

Fiscal Year 2024  
July '23 - June '24

# Empowering *Imaginations*

The Impact of Your Support



THE **DA**  
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# our *mission*

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*The reason our organization exists*

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 transformative 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 vital*  
**contributions of  
time, talent and  
treasure support:**

- 7 ————— **Unlocking Possibilities**
- 11 ————— **Sharing Dalí's Legacy**
- 17 ————— **Pioneering Innovative Art Experiences**
- 23 ————— **Advancing Our Community**
- 29 ————— **Empowering Students**
- 35 ————— **Engaging Our Community**
- 45 ————— **Shaping Our Future**

# our *vision*

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## *Our long-term aspirations*

The Dalí Museum grants moments of powerful inspiration, revealing a world of infinite possibilities and a view of the ordinary becoming extraordinary.



Dear Friends of The Dalí Museum,

Thank you for investing in our inspiring cultural beacon grounded in the transformative power of Salvador Dalí.

Your gifts of time, talent and treasure have a profound impact. They sustain an enduring care and visionary display of The Dalí Museum's distinguished permanent collection and provide students of all ages and backgrounds with essential experiences that empower their imaginations. Your support weaves these students into the fabric of our community, nourishing their continued growth as citizens. Equally as crucial, your support helps us continue to illustrate that there are multiple ways to interpret the world through Dalí's boundless creativity.

The following pages are a testimony to the lasting impact of your support, demonstrating how we implement the resources you have generously shared with us to achieve The Dalí's mission and vision.

A handwritten signature in black ink that reads "Hank Hine".

Hank Hine  
Executive Director





# unlocking *possibilities*

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Since opening the Museum 42 years ago, we have expanded our offerings exponentially with support and funding from our trustees, The Guild at The Dalí, volunteers, members, individuals, foundations and local and state government to provide visitors with moments of powerful inspiration.

“Visiting The Dalí is a way to reconnect with the best aspect of our humanity.”

- Museum visitor

# inspiring communities *near & far*

Total annual visitors to  
The Dalí



# 317,556

## Demographic breakdown of our visitors



32% local



24% other Florida



38% U.S.



6% international



## Annual digital reach

**2.8M** page views on TheDali.org

**405K** video views on The Dalí YouTube channel

**780K+** global social media audience engaged

# 59,555

Digital newsletter subscribers

# 10,565

Museum members

# welcoming *diverse audiences*

We welcome all as unique individuals and are committed to making our collection, exhibitions, building and programs accessible.



# 1,234

Active military members and families visited for free through the **Blue Star Museum** program

# 75,339

Seniors, educators, fire, military and police received **reduced admission** rates

# 2,708

Pinellas County residents received free Gallery Admission through **Arts Alive**

# 4,249

Visitors received **half-priced admission** every Thursday after 5pm

# 2,973

Visitors on food assistance received reduced admission through the **Museums for All** program

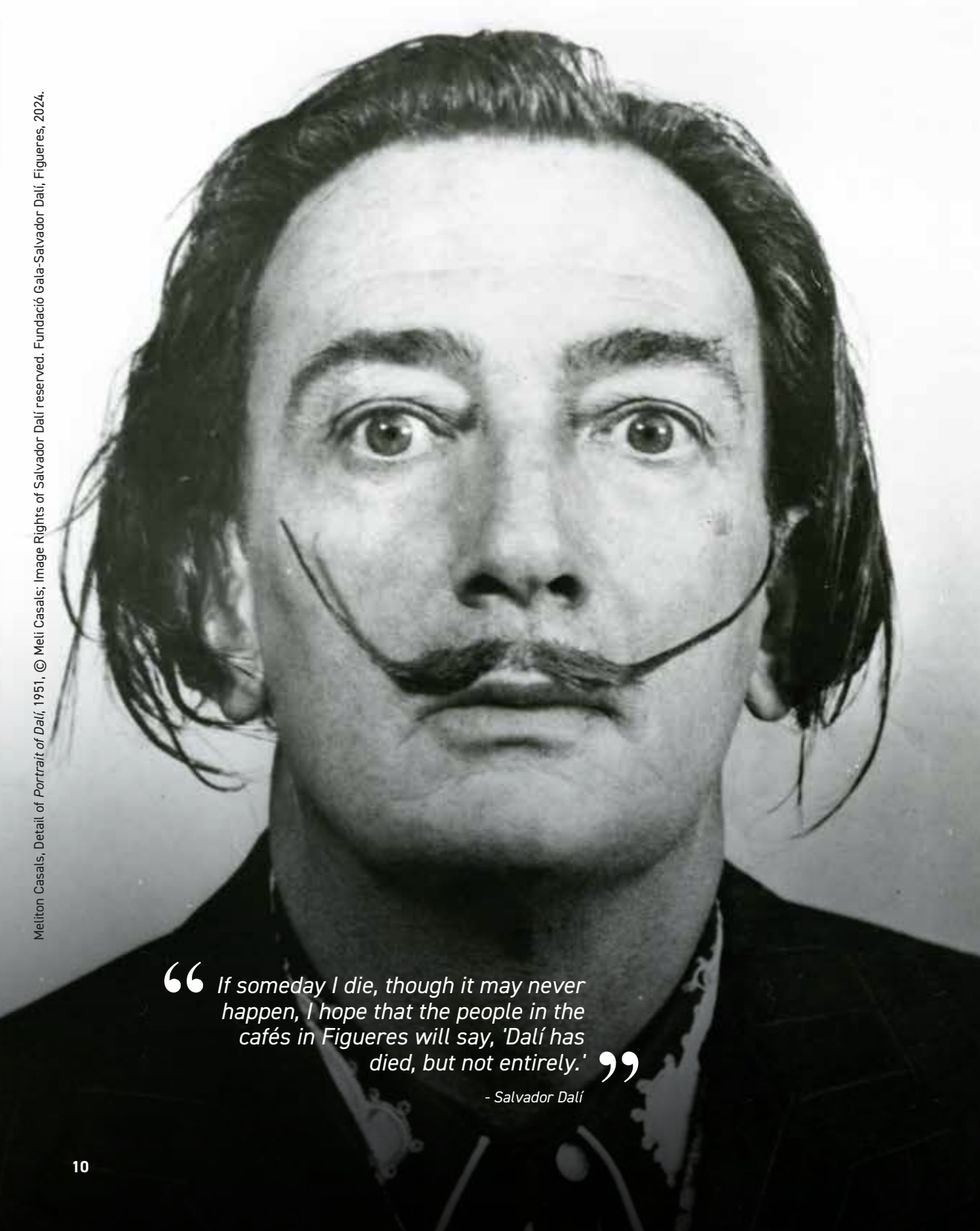
# 463

Tampa Bay fundraising and community-building organizations received **complimentary admission**

# 117

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

We offer free **ASL interpreter services** to visitors with hearing impairments, **EnChroma Glasses** to visitors with color blindness and **sensory-friendly** events to visitors with sensory diversities.



“ If someday I die, though it may never happen, I hope that the people in the cafés in Figueres will say, 'Dalí has died, but not entirely.' ”

- Salvador Dalí

## sharing *dalí's legacy*

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The Dalí Museum presents an unparalleled collection of a single modern artist. We share his legacy worldwide through our extensive collection, featuring new additions to our permanent collection gallery and innovative experiences that blend art and technology to further connect our visitors to Dalí's work and legacy.



## conserving *dali's work*

Our commitment to sharing Salvador Dalí's work comes with a responsibility to conserve the pieces in our collection. Conservation, which includes cleaning, preserving and repairing artwork, protects pieces from deterioration and future damage. Without conservation, varnish can turn yellow as it ages, obscuring the paint layers.



before



after

*The Bather*

With financial support from the Annual Fund Keepers of the Collection donors, this year, we conserved our ever-maturing collection, including **three paintings, one object** and **45 works** on paper.



*The Average Bureaucrat*



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

## reimagining our permanent *collection gallery*

Inspired by Dalí's ability to constantly change and push boundaries, we reimagined our permanent collection to include a vast array of pieces from the Museum vault that showcase the mediums explored during the artist's career.



**8 works on paper** from Dalí's *Memories of Surrealism*, 1971, plus other works illuminating the Surrealist Manifesto in celebration of 100 years since the movement was founded in 1924

**30 exquisite book illustrations** by Dalí from *Les Chants de Maldoror (The Songs of Maldoror)*, 1934

**13 gold and gem-encrusted jewelry pieces** designed by Dalí and made by Alemany & Ertman, New York

# expertly curating *exhibitions & presentations*

The Museum curates several rotating exhibits annually, showcasing the life and work of Dalí, his creative legacy and the artists and movements that inspired him.

## **Where Ideas Come From: Dalí's Drawings** May 27 – Oct 22, 2023

Bringing together rarely seen works on paper from The Dalí's permanent collection, this exhibition explored the artist's creative process as seen in various mediums across his entire creative life.

### Exhibition sponsors

Supporting sponsors: Karen Lang Jonhston; State of Florida, Department of State, Division of Arts and Culture; and the National Endowment for the Arts



*Kneeling Figure in Decomposition*

## **Dalí & the Impressionists: Monet, Renoir, Degas & More** Nov 18, 2023 – Apr 28, 2024

Exploring Dalí's profound engagement with the Impressionist movement, this exhibition offered a rare opportunity to view works from the movement and its inheritors, many showcased for the first time in Florida. This exhibition was organized in partnership with the Museum of Fine Arts, Boston.

### Exhibition sponsors

Presenting sponsor: Kane's Furniture

Supporting sponsors: Kay & Joel Bronstein, Betsy Schweitzer, Sandy Taraszki & David Zuern, and Adele Visaggio, the Museum airport partner: St. Pete – Clearwater International Airport (PIE) and hotel partner: The Vinoy Resort & Golf Club, Autograph Collection



Pierre-Auguste Renoir, *Algerian Girl*, 1881. Oil on canvas. Museum of Fine Arts, Boston, Juliana Cheney Edwards Collection. Photo © Museum of Fine Arts, Boston



Lee Miller, *Leonora Carrington*, St Martin d'Ardèche, France 1939 © Lee Miller Archives, England 2023. All rights reserved. Leemiller.co.uk

## **Leonora Carrington: Writer, Painter, Visionary** Sep 9, 2023 – Jan 7, 2024

Offering an up-close look at the life of acclaimed surrealist Leonora Carrington, this special presentation explored publications from the holdings of The Dalí Museum Library & Archives, situating them in the context of her remarkable career.

## **Talent Within: The Dalí Staff Art Show** Aug 26 – Sep 4, 2023

In the spirit of inclusion at The Dalí, this inaugural exhibition provided a space for staff to share their creative endeavors.

*Jodhpur Scene*, Allison McCarthy, Watercolor, Assistant Curator + Executive Assistant, Curatorial + Administration Departments

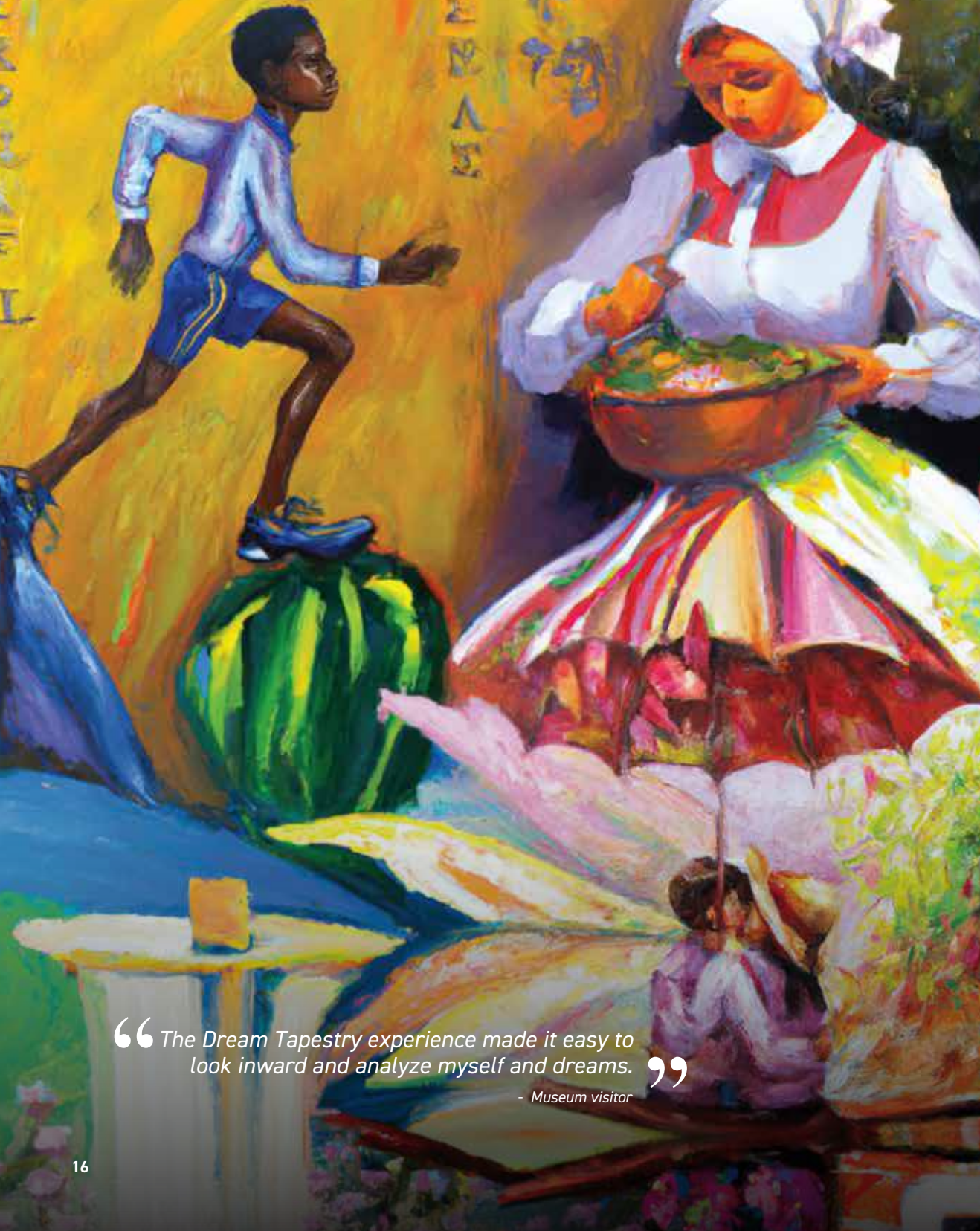


*Down the Rabbit Hole*

## **Dalí at the Library: An Alice in Wonderland Collaborative Exhibition at the Nelson Poynter Memorial Library** Aug 21 – Oct 6, 2023

In collaboration with the USF St. Pete Library, this exhibition created an Alice in Wonderland extravaganza featuring Dalí's enchanting *Alice Suite*, consisting of 13 pieces loaned by The Dalí.





# pioneering innovative *art experiences*

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In the spirit of Salvador Dalí's limitless creativity and innovation, pioneering innovative art and technology experiences that educate and push perspectives are at the forefront of what we offer at the Museum.

“The Dream Tapestry experience made it easy to look inward and analyze myself and dreams.”

- Museum visitor

# debuting *new experiences*

## Dalí Alive 360°



World premiering in 2023, The Dalí's *Dalí Alive 360°* is an immersive, multisensory digital art experience that celebrates the life and creative genius of Salvador Dalí, enveloping Museum visitors in 360 degrees of light and sound within the monumental Dalí Dome.

The experience illuminates the triumphs and challenges of Dalí's artistic career, providing visitors with the sensation of stepping into the artist's life while becoming absorbed in his surreal landscapes, accompanied by stories from his time in Spain, Paris and America.



110,476

*Dalí Alive 360°* experience attendees

## Ask Dalí

*Ask Dalí* allows visitors to ask any question to a re-created Salvador Dalí using the latest Artificial Intelligence (AI) technology.

Using a phone inspired by Dalí's famous *Lobster Phone*, visitors receive a personalized answer in a voice that sounds remarkably like the artist's and a dialogue that reflects his unique personality, style and humor. Exclusive to The Dalí Museum, *Ask Dalí* was created in partnership with Goodby Silverstein & Partners.



Selected out of thousands of submissions, *Ask Dalí* debuted at the 2024 SXSW Conference to 300 attendees in a panel discussion titled "*Salvador Dalí, AI and the Future of Creativity.*"



25,485

questions answered

**Q:** *Why did you grow your now infamous mustache?*

**A:** It is not merely a facial hair but a symbol, a whimsical whisker bridge to past artistic geniuses! A curling testament to my love for art and eccentricity, undulating the secrets of the universe!



# blending art & technology



## Dream Tapestry (AI)

Transforms personal dreams  
into artistic visions.

20th Annual Tampa Bay Tech Awards:  
Tech Project of the Year

Blooloop Innovation Awards:  
3rd place

St. Pete Arts Alliance MUSE Art &  
Technology Awards:  
Honoree

**23,273**  
dreams created

## YOUR PORTRAIT Impressionism (AI)

Converts images of Museum  
guests into one-of-a-kind  
digital works of art.

**70,000**  
portraits created



## Dalí's Masterworks in Augmented Reality (AR)

Brings to life eight Dalí  
masterworks from the Museum's  
permanent collection.

**~150,000**  
experiences activated

## Dreams of Dalí (VR)

Steps inside Dalí's painting  
*Archeological Reminiscence  
of Millet's Angelus*.

**61,337**  
VR sessions experienced



## Dalí Lives (AI)

Dives deep into Dalí's life  
from the perspective of the  
artist himself.

**26,461**  
selfies with Dalí captured







## advancing *our community*

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The Dalí Museum believes in multifaceted approaches to learning models and is dedicated to advancing education, training and research through community-building initiatives that foster unique Dalí-inspired discoveries.

“*The immersive technology gives Dalí’s artwork the added ‘wow’ factor to make it come alive.*”

## publishing & presenting



As significant as the exhibition itself, the catalogs published by the Museum's curators immortalize our special exhibitions and fulfill our mission to share Salvador Dalí's work and scholarly learnings from the exhibition.

### Published catalogs

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

*Reimagining Nature: Dalí's Floral Fantasies*

### Essays by our curators

Jennifer Cohen, "Siting a Multiple: Robert Motherwell's A la pintura (1968-72)," *Perspectives on Place*, edited by Elizabeth McGoey and Jeanne Marie Teutonico (Art Institute of Chicago, 2023).

William Jeffett, "French Impressionism, Barcelona and the Origins of Salvador Dalí's Post-Impressionism" in *Dalí & the Impressionists* (St. Petersburg: The Dalí Museum, 2023).

William Jeffett "De la nature prodigieuse à la calligraphie" in *André Masson: Il n'y a pas de monde achevé* (Metz: Centre Pompidou Metz, 2024).

Peter Tush, "Introduction" in *Reimagining Nature: Dalí's Floral Fantasies* (St. Petersburg: The Dalí Museum, 2024).

### Lectures given at other institutions

William Jeffett, "El Surrealismo y la Corrida: Picasso, Masson y Leiris," *Jornadas en torno a Picasso*, Madrid, Museo Thyssen-Bornemisza, December 2023.

William Jeffett, "Lo oculto en el surrealism," *Los saberes ocultos en el arte contemporáneo*, Madrid: Museo Thyssen-Bornemisza, July 2023.

William Jeffett, "The Dalí Museum," *International Association of Artist's Museums*, Barcelona, Fundació Joan Miró, June 2023.

Hank Hine, "How The Dalí Engages Audiences to Educate and Delight," *International Association of Artist's Museums*, Denver, Colorado, June 2024.

## inspiring & educating

Through tours, lectures, educational programming and events, the Museum serves as an active cultural hub within the community.



648 students reached at 14 schools through Museum educators & volunteers during **Great American Teach-In**

625 children discovered & created art through **DillyDally**

540 **Art and Meditation** attendees

15 Docent Training Program graduates & 500 Continuing **Docent Education Program** attendees

12 **Coffee with a Curator** lectures attended by 8,832 attendees

2,407 **Docent-Led Gallery Tours** given by 101 volunteers

16,679 attendees at **Community Programs**

4,308 students toured The Dalí during **free and reduced field trips**

1,700 **Poetry** attendees

## teaching to see & solve *problems differently*



### **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, individuals and organizations to rethink problem-solving and jump-start innovation.

**1,290** participants across **44** Innovation Labs workshops



## training & mentoring

### **The Dalí Internship Program**

Our internship program provides higher education students and recent graduates with opportunities to learn about Salvador Dalí and the inner workings of an art museum—from curation and education to innovation and beyond—fostering future changemakers in the museum industry.



**19** interns across departments





“ Year after year, (The Dalí) has made a huge difference by validating the artistic value, (and in reality), the personal value and confidence for many of my students. ”

- Pinellas County teacher

## empowering *students*

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

# fostering *creativity*

## Student Surrealist Art Exhibitions

This annual three-part juried art exhibition presents work by Florida middle and high school students who explore ideas like those of Salvador Dalí and the surrealists while engaging in critical thinking and considering historical perspectives. The Museum hosts students and their families at receptions with free gallery admission, featuring a display of their artwork on-site and online.



**1,020** student art submissions

**19** Florida counties represented

**351** surreal artworks displayed

Liberty Pelno, *Sound Asleep in a Roach Motel*, Drawing, Dunedin High School, Art Teacher: Sal Gulino, Grade 12



## Fashion Design at The Dalí

This free program invites Tampa Bay area high school students to draw inspiration from Dalí and use nontraditional materials to produce wearable art for a competition and runway show.

**24**

student designers

**460**

runway and awards show attendees

“The Dalí has reached nearby schools in ways that have challenged, educated and broadened the world views of these students.”  
– Museum visitor

## Summer VolunTeen Program

In this free summer program, high school students receive education and enrichment opportunities in a culture of philanthropy, introducing them to volunteerism and immersing them in the world of Dalí.

**23** VolunTeen participants





# educating *students*

## Junior Docent Art Program

Students ages 9–14 learn the fundamentals of independent thinking and self-confidence through the lens of Salvador Dalí and surrealist art, finding new ways to interpret and present the artist's work.



**79** Junior Docent graduates | **32** scholarship recipients

## Free Student Field Trips

**4,308** K–12 students received free docent-led gallery tours, cultivating interest in art among the next generation.

## Homeschool Days

In 2024, The Dalí was the only museum in Tampa Bay to provide a free admission program to K–12 homeschool children twice a year, where students explore art through activities and tours.

**572** students served



## Summer Rec Center Program

This free program makes art enrichment opportunities accessible for St. Petersburg Rec Centers serving Title 1 Program students.

**6** St. Petersburg Rec Centers | **60** children served



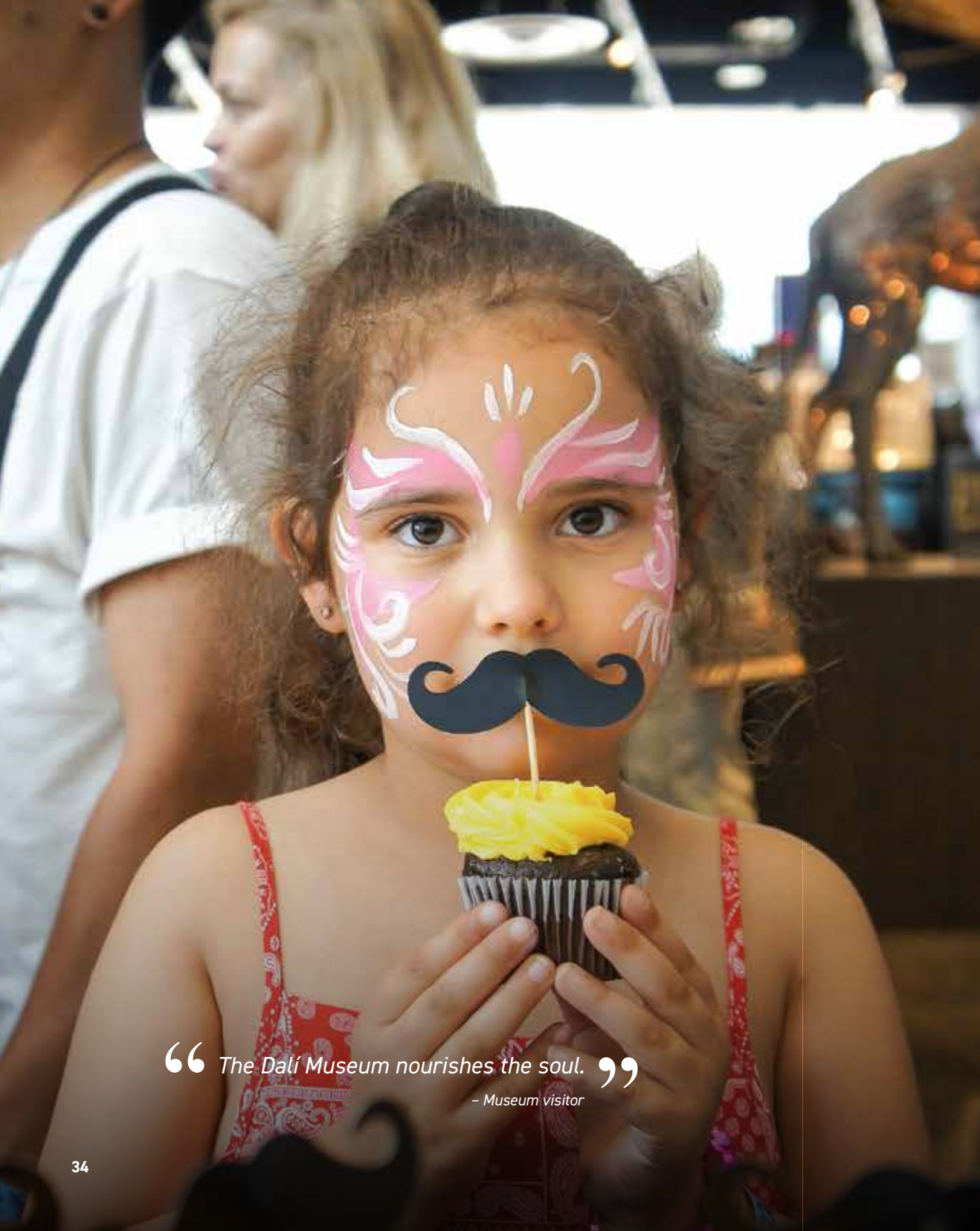
## The Dalí on the “Fly” Art Mobile

This themed mobile museum visits public elementary schools and exceptional school centers in Pinellas County, providing an introduction to museum culture, Surrealism and the world of Dalí.

**23** schools | **12,254** students served







“ The Dalí Museum nourishes the soul. ”  
- Museum visitor

## engaging *our community*

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Through time, talent and treasure from our Board of Trustees, The Guild at The Dalí, volunteers, Museum members and community partners, The Dalí unifies the community, encouraging civic engagement and social and cultural bonding.

# the board

The Dalí Museum Board of Trustees, a volunteer advisory board, provides vital gifts of time and expert guidance while playing a critical role in fundraising, supporting the annual Benefit Anniversary Dinner.

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

# the guild at the dalí

Established in 2011 to aid the new building opening and future fundraising initiatives, The Guild is a volunteer group composed of 173 dedicated Dalí Museum members, patrons and art enthusiasts devoted to nurturing communities of support. They ensure the continued growth and sustainability of The Dalí's educational programs, exhibitions and special events while becoming closer to the Museum they love.

As ambassadors, The Guild offers a richness of artistic expression and social opportunities that both educate and build appreciation for the art of Salvador Dalí while fostering strong ties to the Museum and the transformative power of art.



Each year, The Guild sponsors two signature fundraising events, Sueños de Dalí and Los Vinos de Dalí, to raise critical funds and build community partnerships. This year, both events garnered record funds through sponsorships, ticket sales and in-kind gifts, selling out for the second year in a row.



**2023-2024 Guild Executive Committee**

- Kathy Biscoglia**, President
- Amy Blake**, Communications Liaison
- Bob Grauer**, Treasurer
- Annette Kaplan**, Development Chair
- Natalie Koltun**, Technology Chair
- Marion Rich**, Education Chair
- Lana Schutte Tetzlaff**, Past President/Governance
- Diane Shea-Piser**, Recording Secretary
- Betty Sullivan**, Membership Chair

**173**  
guild members

# 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 educate and inspire the public.

<b>198</b> active student and adult volunteers	<b>12</b> emeritus volunteers	<b>\$549,018</b> in monetary value* of total time donated	<b>20,185</b> hours donated by adult volunteers
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## The Volunteer Council

The Dalí's Volunteer Council is the liaison between the volunteer community and Museum staff, ensuring a sustainable and supportive environment for volunteers to flourish.

## 6 council members | 2 new members

Ed Ziegler, Council Chair  
Barbara O'Neil, Recording Secretary  
Davida Constant, Communications Coordinator  
Jan Bertoch, Recruitment Coordinator  
Valerie Kramer, Travel Committee Liaison  
Kim Rankine, newly appointed ADA Steward

*\*estimate based on U.S. Independent Sector national hourly earning average*

# the zodiac *committee*

Established in 1996, The Zodiac Committee is a dedicated group of 12 volunteer art and culture enthusiasts who give vital gifts of time and talent by planning and supporting four annual Museum membership events. These events provide our members extraordinary art experiences and social engagement opportunities while strengthening the Museum's membership program.



The Zodiacs host the annual Dalí Dozen contemporary art show and contribute to the Sueños de Dalí annual fundraising event, providing unrestricted support for the Museum's Annual Fund.



## The Dalí Dozen 2023

The Zodiacs select and feature 12 local contemporary artists and their works for a one-day exhibition at The Dalí who are celebrated on a dedicated page on the Museum's website. Held in the first week of every December, the event welcomed 400 Museum members and guests.



## café gala

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Our Café takes visitors on an educational and culinary exploration through an introduction to Spanish food and history. Named in honor of Salvador Dalí's wife, Gala, the eatery's connection to Dalí's heritage can only be experienced at The Dalí Museum.



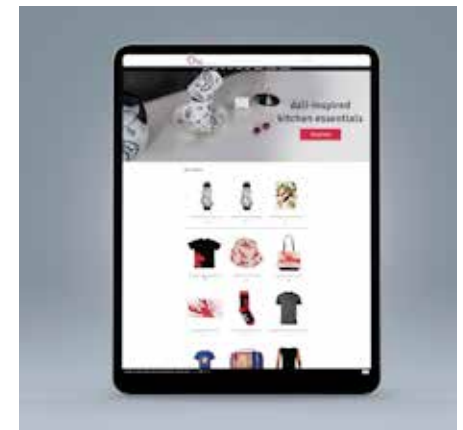
## the dalí museum store

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Serving as a memory of the Museum experience, our Store is a significant extension of our mission to preserve Salvador Dalí's legacy for future generations. Over 85% of the items in our Store are exclusive to the Museum and provide a deep connection to the works in our permanent collection.



This year, we further extended our reach by launching The Dalí Museum Online Store, offering a curated selection of best-selling Dalí-inspired items to shoppers nationwide.



# community pARTners

1905 Family of Restaurants  
American Stage Theatre  
ARK Investment Management LLC  
Arts411  
Arts4All  
Arts for a Complete Education (ACE)  
Belleair Development Group  
Bill Wagyu Productions, Inc.  
Billy Bryant  
Borrell Family Foundation, Inc.  
Boyd Hill Nature Preserve  
Café Gala  
CARD  
City of St. Petersburg  
Coman Certified Interpreting, LLC  
Corcoran Partners  
Creative Clay  
Creative Pinellas  
Crown Automotive Charities- Hawkins  
Family Foundation  
Crtv House Productions  
Dana Wood  
David Manson and ERG  
DemiGod Studio  
DJ Ace Vedo  
DJ Donnie Love  
DJ Fresh Events  
DJ re:Pete  
DMG School Project  
Dr. Dallas Jackson  
Duncan McClellan Gallery  
Eckerd College  
EnChroma  
Estrella Galicia  
Eugenie Bondurant  
Fanatics  
Florida Art Education Association (FAEA)  
Florida Craft Art Gallery  
Florida Southern College

Fred Astaire Dance Studios of Tampa Bay  
Fred Johnson  
Georgia Hardage  
Gibbs High School PCCA  
Gigi's Playhouse Tampa  
Goodwill Industries-Suncoast, Inc.  
GrowHouse  
Helen Pruitt Wallace  
Hidden No More  
Hillsborough County Schools  
Innovation Foundation  
J.Con Salon & Spa  
Jennifer Theuer Růžička  
Keep St. Pete Lit  
Kristof Znyk  
LaRocco & Associates  
Lucky Cat Yoga  
Margo Hammond  
Miguel Escribano  
Mikhail Mansion  
Moonlit Creations  
Museum of Fine Arts St. Petersburg  
National Alliance on Mental Illness (NAMI)  
Neiman Marcus  
Orilla  
PACE Center for Girls, Inc  
Patricia Donnelly  
Pinellas County Schools  
Pinellas Diaspora Arts Project, Inc  
Polk Museum of Art  
Practically Picasso  
Print St. Pete  
projectALCHEMY  
Publix Supermarket Charities  
Rebecca Penneys Piano Festival  
Ringling College of Art and Design  
Robin Barrett Wilson  
Sartorial Inc  
Selby Gardens

Shawn Dell Joyce  
SHINE  
So Chic Consignment  
St. Pete Arts Alliance  
St. Pete Free Clinic  
St. Pete Innovation District  
St. Pete Pride  
St. Pete Recreation Centers  
St. Pete Sax Quartet  
St. Pete Science Fest  
Strategic Play  
Straz Center  
Studio@620  
Tampa Bay Chalk Festival  
The Epiphany of Our Lord Ukrainian  
Catholic Church Choir  
The Guild at The Dali  
The James Museum  
The Paper Seahorse  
Tina Dillingham  
Tito's Handmade Vodka  
UDREAM EVENTS  
University of Tampa College of Arts and Letters  
University of Tampa Sykes College of Business  
USF College of Education  
USF Contemporary Art Museum  
USF Institute for Research in Art  
USF Libraries Special Collections  
USF Muma College of Business  
USF School of Art & Art History  
USF St. Petersburg  
USF St. Petersburg Science Festival  
VideoRay  
WUSF  
YMCA of Greater St. Petersburg  
Prodigy Program

## FY24 Museum Partners

members receive reciprocal access

### July 2023

The James Museum &  
Great Explorations Children's Museum

### August 2023

Glazer Children's Museum

### September 2023

The Ringling

### October 2023

The Florida Aquarium

### November 2023

Tampa Bay History Center

### January 2024

Tampa Museum of Art

### February 2024

The Florida Holocaust Museum

### March 2024

Imagine Museum & Florida CraftArt

### April 2024

Marie Selby Botanical Gardens

### May 2024

The Bishop Museum of Science and Nature

### June 2024

Mote Marine Laboratory and Aquarium

## Hotel Partners

The Birchwood

Clearwater Beach Marriott Suites on Sand Key

Hilton St. Petersburg Bayfront

TradeWinds Resort on St. Pete Beach

The Vinoy Resort & Golf Club, Autograph Collection





## shaping *our future*

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Philanthropic contributions and investments make everything we do in the future possible, allowing us to continue empowering imaginations and increasing the accessibility of Dalí's work.

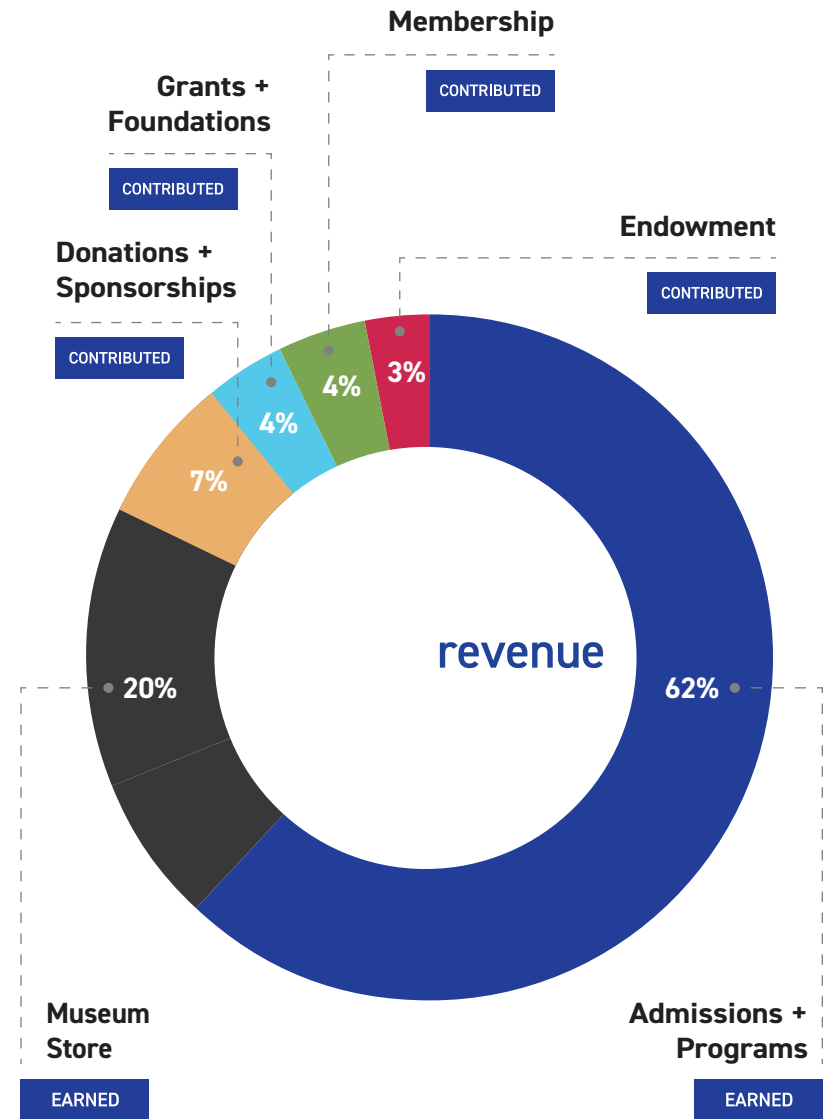
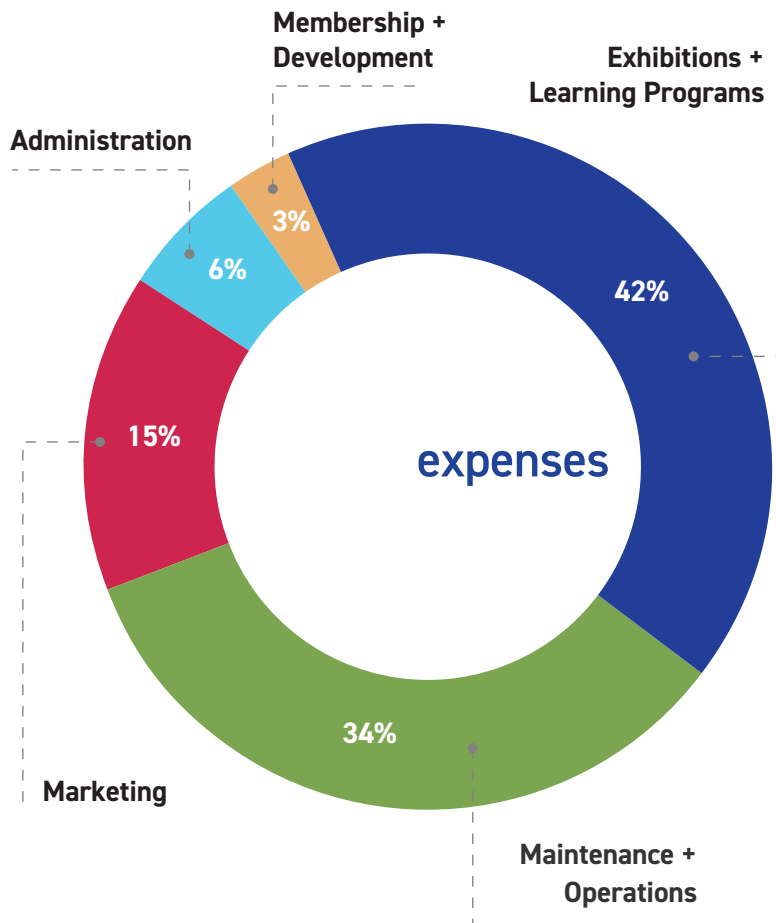
“ The Museum is critical to the understanding and appreciation of art. ”

- Museum visitor



# expenses & revenue

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



Philanthropic contributions from the community raised through our year-end annual fund campaign, fundraising events, grants, sponsorships, endowment gifts and exhibition and educational program support are vital resources for increasing The Dalí's impact. Contributed gifts are an area the Museum is focusing on growing in order to maintain financial stability.



## expanding *our future*

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The Dalí Museum plans to expand our facility to create a revolutionary space for immersive educational experiences that will ignite the imaginations of our growing community in a way reminiscent of Dalí's work. We will enhance our presence as a place of awe, creativity and reinvention, expanding our community solidarity and prompting visitors to discover through personal and shared experiences.

“ *The Dalí is a city treasure.* ”  
– Museum visitor

## looking *ahead*

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## special exhibitions

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### *Reimagining Nature: Dalí's Floral Fantasies*

May 18 – Oct 27, 2024

Presents Dalí's best-loved, rarely displayed botanical print suites sourced from The Dalí's collection.

### *The Subversive Eye: Surrealist and Experimental Photography from the David Raymond Collection*

Nov 16, 2024 – May 4, 2025

Features surrealist photographs created by artists worldwide, highlighting Surrealism's influence on the photographic medium.

### *Outside In: Murals Inspired by Dalí*

May 24 – Oct 26, 2025

Brings together original murals by an array of contemporary artists, inviting them to draw inspiration from the Museum and Dalí.

### 100 Years of Surrealism Conference

Dec 13 – Dec 15, 2024

Celebrates the centennial of Surrealism, marked by the "First Surrealist Manifesto" publication in 1924.

### The Dalí Museum's Café Gala Cookbook

Fall/Winter 2024

Contains recipes from our Café and Chef Chuck Bandel's experiences abroad, each featuring personal anecdotes from his travels and kitchen.





*We appreciate you and your  
continued support of The Dalí.*

For more information about our  
exhibitions, programming, events  
and future initiatives, contact:

**the dalí museum**

Development@TheDali.org

727.623.4726

**or donate online**

[TheDali.org/Give](https://TheDali.org/Give)



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