

the
impact of
your support

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.

Through Dalí-inspired events, exhibits 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:

- 7 — Serving More Audiences
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- 23 — Expanding the Museum's Influence
- 27 — Enriching Our Community
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our *vision*

We provide our visitors with a unique arts destination that grants exceptionally distinct and highly memorable moments of powerful inspiration.

We offer a break from the norm, a glimpse into the ordinary becoming extraordinary and a view of the world that is both remarkably insightful and fantastically unconventional.



Dear Friends of The Dalí Museum,

Thank you for what you have given The Dalí Museum in time, talent and treasure. Further, we are grateful for the ties you give us to our visitors and community.

The pages that follow are a testimony to the impact of your support and how we use the resources you have generously given us to achieve The Dalí Museum mission and vision. We passionately, diligently and mindfully use your gifts to strengthen our contributions to the individual experience and the fabric of this community.

Thank you for investing in the inspiring art experiences that will lead to a better future for all. Your support and devotion are greatly appreciated.

A handwritten signature in black ink, reading "Andrew Corty".

Andrew Corty
Chair

A handwritten signature in black ink, reading "Hank Hine".

Hank Hine
Executive Director



serving more *audiences*

The Dalí Museum's permanent collection was born out of a gift to the community from our benefactors, A. Reynolds and Eleanor Morse. Since opening the Museum 42 years ago, we have grown our programs exponentially with the support and funding from our trustees, The Guild at The Dalí, volunteers, members, individuals and corporations.

enriching those *near + far*

Total annual visitors
to The Dalí Museum

305K

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

68K+

Visitors received half-priced
admission for Thursdays after 5pm

10K



26% Local



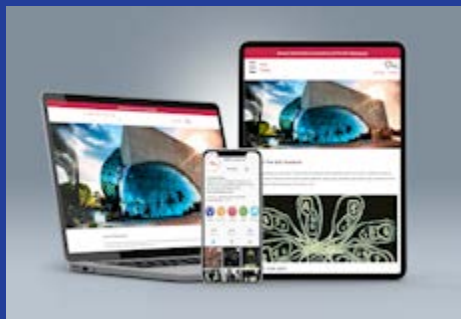
28% Other Florida



39% U.S.



7% International



Annual digital reach

3.2M page views
on TheDali.org

434K video views on The
Dalí YouTube channel

500K+ global social media
audience engaged

welcoming *diverse audiences*

Through accessibility initiatives and sensory-friendly events, we provide each of our visitors with equal resources and opportunities.



1,033

active military
members and
families visited free
through the Blue Star
Museum program

1,675

Pinellas County
residents received
free admission
through the Arts
Alive event

2,026

visitors on food
assistance received
reduced admission
through our Museums
for All program

125

visitors with disabilities
received free admission
through Arts4All
and Creative Clay

193

veterans and their
guests received
free admission on
Veterans Day

294

visitors with
sensory diversities
attended sensory-
friendly events



continuing *dalí's legacy*

The Dalí Museum preserves Salvador Dalí's legacy by presenting one of the world's most renowned collections of a single modern artist. We share Dalí's legacy worldwide through our extensive collection of his work featuring an innovative blend of art and technology.

preserving *dali's work*

Our commitment to sharing Salvador Dalí's work comes with the immensely significant responsibility to conserve our collection's precious pieces. With financial support from the Annual Fund and Conservation *Keepers of the Collection* donors, we preserve the integrity of our ever-maturing collections.

Les Fourmis (Ants)

Salvador Dalí, c. 1936
Gouache on tinted paper

before



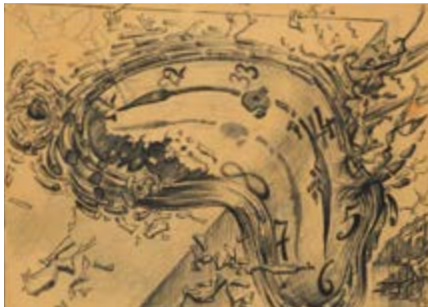
after



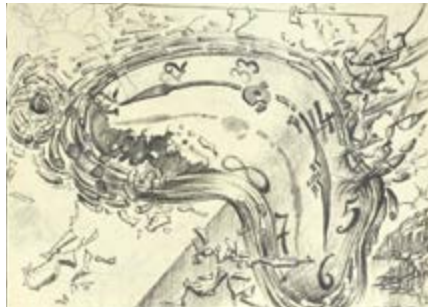
80

works on paper
conserved

before



after



Study for Soft Watch Exploding

Salvador Dalí, 1954
Ink and pencil on paper

Conservation work by
Sonja K. Jordan-Mowery.

acquiring *new pieces*

The Museum's permanent collection pushes beyond the bounds of hanging Dalí's artwork on walls; it invites our viewers to question the definitions of reality and possibility. Through your support, we were able to acquire these important Dalí works and images to supplement our permanent collection and stir the imagination.

Portrait of Salvador Dalí

André Villers, 1956
Black & white photograph



A Shower of Jasmine

Salvador Dalí, 1954
Oil on canvas

expertly curating *special exhibitions*

The Museum expertly curates several special exhibitions annually. Varied as they are, all are bound by a single inspiration: Dalí.

The Shape of Dreams

Nov 25, 2022 – Apr 30, 2023

Demonstrating how artists throughout time have depicted dreams, this exhibition explored 500 years of dream-inspired paintings from the 16th to 20th century while inspiring viewers to question the very nature of reality.

Jacob's Dream

Domenico Feti c.1613-1614

Oil on wood panel

© Detroit Institute of Arts



exhibition sponsors

Presenting sponsor: Sleep International, Therapedic Tommy Bahama Mattresses

Supporting sponsors: Antinori & Weinman Families, Aveda Florida, BNO Creative Labs, Sandy Taraszki and David Zuern, the Museum airport partner, St. Pete – Clearwater International Airport (PIE) and hotel partner, TradeWinds Island Resorts.

The Visit by Yamandú Canosa

Jun 18 – Oct 23, 2022

Vidas paralelas (Parallel Lives)

Yamandú Canosa, 2001

Oil on canvas

© Yamandú Canosa / Artists Rights Society (ARS), New York, 2023



The first solo museum exhibition in this country by noted contemporary Uruguayan-Spanish artist Yamandú Canosa, this exhibit created a contemplative dialogue between Surrealism and contemporary art through works set in a dramatic installation specifically created for The Dalí Museum.



Paul Éluard: Poetry, Politics, Love

Sep 3, 2022 – Jan 8, 2023

This exhibition explored the world of Paul Éluard, the most celebrated and idealistic of all surrealist poets. Known as “the Poet of Freedom,” Éluard helped found Surrealism, the French art movement whose poetry celebrated dreams, love and freedom.

Paul Éluard

Studio Harcourt, 1945

© Ministère de la Culture



pioneering experiences: *art + technology*

In the spirit of Dalí's limitless creativity and innovation, implementing new ways to fuse art and technology is at the forefront of what we do.

“ At The Dalí Museum,
a technological resurrection has
taken place...[they aren't] afraid to
embrace change and technology. ”

– CNN Travel

dream tapestry

As part of *The Shape of Dreams* exhibit, the *Dream Tapestry* used OpenAI's DALL-E technology to transform visitors' dreams into a collective work of art. The *Dream Tapestry* received two Webby Awards, two Cubes at the ADC Awards and a Best in Show ADDY Award.

66.6K dreams
created



Collective Dream Tapestries

digital experiences

The Dalí Museum App

Featuring augmented reality (AR), audio tours and more, our app allows visitors to immerse themselves in the life and works of Salvador Dalí.

418K

tours
taken

Dreams of Dalí

Marrying art and technology, this award-winning virtual reality (VR) experience explores Dalí's painting *Archeological Reminiscence of Millet's Angelus*.

271K

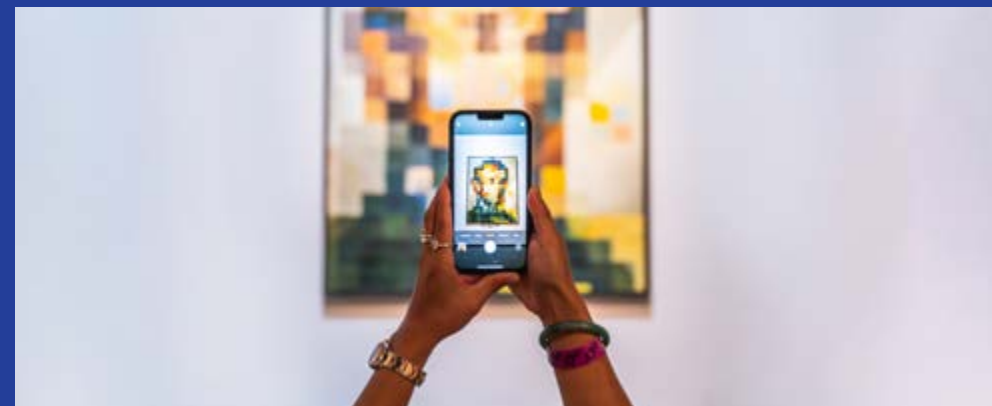
VR sessions
experienced

Dalí Lives

Using cutting-edge artificial intelligence (AI), Dalí Lives provides our visitors with a unique opportunity to dive deeper into Salvador Dalí's life from the one who knew him best: the artist himself.

22K

selfies
captured



the dalí dome

The Dalí Museum is the first museum to create a 360-degree dome structure to house digital art experiences, like *Dalí Alive 360°*. Spanning a 2-year timeline from conception to finish, The Dalí Dome stands 39 feet tall and 60 feet wide with a geodesic design that complements The Dalí Museum's free-form enigma.

Crafted with Dalí's painting, *The Disintegration of the Persistence of Memory*, in mind, The Dome's outer covering displays one of the artist's most iconic symbols: the melting watch.

With over 500 structural-grade carbon steel rods and a specialized architectural-grade inner covering, the structure is designed to withstand the waterfront location's potential floods and hurricanes.



The Dalí Dome under construction

dalí alive



Dalí Alive, Denver, Colorado, 2022

Premiered in Denver, Colorado, in Fall 2022, *Dalí Alive* is a large-scale, dynamically animated and captivating experience that brings Salvador Dalí's work beyond the walls of The Dalí Museum.

In partnership with Grande Experiences, the Museum amplified the artist's transformative story to reach a wider audience. Those unable to visit The Dalí and our customized *Dalí Alive 360°* experience can now experience Salvador Dalí's genius and impact through this traveling exhibit, furthering the Museum's mission.

Dalí Alive redefines the way U.S. audiences can connect with art and culture while exploring how the artist continually reinvented himself to overcome obstacles.



expanding the museum's *influence*

The Dalí has the unique privilege of lending to and borrowing from the world's most prestigious museums.

“The Dalí Museum adds an essential dimension to this remarkable artist's life and work.”

— Dalí Museum visitor

sharing *dali's work*

Institutions The Dalí loaned works to:

Musée du Louvre,
Paris, France

*Nature Morte Vivante
(Still Life—Fast Moving)*

800K visitors

Oct 2022 – Jan 2023



The Art Institute of Chicago,
Chicago, IL

*Three Young Surrealist Women Holding
in Their Arms the Skins of an Orchestra
and Morphological Echo*

180K visitors

Feb – Jun 2023

The Largo Public Library,
Largo, FL

*Aimé Césaire: Poetry,
Surrealism and Négritude*

55K visitors

Feb – March 2023



Musée des Arts Décoratifs,
Paris, France

*Three Young Surrealist Women Holding
in Their Arms the Skins of an Orchestra*

516K visitors

Jun – Oct 2022

lending *institutions*

The Saint Louis Art Museum
St. Louis, Missouri

Memory of the Child-Woman

302K visitors

Oct 2022 – May 2023



Borrowing art from 7 institutions this year, we were able
to create internationally acclaimed exhibitions.

Art Institute of Chicago
Detroit Institute of Arts
Hirshhorn Museum &
Sculpture Garden

Metropolitan Museum of Art
National Gallery of Art
The New Orleans Museum of Art
Saint Louis Art Museum



enriching our *community*

As a distinguished cultural institution dedicated to scholarship, we believe in multifaceted approaches to learning modes. The Museum is dedicated to advancing education, training and research through community-building initiatives that foster new Dalí-inspired discoveries.

writing + publishing

The Museum's curators immortalize our special exhibits by publishing books and catalogs that catapult the art world forward while opening the door to share Dalí's work with scholars.



Published catalogs

*The Dalí Museum
Collection: Drawings*

The Shape of Dreams

The Visit by Yamandú Canosa

Published journals

**Entry on Dalí's
"Still Life-Fast Moving"**

Les Choses, Louvre, Paris, 2022

The Legacy of Salvador Dalí

Avant-garde Studies,
Issue 5, summer 2023

**"Joan Miró. Absolute Reality.
Paris, 1920-1945"**

Guggenheim Museum Bilbao, 2023

"Dalí in New York"

Observatorio Studies,
Institute Cervantes, Harvard, 2023

"Dalí in Virginia"

Observatorio Studies,
Institute Cervantes, Harvard, 2023

"Gino Rubert: Fatamorgana"

Centre d'Art Tecla Sala, Ajuntament
de L'Hospitalet, Barcelona, 2023

inspiring + educating

Through tours, lectures, programming and other adult-based cultural events, the Museum serves as a bustling cultural hub within the community.

835

Poetry at The Dalí
attendees

6,679

Educational
Programming
attendees

2,207

Docent-Led Gallery
Tours given

7,041

Coffee with
a Curator Lecture
attendees

531

Continuing
Education Docent
Program attendees

419

Great American
Teach-In students
reached through
Museum educators

“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.”

– Dalí Museum visitor

rethinking + *problem solving*



Innovation Labs at The Dalí

Combining art, philosophy and advanced research on creativity, The Dalí's Innovation Labs and Women's Empowerment Workshops prompt businesses to rethink how they solve problems by jump-starting creativity.

699
participants across
23 Innovation Labs
workshops

training + *teaching*

The Dalí Internship Program

Our internship program provides college students and recent graduates opportunities to learn about Salvador Dalí and the inner workings of an art museum, from finance to education to innovation, becoming future change-makers in the museum industry.

16 interns across
departments



“ *This internship confirmed my love for museum education while giving me the tools to continue working towards that goal and make my dreams a reality.* ”

– Internship Program participant



educating *students*

Students of all ages and backgrounds are invited to delight in memorable Dalí-inspired experiences through the Museum's cultural programming.

displaying creativity

Student Surrealist Art Exhibitions

Under the Ocean

Anjolie Reyes
Blake High School
Grade 12



This annual juried art exhibition presents work by Florida middle and high school students who are invited to explore ideas similar to those probed by Salvador Dalí and the surrealists. Students and their families are hosted at receptions with complimentary gallery admission, and their artwork is displayed in the Museum and our online gallery.

Crossing of the Soup

Chi Nguyen
Central Middle School
Grade 8



1,500+
student submissions

27
Florida counties participated

450
surreal artworks displayed

“Hands down one of the best programs I've been part of...the instructors care deeply and share new opportunities as a way to inspire us.”
– Fashion Design Program participant

Fashion Design at The Dalí

High school students draw inspiration from Dalí to create innovative, wearable art for a competition and benefit runway show in this free program.

24 student designers
400+ runway and awards show attendees
250 Neiman Marcus benefit teen fashion show attendees



Connor Totten, PCCA at Gibbs High



Teen Voices at The Dalí

Reimagined to provide professional design instruction to local high school students, this program produces a “Teen Zine” based on student research, writings and design.

engaging *students*

“*The program was a very enriching experience because it helped me with my self-confidence while finding people with shared interests in Dalí's art.*”

- Junior Docent Art Program participant

Junior Docent Art Program

This program provides students ages 9-14 the fundamentals of independent thinking and self-confidence as they find new ways to discover, interpret and present Salvador Dalí's work.

80 Junior Docent graduates
24 scholarships



Free Student Field Trips

K-12 school groups receive free docent-led art tours, fostering new interest in art among the next generation.

3,264 students
42% Title I schools
22 counties

Homeschool Days

The Dalí is the only museum in Tampa Bay to provide a free admission program to K-12 homeschool youth twice a year. Students explore art through activities and tours.

315 students served



The Dalí on the "Fly" Art Mobile

The Dalí on the "Fly" Art Mobile

This themed mobile Dalí gallery classroom **visits every public elementary school in Pinellas County** while teaching math and science through Dalí's art.

Summer Rec Center Program

This free program shares art enrichment opportunities for **6 St. Petersburg Rec Centers** serving Title 1 Program students.

University of South Florida (USF) St. Petersburg Student Program

USF students receive complimentary admission to The Dalí to expand their knowledge of art.



bonding a *community*

With support from our Board of Trustees, The Guild at the Dalí, volunteers, Museum members and community partners, our cultural community ties are further strengthened as these fundamental groups remain dedicated to supporting the Museum's initiatives.

the board

The Board of Trustees, a volunteer advisory board, provides vital gifts of time and expert guidance while playing a key role in fundraising for the Annual Benefit Anniversary Dinner.



Timothy Bogott	Charles Harris	Jan Sher
Kay Bronstein	Thomas James	Alex Sink
Karol Bullard	Bryant Jones	Lorna Taylor
Trevor Burgess	Karen Lang Johnston	Kanika Tomalin
H.E. Santiago Cabanas <i>Ambassador of the Kingdom of Spain</i>	Kamal Majeed	Robert Ulrich
William Carlson	James Martin	Helen Pruitt Wallace
Andrew Corty <i>Chairman</i>	Kevin Martin, Jr.	Robert Willis, Jr.
Steven Dehmlow	Brad Morse	Honorary Trustees for Life
Margaret de Lissier	Irwin Novack	
Robert Doyle	Thomas Petrillo	Dawn Ades
Scott Gebicke	Steven Raymund	Pascual Pesudo Castillo
	Mary Anne Reilly	Jeannine Hascall
	Francisco Sanchez	

the volunteers

Our volunteers are integral to the Museum's operations and programming success. These key individuals give their time and talents as docents, gallery greeters, event chairs and more, providing significant services that contribute to educate and inspire the public.

146 active student and adult volunteers
\$481K in monetary value* of total time donated
18K hours of time donated from adult volunteers

The Volunteer Council

The Dalí's Volunteer Council acts as a liaison between the volunteer community and Museum staff, ensuring a healthy, sustainable and supportive volunteer environment.

7 council members | 3 new members



From left to right:

Barbara O'Neil,
Recording Secretary
Linda Dobbs,
Council Chair
Jan Bertoch,
Communications Coordinator
Ed Ziegler,
Recruitment Coordinator
Simone Crawley,
Volunteer Program Manager
Kim Rankine,
Recruitment Coordinator

the zodiac *committee*

An all-volunteer group, The Zodiac Committee fosters meaningful relationships with Museum members while strengthening ties between the Museum, its members and the local arts community.

The Zodiacs host quarterly member events and the annual Dalí Dozen contemporary art show, and through monthly sponsored special events, the Committee is dedicated to supporting Museum membership and engaging our ever-growing member base.



The Dalí Dozen

The Zodiacs selected and promoted **12** contemporary artists and their works, with **359 attendees**.

the guild *at the dalí*

Building thriving philanthropic communities of support around the Museum's initiatives, Guild members generously sponsor special exhibits, events, hold upper-level memberships, donate to conservation and support education programming as Museum ambassadors.

Serving two consecutive terms, President Lana Schutte Tetzlaff led The Guild as they hosted two prestigious annual fundraising events, Sueños de Dalí and Los Vinos de Dalí, and raised record-breaking funds to support The Museum.



Executive Committee

From left to right:

Amy Blake, **Communications Facilitator**
Robert Dobbs, **Treasurer** | Adele Visaggio, **Governance**
Maureen Kolar, **Development Chair** | Kathy Biscoglia, **Vice President**
Lana Schutte Tetzlaff, **President** | Dorothy Cappadona, **Secretary**
Betty Sullivan, **Membership Chair** | Marion Rich, **Education Chair**

153 members
the largest membership since 2011



café gala

Visitors are taken on an educational and culinary journey in our Café through an introduction to Spanish food and history. Named in honor of Salvador Dalí's wife Gala, the eatery embraces Dalí's heritage in a way that can only be experienced at The Dalí Museum.



“This café is unlike any other...[we] ate here before and after we toured the museum...truly blown away.”
– Dalí Museum visitor

the dalí museum store



Serving as a memory of the Museum experience and reflecting on the surreal attitude and spirit of our collection, over 85% of the items in our Store are exclusive to the Museum.

Visitors can discover hundreds of Dalí-themed items from books to Dalinian fragrances to melting clocks and tableware.

community *partners*

With the mutual commitment to foster artistic enrichment, our community partners collaborate to deliver cultural programs while creating lasting change in the lives of the individuals we serve.

American Stage	DemiGod Studio
Arts4All	DJ Fresh Events
ARK Invest	Dress for Success
Aveda Florida	Duncan McClellan Gallery
Belleair Development Group	Eckerd College
Bloomin' Brands	EnChroma
BNO Creative Labs	Enterprise Village – Gus A. Stavros Institute
Café Gala	Estrella Galicia
Central Florida	Fanatics
Choreographers Collaboration	Roxanne Fay
CARD: Center for Autism & Related Disabilities at USF	Fred Astaire Dance Studios of Tampa Bay
City of St. Petersburg	Gibbs High School, Pinellas County Center for the Arts
City of St. Petersburg Recreation Centers	Margo Hammond
Coman Certified Interpreters, LLC	JP Morgan
Compañía Irene Rodríguez	Hidden No More
Creative Clay	Hillsborough County Schools
Crown Automotive Charities- Hawkins Family Foundation	Innovation Foundation
Dark Door Spirits	Fred Johnson
David A. Straz, Jr. Center for the Performing Arts	Father Robert Keffer

LaRocco & Associates
Lucky Cat Yoga Studio
& Wellness Center
David Manson and ERG
Morean Arts Center
Museum of Fine Arts
National Alliance on Mental Illness
Neiman Marcus International Plaza
Orilla
The Paper Seahorse
Phoenix Dance Academy
Pinellas County Schools
Practically Picasso
Prospera
Publix Supermarket Charities
RBC Wealth Management
Sabal Trust
Sartorial Inc
Sleep International – Therapedic
Tommy Bahama Mattresses
So Chic Consignment
Southeastern Guide Dogs
St. Pete – Clearwater International
Airport (PIE)
St. Pete Free Clinic
St. Pete Pride
St. Pete Sax Quartet
Studio@620
Keller Williams Luxury Real Estate
Cranstan Cumberbatch
TradeWinds Island Resorts
Tyreek McDole Collective
University of Denver
University of Tampa Opera
Workshop Ensemble

University of Tampa Sykes
College of Business
USF Department of English
USF Department of History
USF Department of Music
USF Department of Philosophy
USF Department of Psychology
USF Department of Sociology
USF Department of World Languages
USF Muma College of Business
USF School of Art & Art History
Helen Pruitt Wallace
WUSF
Kristof Znyk

FY23 Museum Partners
members receive reciprocal access

July 2022
Leepa-Rattner Museum of Art & Great
Explorations Children's Museum

August 2022
The James Museum

September 2022
The Ringling

October 2022
Museum of Science & Industry (MOSI)

November 2022
Tampa Bay History Center

December 2022
Tampa Museum of Art

May 2023
The Bishop Museum of Science
& Nature

June 2023
The Florida Holocaust Museum & Mote
Marine Laboratory and Aquarium

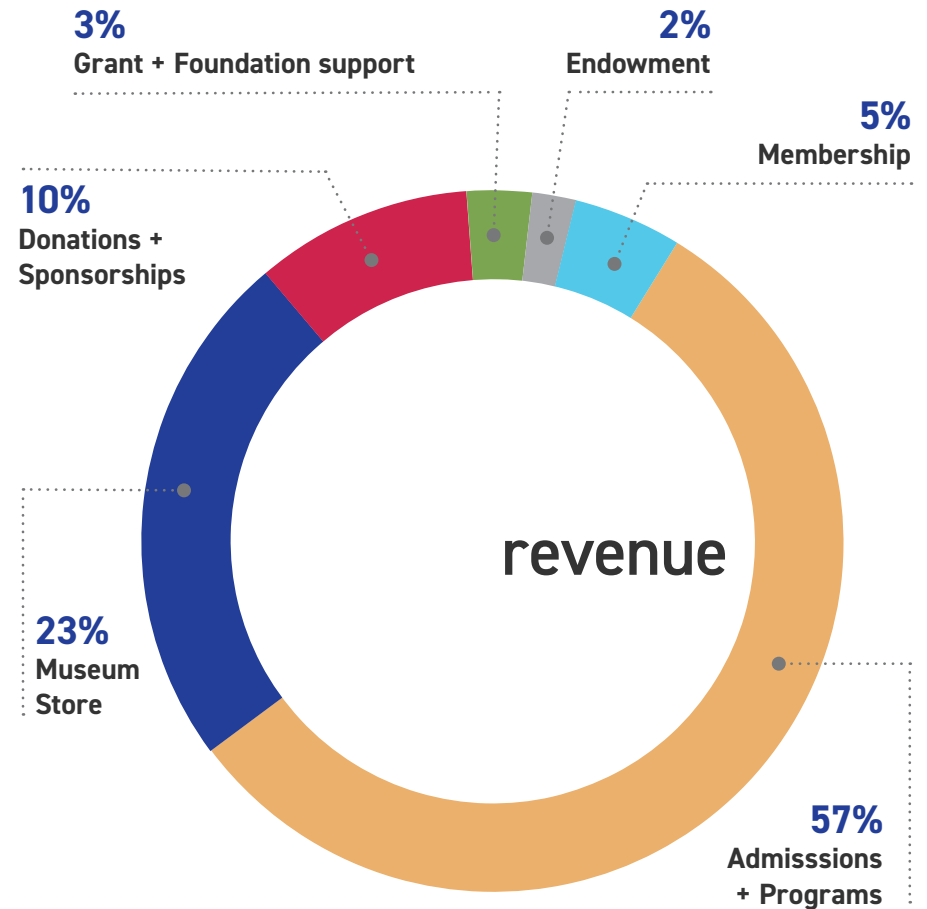
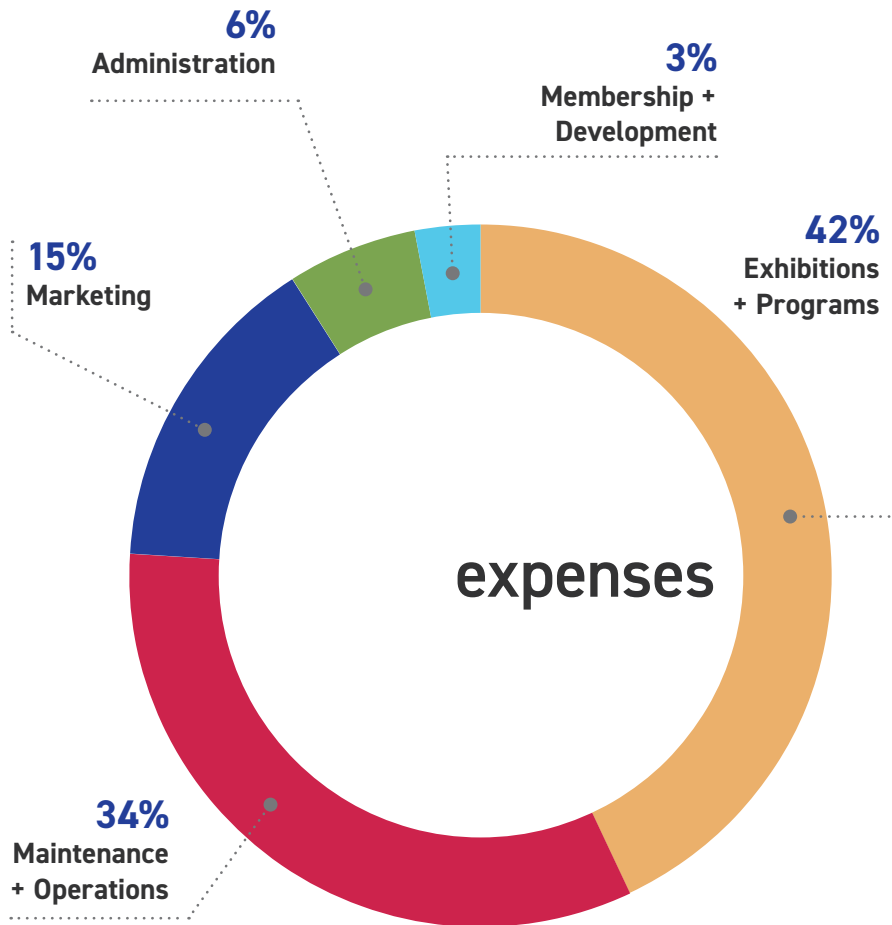


securing *our future*

The Museum's future is rooted in your support, allowing us to expand our reach and remain a growing cultural hub for future generations.

expenses + *revenue*

91% of the Museum's spending goes directly to deliver our mission and serve as an active resource in the cultural life of our community and the world at large.



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.

a lasting *legacy*

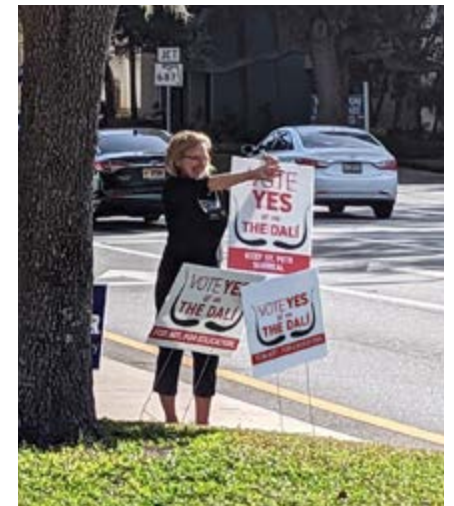
The Dalí Endowment is more crucial now than ever before. Our endowment is more than a fund; it is how we keep our vision moving forward, and it ensures The Dalí Museum, in all its dimensions, is here to stay for generations to come.

expanding *our future*

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



Proposed expansion image, Harvard Jolly Architecture



80%

of St. Petersburg residents voted "yes" on The Dalí referendum, allowing The Dalí to build to the west of the Museum.

a look ahead

Special Exhibitions

Leonora Carrington: Writer, Painter, Visionary

Sep 9, 2023 - Jan 7, 2024

An introduction to the remarkable life of Leonora Carrington, a surrealist artist, sculptor and writer.

Talent Within: The Dalí Staff Art Online Exhibit

Through summer 2024

A space where The Dalí staff can share their creative endeavors with each other, the community and beyond.

Dalí & the Impressionists: Monet, Renoir, Degas & More

Nov 18, 2023 - Apr 28, 2024

Demonstrates Dalí's engagement with the Impressionist movement, presenting 22 French Impressionist paintings by 18 renowned artists.

art + tech

Dalí Alive 360°

Customized specifically for and only available at The Dalí Museum, *Dalí Alive 360°* is an immersive experience celebrating the life and creative genius of Salvador Dalí with availability for Museum events.

Dream Tapestry

Using cutting-edge AI technology to transform personal dreams into artistic visions.

YOURPORTRAIT: Impressionism

Transforming images of individuals into a one-of-a-kind digital artwork using AI.

The Museum Online Store

Expanding our presence worldwide through the ability to access our Store's offerings from anywhere.



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