographs, this exhibition shared a personal look into the relationship of one of the most fascinating couples in art history.



Diego y Frida

Nickolas Muray, 1938

At Home with Dalí

Jul 1, 2020 – indefinitely

Offering a glimpse into Dalí's personal life, featuring 40 images dating from the 1950s and early 1960s, it provides an intimate view of Dalí in his home environment of Spain.



Close-up of Dalí painting

Lies Wiegman, 1961

engaging online audiences

While the physical doors reopened in July, capacity restrictions were still in place, limiting the number of visitors we could serve through in-person programs and events. The Museum found ways to continue engaging audiences online through curated exhibitions, unique virtual programming and compelling social media content.

virtual engagement

6,800,000+

Page views on TheDali.org

1,900,000+

Video views on The Dalí Museum [YouTube](https://www.youtube.com/user/TheDalíMuseum) page

1,000,000+

Social media engagements from
546,000 Dalí Museum followers



From left to right: Amelie McLeod, Dana Smith, Annie Miller and Elijah Ulrich

online programming

3,000+

Student
submissions

21

Counties
represented

Student Surrealist Art Exhibits

Through three exhibits, this annual juried show presents works by middle & high school students, who explore ideas and visions similar to those explored by Salvador Dalí and the surrealists.

Through online curriculum, the students participated and submitted these works virtually.

“

“Thank you for providing such a wonderful state level exhibition for our students! They enjoy the challenge...which always provokes synthesis and thoughtful ideation of art making in the student’s creative process.”

Florida teacher

”

Daniel Soriano
Organic Radiograph
Grade 11



1,500+

Film views

100%

of students said
their knowledge
of Dalí grew*

Fashion Design at The Dalí

29 budding high school designers from the Tampa Bay area participated in this free program that makes tangible connections between art, film and fashion. Taking place virtually, this year's theme was *Dalí in Film: From Sketch to Screen* and culminated with the first-ever Fashion Design at The Dalí short film featuring the student designs.

* Program survey results, Feb 2021



Midnight in Paris: Surrealism at the Crossroads, 1929

Though ending early due to the Museum's closure in 2020, this exhibit, featuring over 20 artists examining the rich and vital creative era of the newly formed Surrealist movement, lives in perpetuity online, free for audiences around the globe to enjoy.

Painting

Joan Miró, 1930
Oil on canvas



The Dalí Dozen

Every year, the Zodiac Membership Committee invites 12 local emerging artists to exhibit at the Museum. This year, the Committee created a retrospective of past Dalí Dozen artists in an online exhibit.

White Tiger Sculpture

Anne Anderson
Agave fibers & mixed media

online exhibits + film

Breton and the Muse

The Dalí Museum-produced film *Breton and the Muse: A Midnight in Paris* was screened and recognized in numerous international film festivals. The film imagines a conversation between Dalí's wife, Gala, and the founder of Surrealism, André Breton.



*World Fest Houston International Film Festival
"Platinum Remi Award"*

Sunscreen Film Festival

Philadelphia International Film Festival

Orlando International Film Festival



connecting a community

While gradually adding limited capacity in-person programs, the majority of our enriching Salvador Dalí-inspired educational experiences for both adults and children were reimagined in a virtual format. Additionally, through a multitude of visitor experience enhancements, we made strides to be a more accessible museum for all audiences.



educational programs

30,000

Dalí-inspired Family Activity Guides
distributed to Pinellas County schools



66

Junior Docent
Graduates



3,000+

Student Surrealist Art
Exhibition Submissions



278

Virtual DillyDally with
Dalí Attendees



1,420

Teen Voices Audio
Guide Downloads



24

Fashion Design at
The Dalí Students



4,000+

Virtual Poetry at
The Dalí Views



190

Visitors at 3 sensory-
friendly events



100+

'Distract Pak' tool kits
shared with guests



18,373

Coffee with a Curator
online attendees



“

*“Thanks for helping facilitate a way to connect
and learn with littles during these different times.”*

Virtual DillyDally with Dalí
participant parent

”



“

“A great opportunity to do more than arts and crafts! Forming an opinion and being confident to express that opinion is an important life skill, and a rare experience for children.”

Junior Docent Art Camp parent

”

junior docent art camp

With both virtual and face-to-face options this year, local students ages 9-14 became Junior Docents through the Museum's week-long camp. Through the Jeannine Hascall Junior Docent Camp Endowment Fund, students learned about Salvador Dalí and surrealist art with a goal of thinking independently and expressing their own thoughts.



Following the week-long camp*

83%

of parents noticed their child developing a new skill through the program.

50%+

of campers indicated they are “very likely” to visit another museum in the future.

92%

of parents noticed development of “Self Esteem” in their child.

92%

of parents noticed development of “Enhanced Speaking Skills” in their child.

*Program survey results, June 2021

d.e.a.i.

The Museum formed an Employee Resource Group (ERG) focused on Diversity, Equity, Accessibility and Inclusion (DEAI). With an ongoing commitment to promote justice and advance equity within the cultural sector, the group has three main goals:

1 Create a culture of diversity and inclusion where all individuals feel respected and are treated fairly.

2 Encourage visitors (physical and virtual) to use the Museum's resources to value and embrace diverse viewpoints & voices.

3 Attract & welcome diverse audiences across race & ethnicity, socioeconomic statuses, the LGBTQIA+ community & people with disabilities.

“

“The employee response to participate and learn, along with the support from our leadership team, has been incredible. The ERG represents a variety of backgrounds & viewpoints, and we are working together to activate the Museum's vision to make a significant impact – not only at The Dalí but throughout the cultural arts industry.”

Denisse De Leon, ERG Captain

”



42%

of ERG members earned a Diversity, Equity & Inclusion workplace certificate from USF's Muma College of Business.

delighting visitors

The Dalí provides a unique and inspiring cultural experience that attracts, engages and delights Museum members and visitors. With limited travel, the Museum welcomed an increased share of local guests this year. To do so safely, we developed a robust health and safety plan based on CDC and governmental guidance, which included timed tickets and controlled capacities.

251,285

Total visitors to The Dalí Museum

50,698

Discounted admissions for
seniors, educators, fire,
military + police

40,806

Discounted **student +**
children admissions



38% Local



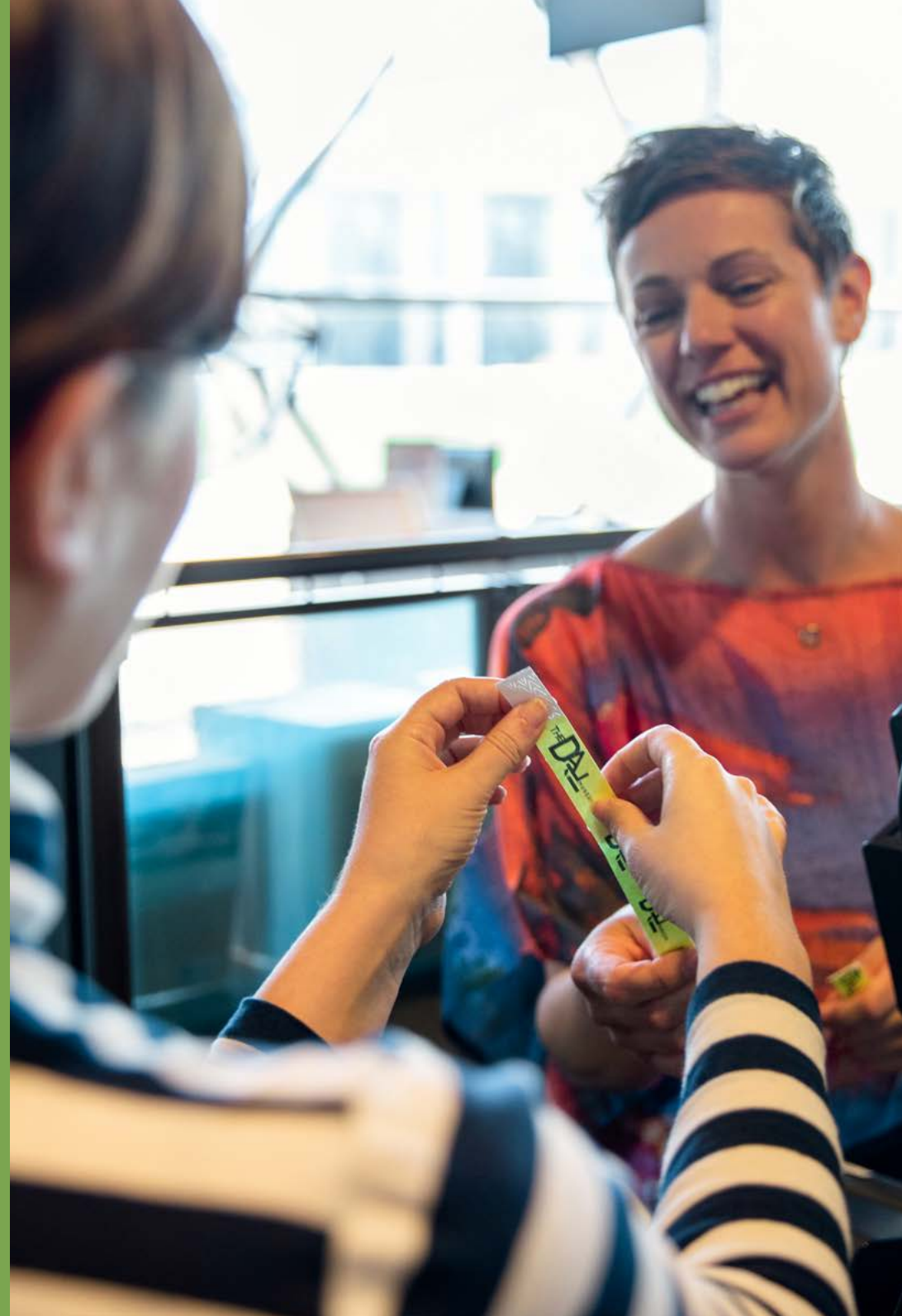
44% Florida



16% U.S.

providing the gift of time

The service our volunteers provided during this year of uncertainty was essential to the vitality of the Museum. Committed to share their love of the arts through donating their valuable time and talent with Museum guests, dedicated volunteers returned to The Dalí to welcome visitors while navigating new health and safety procedures.





The Guild's mission is to build active, sustainable communities of support for the Museum. In lieu of the 2nd canceled Los Vinos de Dalí fundraiser, The Guild supported an exhibit-themed dinner event in addition to hosting seven virtual art presentations.



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-drive annual Persistence of Giving fundraising campaign.



The mission of this 12-member committee is to promote and foster new interest in the membership program. The committee held quarterly membership networking events, both in person and online, in addition to the Dalí Dozen online exhibit.



community collaborations

As a cultural resource for our community, we collaborated with numerous area art institutions and businesses to deliver innovative programs, events and educational opportunities.



Bishop Museum
Center for Autism & Related Disorders
City of St. Petersburg
Eckerd College
Fanatics
Hillsborough Community College
Hillsborough County Schools
Hispanic Outreach Center

Keep St. Pete Lit
Leadership Tampa Bay
Meadows Museum
Museum of Science & Industry
Neiman Marcus
OK! Transmit
Pinellas County Schools
Ringling Museum of Art

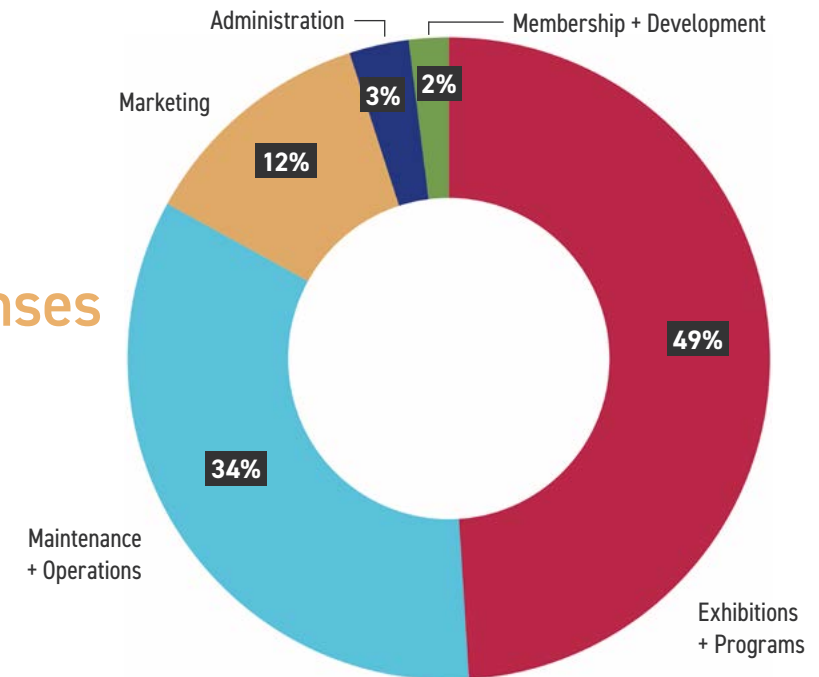
Selby Gardens
SHINE Festival
SPIFFS
St. Pete Sax Quartet
St. Petersburg Opera Company
Tampa International Airport
Tampa Bay History Center
Tampa Museum of Art

The Consulate of Mexico in Orlando
The James Museum
The Paper Seahorse
University of South Florida
USFSP College of Business

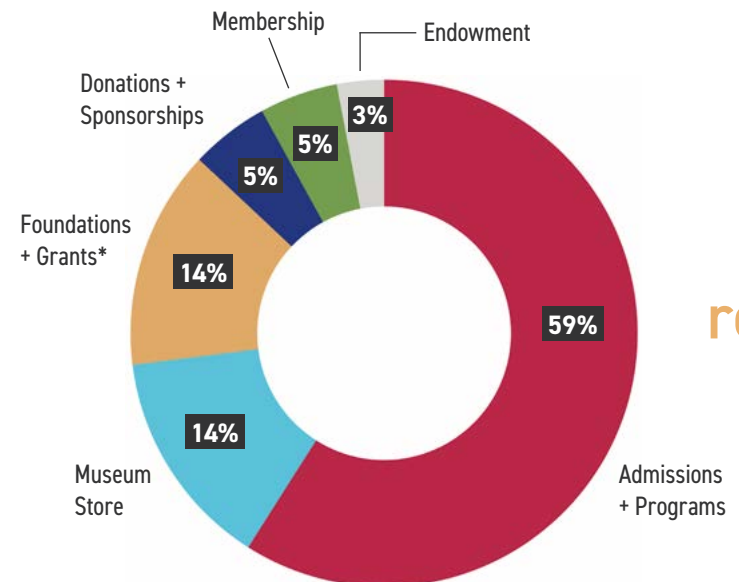
expenses + revenue

Following the 100-day closure, we reopened the Museum on July 1, 2020, with 95% of our expenses directly supporting our mission. Expenses were affected as we shifted focus to the health and safety of our visitors and staff through operational changes. The Museum's admissions and program revenues were significantly impacted by controlled capacities, welcoming only half of our potential visitation. Grants, endowment and philanthropic support were critical to the vitality of the Museum during this past year.

expenses



revenue



*Includes PPP loan forgiveness & Pinellas County grant

looking ahead

While we continue to adapt our short-term strategies, 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.

Expansion

Developing plans for expanded educational, programming & exhibition spaces for innovative art experiences.

Special exhibits

The Woman Who Broke Boundaries: Photographer Lee Miller
Aimé Césaire: Poetry, Surrealism & Négritude
Picasso and the Allure of the South

Educational enhancements

Teen Voices
The Dalí Summer Rec Center Program
Fellowship Researcher Program
Docent Training Program

New publications

Museum catalog
Picasso and the Allure of the South catalog
Wishes from The Dalí Museum Wish Tree

To support The Dalí, contact

**the dalí museum
development office**

Development@TheDali.org

727.623.4726

to donate online

TheDali.org/give



One Dalí Blvd. St. Petersburg, FL 33701
TheDali.org 727.823.3767