

**the**  
**impact of**  
*your support*

## our *mission*

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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.



## *your* invaluable contributions to The Dalí support:

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Conserving and fostering  
the inspirational legacy  
of Salvador Dalí

1

Sharing an unparalleled  
collection and curating  
special exhibitions

2

Enriching the community  
through educational  
programs and events

3

Furthering education  
and research through  
publishing and training

4

Growing this flagship  
resource for Tampa  
Bay and beyond

5

# your support *matters*

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The Dalí is the cultural hub of the region, delighting audiences with artworks by Salvador Dalí and presenting the work of other preeminent artists, providing educational programs, and innovating in the fields of curation and art presentation. It is thanks to you – our generous donors of time, talent and funds – that we are able to further our mission and contribute to communities both near and far.

This report illuminates the breadth and depth of the Museum's social, cultural and economic impact, and your contributions are immeasurable. Thank you for supporting The Dalí Museum.



Dear Friends of The Dalí Museum:

Thank you for your vital support this last year allowing us to accomplish once again the mission of our Museum. Our mission to preserve and share Dalí's art in engagement with our community is deep and complex. Our vision is simple. Art is the shortest distance from person to person. We envision a community of resilience, dignity and fulfillment inspired by the imaginative power of art.

**Karen Lang Johnston**  
Chair

**Hank Hine**  
Executive Director



# dalí's legacy *lives on*

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The Dalí Museum keeps Salvador Dalí's legacy alive by presenting one of the most renowned collections of a single modern artist. Through its vast collection of his work and an innovative blend of art and technology, the Museum is able to share Dalí's range of experiences with audiences around the world.



## caring for *the collection*

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Support from “Keepers of the Collection” donors provides the Museum vital funding to conserve and preserve Dalí’s legacy for generations to come. With items in the collection now over 100 years of age, these Annual Fund donations helped conserve two oil paintings and 85 works on paper, ensuring any existing damage is repaired while future damage is prevented.

### *Au Bord de la Mer*

Salvador Dalí, 1931  
Oil on canvas

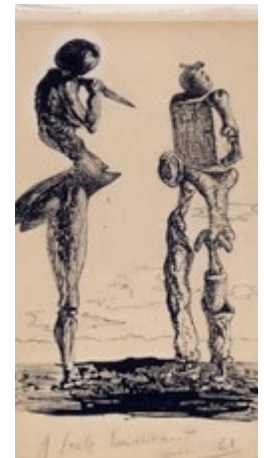


### *The Broken Bridge and the Dream*

Salvador Dalí, 1945  
Oil on canvas



85 works on paper



## sharing *dalí's art*

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As an accredited museum with an esteemed reputation, The Dalí has the unique privilege of both borrowing from — and lending pieces to — the world's most prestigious museums.

### The Dalí recently collaborated with:

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Lee Miller Archives, East Sussex  
The Musée national Picasso-Paris, Paris  
The Lauder Collection, New York  
Yamandú Canosa, Barcelona

The Belvedere Palace, Vienna



Dongdaemun Design Plaza, Seoul

### Institutions The Dalí loaned works to:

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Seoul, South Korea,  
Dongdaemun Design Plaza

**249K attendees**

Oil paintings + print suites

Vienna, Austria, The Belvedere

**122K attendees**

Oil paintings

Oslo, Norway, Munchmuseet

**199K attendees**

Oil paintings + objects



## **dalí** *alive*

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As the foremost experts in Salvador Dalí's life and works, the Museum developed Dalí Alive with Grande Experiences, a leader in the creation of multi-sensory, immersive art experiences.

This traveling exhibit celebrates the artist's challenges, triumphs and wide-ranging impact and will premiere in the fall of 2022 in Denver, Colorado, then continue touring throughout the United States.



## a growing collection

Several significant pieces were added to the Museum's collection recently, which complement the existing works. These new acquisitions will debut in fiscal year 2023 and were made possible by the donors to the Acquisition Endowment Fund.

### *Retrospective Bust of a Woman*

Salvador Dalí, c.1976-77;  
Original 1933  
Mixed media object

When Dalí joined the surrealists, he introduced the surrealist object, inspired by dream symbolism. This is one of Dalí's first surreal objects, exploring his core themes of death, decay, sexuality and consumption. This work will be on display at The Dalí for the first time beginning in October 2022.



### *Untitled (Paranoiac Face)*

Salvador Dalí, c.1935  
Pencil on paper; Dedication/drawing  
in book *Conquest of the Irrational*

This illustration demonstrates the paranoid-critical method. Shown horizontally, it depicts figures outside of a hut; however, when viewed vertically, the image transforms into a face, unveiling a double image.



### *Drawing for "Bacchanale". Ludwig II of Bavaria*

Salvador Dalí, 1939  
Mixed media object



As part of his set designs for the ballet, *Bacchanale*, Dalí created this drawing collage, which celebrates King Ludwig of Bavaria, the artist's inspiration for madness.

“The works of Salvador Dalí are nothing less than breathtaking.”

– Dalí Museum visitor





# an unparalleled collection + *exceptional exhibitions*

Dalí is famous for captivating audiences and provoking outside-the-box thinking. In addition to sharing his legacy through an unparalleled permanent collection and unique experiences that blend art and technology, the Museum expertly curates multiple special exhibits annually, featuring historical, contemporary or emerging youth artists.

## permanent *collection*

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The Museum's permanent collection goes beyond hanging Dalí's paintings and drawings on walls; it invites viewers to question both what is real and what is possible. With over 2,000 works in the Museum's preeminent collection, the curatorial staff continually augments the presentation of the ~100 oil paintings, objects, works on paper and sculptures on display in the James Family Wing.



## art + *tech*

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### Dreams of Dalí

*Reopened Jan 3, 2022*

Visitors travel inside and beyond a Salvador Dalí painting in this award-winning Virtual Reality experience.

**12.9K**  
participants

### Dalí Lives

Visitors have an opportunity to learn directly from a reimagined Salvador Dalí using cutting-edge Artificial Intelligence (AI).

**12.8K**  
selfies  
delivered

### Masterworks in AR

Visitors gain a deeper understanding of the meaning behind the Museum's eight monumental paintings through Augmented Reality.

**28.8K**  
visitors  
used





## special exhibitions

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Equally inspiring yet singular in their aesthetics, special exhibitions offer a rare glimpse into the work of other visionary artists. Varied as they are, all special exhibitions are bound by one inspiration: Dalí.

### The Woman Who Broke Boundaries: Photographer Lee Miller

Jul 3, 2021–Jan 2, 2022

Sweeping in scope and intimate in focus, this exhibition surveyed the work of photographer Lee Miller (1907-1977), known for her fascinating personal life and remarkably incisive portraiture and photojournalism.

*Fire masks, Downshire Hill, London*

Lee Miller, 1941

Photograph

© Lee Miller Archives England 2020



#### exhibition sponsors

State of Florida, Department of State,  
Division of Cultural Affairs and the Florida Council on Arts and Culture  
BNO Creative Labs  
John and Mary Stachnik  
Sandy Taraszki & David Zuern  
St. Pete – Clearwater International Airport (PIE)

*Musicien*

Pablo Picasso, 1972

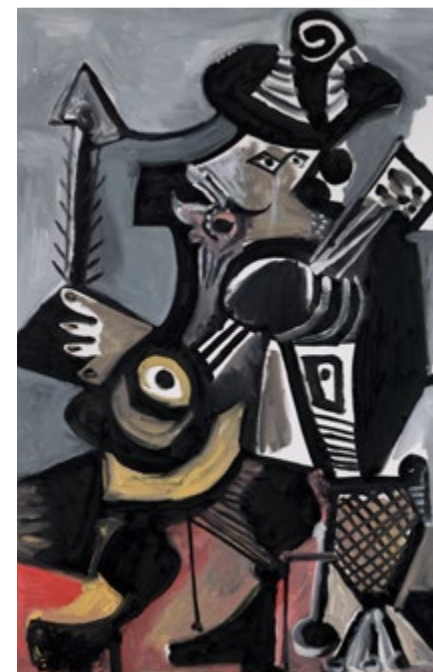
Oil on canvas

© 2021 Estate of Pablo Picasso

### Picasso and the Allure of the South

Jan 29–May 22, 2022

Organized in collaboration with the Musée national Picasso-Paris, this exhibit explored the influence of southern Europe on the famed 20th-century master Pablo Picasso's revolutionary work.



#### exhibition sponsors

presenting sponsor Sabal Trust

#### supporting sponsors

Stephen Andon & Susan Robertson  
Dr. & Mrs. Anthony & Rosemarie Terra  
Mr. & Mrs. Jake & Ingrid Jacobus  
Ryan Companies

“A lovely presentation of his  
art and his life – I came away  
with a sense of the man.”

– Dalí Museum visitor



## YOUR PORTRAIT

Jan 29–May 22, 2022

In conjunction with *Picasso and the Allure of the South*, this Artificial Intelligence experience transformed visitor photos into one-of-a-kind Cubist works of art, while educating about Cubism.



## Aimé Césaire: Poetry, Surrealism and Négritude

Sep 10, 2021–Jan 2, 2022

This exhibit, available without an admission fee, explored surrealist poet and politician Aimé Césaire, from the French Caribbean, including his role in the founding of the anti-colonial Négritude movement.



# 38K

*Visitor  
portraits  
created*

## Student Surrealist Art Exhibitions

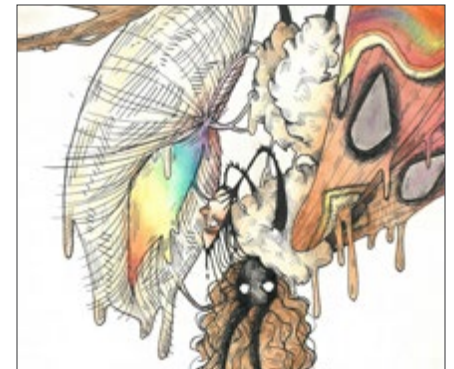
Jan 8–Aug 21, 2022

Initiated in 1992, this annual juried art exhibit presents work by Florida middle and high school students who explore ideas and visions similar to those explored by Salvador Dalí and the surrealists.

**3000** student submissions from 24 counties

### *"Mom, I'm Gay"*

Megan Merritt  
Henry B. Plant High School  
Grade 10



### *The Sweetness Within*

Luna Garcia  
East Lake High School  
Grade 12

“ We were totally blown away  
by the surreal artwork from  
local school kids. ”  
– Dalí Museum visitor

## Pinellas County

Jan 8–Mar 6, 2022

## Hillsborough County

Mar 12–May 1, 2022

## Statewide

May 14–Aug 21, 2022



# serving + enriching the *community*

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Salvador Dalí was educated in a multitude of ways, from formal schooling to personal mentorship and eccentric experiences. Believing strongly in this multifaceted approach and always seeking to strengthen our ties within the region, the Museum offers an array of insightful, community-building programming.

# inspiring + *educating*

Through tours, lectures, performances and other cultural events, The Dalí Museum serves the community as a bustling and inspirational cultural hub.



“ Our docent gave the most inclusive and thoughtful tour, it felt as if Dalí was in the room while we exchanged thoughts on his provoking work. This is a very personal collection that will leave an impression on anyone with an open heart. ”

– Dalí Museum visitor

**1,432**  
total tour participants

**224** Architecture tours  
**63** Avant-garden tours

**1,000** Public Gallery tours  
**145** Private Gallery Tours

**12**

Coffee with a  
Curator lectures,  
**2,449** attendees

**9**

Poetry at  
The Dalí events,  
**1,399** attendees,  
**22** featured poets

**11**

Continuing education  
training lectures for  
volunteer docents

**92**

Visitors to our  
first sensory  
friendly events

**18**

Docent Deep Dive  
Theater Talks

**60+**

Educational  
programming  
opportunities with  
over **4,000** attendees



# youth cultural arts programs

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Youths of all ages and backgrounds are invited to participate in cultural programming at The Dalí. With free and reduced-price admission opportunities in a range of topics, Dalí's legacy lives on through the vibrant next generation.

## Junior Docent Art Program

81 attendees including  
24 scholarships

Students ages 9-14 discover new ways to interpret art, think independently and express their own thoughts.



## Student Field Trips

495 total students

K-12 school groups receive free docent-led tours of the works of Dalí with customized options available.



## Fashion Design at The Dalí

28 program participants

High school students draw inspiration from Dalí to create wearable works of art for a runway show & special exhibition.

“ I can't tell you how impressed I was with this program. It was so much more than art. The combination of art, writing, and public speaking teaches children life skills while they're having fun - very well done! ”

- Parent of a Junior Docent Art Program participant



## TeenVoices Audio Guide

High school students interpret Dalí's works and record their own audio tour.

**2.4K**  
listeners

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## DillyDally with Dalí

Children discover Dalí's creative world through educational games and crafts.

**461**  
attendees

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## Homeschool Student Days

Twice a year, local home-schooled students explore the Museum for free.

**400**  
attendees

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## VolunTeens

High school students learn about museums and Dalí while earning volunteer hours.

**14**  
participants

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## outreach into *the community*

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Like the young Salvador Dalí, youth in the Florida community are talented, capable and deserve access to cultural education. In addition to on-site programming, the Museum brings educational experiences directly to students throughout the Tampa Bay area.



“The Great American Teach-In presentation was so informative and thorough. A nice opportunity for students to learn about the wonderful museum and future career opportunities. The students had a blast!”

- Countryside High School teacher



### “Dalí on the Fly”

The Dalí’s Art Mobile visited 20 Pinellas County elementary schools.

**10,000**  
**students**

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### Summer Rec Center Program

This program shares art enrichment for Title 1 St. Petersburg Rec Center students.

**50**  
**students**

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### Great American Teach-In

Dalí Museum volunteers presented at 31 local elementary schools.

**1,634**  
**students**

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# scholarly research + *training*

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As a preeminent cultural institution, The Dalí is passionately motivated to further education and research. Initiatives such as publishing catalogs; providing internships, trainings and research fellowships; and the Museum's proprietary creative-problem solving program, Innovation Labs at The Dalí, each contribute to new insights and discoveries inspired by Dalí.



## research + *publications*

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The Museum's curators immortalize each special exhibit by publishing catalogs, and push the art world forward through print and online academic papers, while opening doors to share Dalí's work with art scholars.

### Published books & catalogs

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

### The Center for the Avant-garde

Avant-garde studies annual online publication  
Resources for art scholars  
4 published papers

### Dartmouth University Collaboration

A new digital experience is on the horizon at The Dalí. Using eye-tracking technology and a program developed with students from Dartmouth's DALI lab, guests will uncover the secrets of the way they look at art. After staring at a painting, a viewer can compare their perspective with that of a curator.

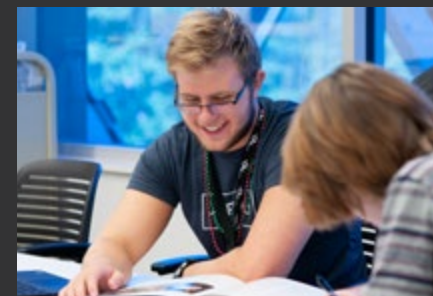
## training + *teaching*

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The Museum offers formative internships and fellowships for students and recent graduates to learn about both Salvador Dalí and the inner workings of an art museum.

### Internships + fellowships

Introduced paid  
internship program  
21 total interns  
1 fellow



The Dalí's Innovation Labs combine Dalí's art, philosophy and methods to train businesses to jump-start creativity.

### Dalí Museum innovation labs

20 Innovation  
Labs workshops conducted  
825 participants  
2 Women's Empowerment  
workshops with CASA and  
Dress for Success participants





# a growing cultural *resource*

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The Dalí Museum was born from the passionate collection of private individuals, but today it is anything but private. Every year, The Dalí Museum impacts more and more lives near and far. While The Dalí is the most visited art museum in Florida, its reach extends far beyond the Southeast. This is evidenced by millions of web page views, social media engagement and visitors from all over the world.

# shaping imaginations + *perspectives*

The Dalí provides a unique and inspiring cultural experience that attracts, engages and delights Museum visitors and members from around the globe.



“ My family walked away with a new understanding and a lot to contemplate. We truly opened our eyes to a different way of seeing. ”  
- Dalí Museum visitor

Total visitors  
to The Dalí Museum

**320K**

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

**60K+**

Discounted **student +**  
**child** admissions

**50K+**



**24%** Local



**30%** Florida

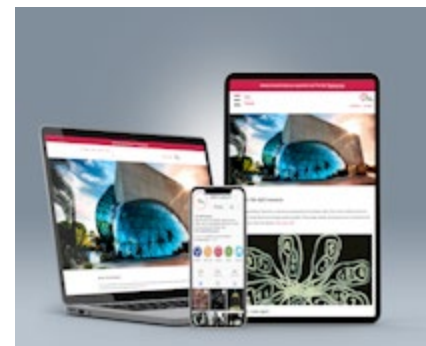


**38%** U.S.



**3%** International

\* 5% unknown



**5.1M** page views  
on TheDali.org

**615K** video views on The Dalí  
YouTube site

**1.1M** social media  
engagement from 504K  
Dalí Museum followers



# welcoming diverse *audiences*

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Through new access programs and community events, the Museum offers thousands of local visitors free or reduced admission. Additionally, The Dalí supports other Tampa Bay not-for-profit organizations through ticket donations.

**1.5K**

reduced admission visitors through  
**Museums for All** program

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**377**

veterans and their guests received  
free admission on **Veterans Day**

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**249**

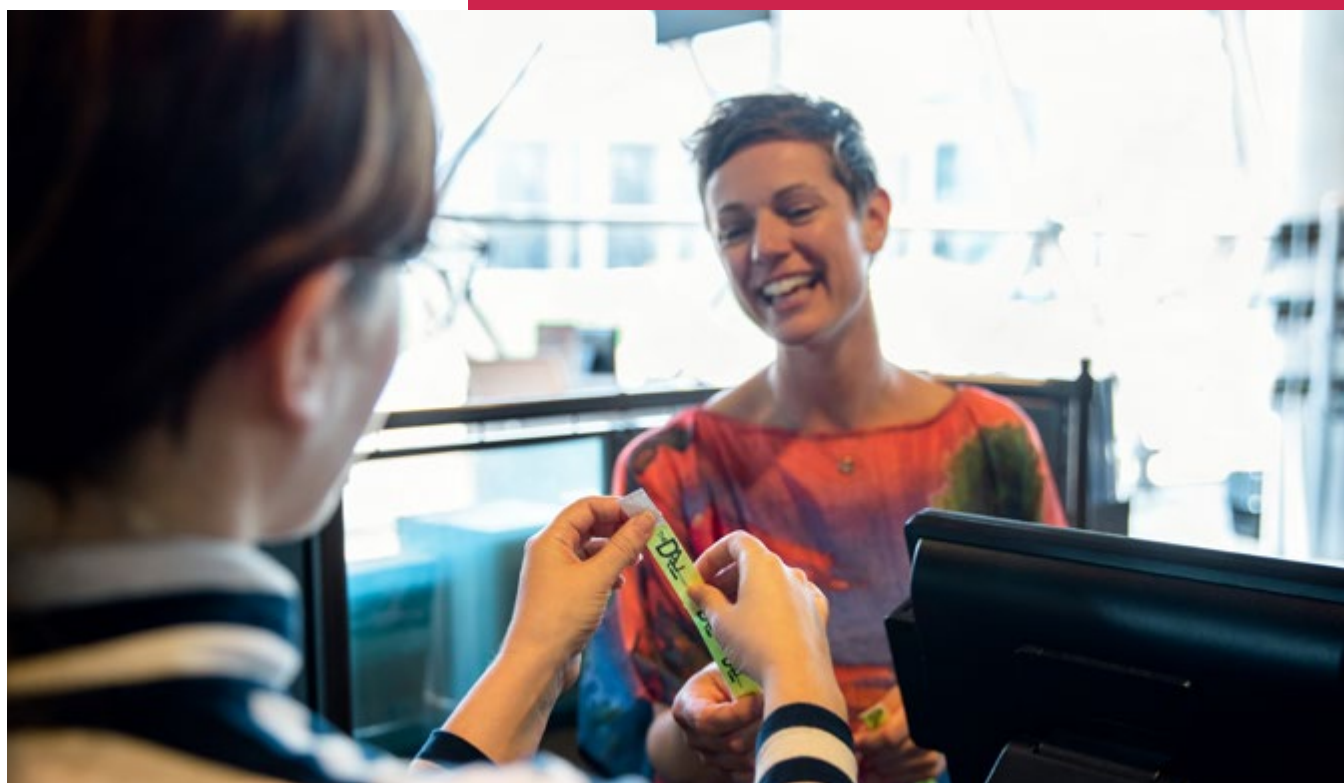
Active Military Members and families  
visited free through the **Blue Star**  
Museum program

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**846**

Pinellas County residents visited free  
during the annual **Arts Alive** event

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“The Museum changed and recharged me. I’m so grateful.”

– Dalí Museum visitor

## our inspiring *volunteers*

The Museum is the flourishing cultural institution it is through the incredible support of the Board of Trustees, Museum members, volunteers and community partners. These groups and individuals play a core role in furthering all aspects of The Dalí's mission.



active  
volunteers **169**

**826**

hours of time  
donated from  
student volunteers

**17.4K**

hours of time  
donated from  
adult volunteers

**\$496K**

in monetary  
value\* of total  
time donated

\*monetary value estimate based on U.S. Independent Sector national hourly-earnings average

## the *board*

The Board of Trustees provides vital gifts of time, expert guidance and support, including chairing the signature Annual Benefit Anniversary Dinner. The Anniversary Dinner received 100% Trustee support and sold out for the first time in Museum history.

Timothy Bogott	Charles Harris	Thomas Petrillo
Kay Bronstein	Thomas James <i>Vice Chair</i>	Steven Raymund
Trevor Burgess	Bryant Jones	Mary Anne Reilly
H.E. Santiago Cabanas <i>Ambassador of the Kingdom of Spain</i>	Karen Lang Johnston <i>Chair</i>	Francisco Sanchez
William Carlson	Kamal Majeed <i>Vice Chair</i>	Jan Sher
Andrew Corty <i>Deputy Chairman</i>	James Martin <i>Vice Chair</i>	Alex Sink
Steven Dehmlow	Kevin Martin, Jr.	Lorna Taylor
Margaret de Lisser <i>Vice Chair</i>	Brad Morse <i>Vice Chair</i>	Kanika Tomalin
Robert Doyle	Mary Ann Morse	Robert Ulrich
Scott Gebicke	Irwin Novack	Helen Pruitt Wallace
Jeffrey Goodby		Robert Willis, Jr. <i>Vice Chair</i>

TheDali.org/give

## the *guild*

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The Guild at The Dalí ambassadors build thriving philanthropic communities of support for the Museum and host two prestigious and celebrated annual fundraising events.



### **120 ambassadors**

The most in Dalí Museum history

### **2 successful fundraising events**

Hosted *Sueños de Dalí* and *Los Vinos de Dalí*

### **100% support for the Spring fundraiser**

Raised record-breaking funds for the Museum

## the volunteer *council*

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The Dalí Volunteer Council's mission is to act as a liaison between the volunteer community and Museum staff, ensuring a healthy and supportive volunteer work environment.

## the zodiac *committee*

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The mission of The Dalí Zodiac Committee is to promote and foster Museum membership. The Zodiacs host quarterly member networking events and the annual Dalí Dozen contemporary art show.



### **The Dalí Dozen**

In this event for Museum members and the community, the Zodiacs chose and hosted  
**12 contemporary artists  
and their works.  
320 attendees**





## community *partners*

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As a cultural resource for our community, The Dalí worked with numerous art and educational institutions and regional businesses through sponsorships, in-kind donations and collaborations to deliver innovative programs, events and educational opportunities.



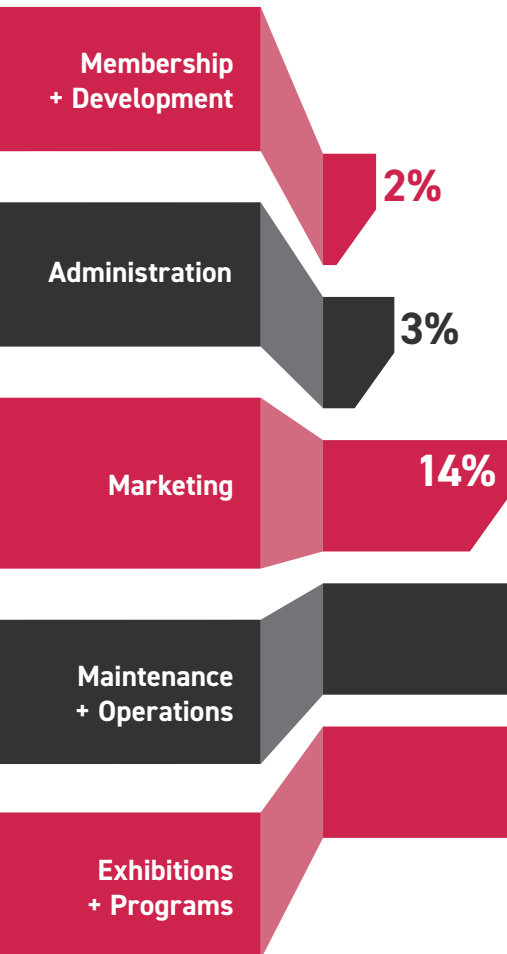
American Stage  
ArtCare  
Bloomin' Brands  
Brown University  
Café Gala  
Center for Autism & Related Disorders at USF  
CASA  
Citi  
City of St. Pete Recreation Centers  
City of St. Petersburg  
Creative Clay  
DJ Fresh Events  
Dress for Success  
Duncan McClellan Gallery  
Eckerd College

Enterprise Village - Gus A. Stavros Institute  
Fanatics  
Florida Cane  
Florida Holocaust Museum  
Gibbs High School  
Great Explorations Children's Museum  
Hillsborough County Schools  
Imagine Museum  
Jazz Librarians  
JPMorgan Chase  
Keep St. Pete Lit  
La Lucha Trio  
Largo Public Library  
LaRocco & Associates

Lucky Cat Yoga  
Morean Arts Center  
Museum of Fine Arts  
Neiman Marcus  
Pasco County Library System  
Pinellas Community Foundation  
Pinellas County Schools  
Practically Picasso  
RBC Wealth Management  
Sarasota Gulf Gate Library  
Sartorial Inc.  
So Chic  
St. Pete Sax Quartet  
St. Petersburg Innovation District  
St. Petersburg Opera Company

Starkey Ranch Theatre Library Cultural Center  
Straz Center  
Studio@620  
Tampa Bay History Center  
Tampa Bay Times  
Tampa Museum of Art  
The Bishop Museum of Science & Nature  
The Florida Aquarium  
The James Museum  
The Paper Seahorse  
The Ringling  
University of Roehampton, UK  
University of South Florida  
Wayne Escoffery  
WUSF

## expenses + *revenue*



## expenses

95% of The Dalí Museum's spending goes directly to serving as an active resource in the cultural life of our community and the world at large.

58%

## revenue

Gifts raised through annual year-end appeals, fundraising events, grants, sponsorships, endowment and philanthropic support are a vital resource for increasing operational efficiencies in all aspects of the Museum.

23%

7%

6%

5%

1%

Admissions  
+ Programs

Museum  
Store

Donations +  
Sponsorships

Grants +  
Foundations

Membership

Endowment  
Donations

## an expansive *future*

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Like Dalí's limitless imagination, the possibilities for the Museum's future are endless. Steps toward an expansion, new special exhibits and immersive experiences are all on the horizon.



## a look *ahead*

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### Expansion

Working towards our vision to expand our educational, programming and exhibition spaces.

### Special Exhibitions

#### *The Shape of Dreams*

Nov 25, 2022-Apr 30, 2023

Five centuries of dream-inspired paintings from 14 artists dating back to the 1600s.

#### *Paul Éluard: Poetry, Politics, Love*

Sep 3, 2022-Jan 8, 2023

Highlights the French surrealist poet of love and liberty; available without an admission fee.

### Art & Technology

#### YOUR PORTRAIT

Transforming 'selfies' into artistic portraits from various art genres, while teaching about art.

#### Dartmouth Student Collaboration

Sharing how visitors view a work of art, compared to an expert curator.

#### Dalí Alive

Showcasing the immersive, multi-sensory exhibit traveling across the U.S.



*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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TheDali.org 727.823.3767