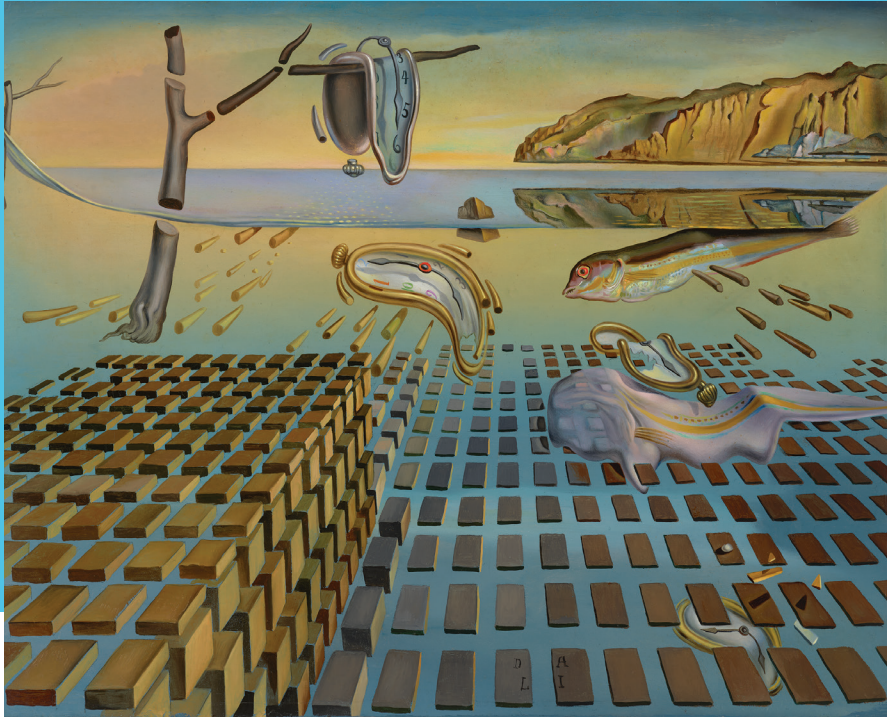


Fiscal Year 2025
July '24 – June '25



Expanding Possibility, *Shaping the Future*

The Impact of Your Support



The Disintegration of the Persistence of Memory

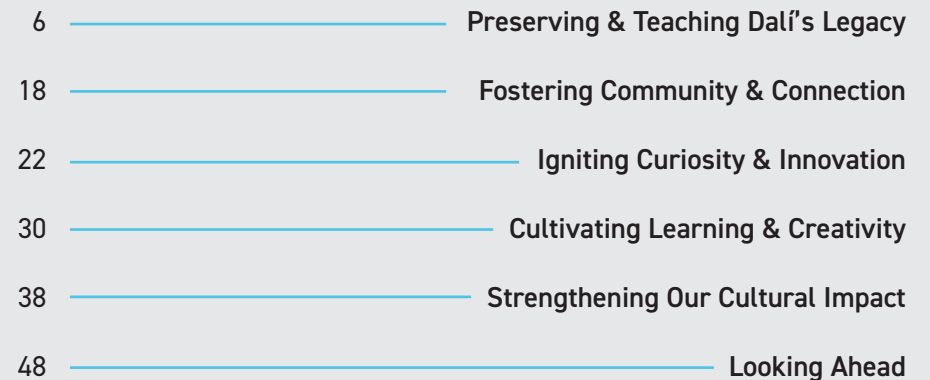
our mission

the purpose that guides everything we do

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.

the dalí experience
thanks to your contributions





our *vision*

guiding the future

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,

Each day at the Museum, we witness the extraordinary power of art to inspire curiosity, spark imagination and bring people together.

None of this would be possible without you. Your generosity—whether as a donor, sponsor, volunteer or partner—has allowed us to share Salvador Dalí's genius with the world while creating educational programs and world-class exhibitions that touch lives here in our community. Whether it's students discovering new ways to see art, or visitors from around the world inspired by Dalí's boundless creativity, your support makes these moments possible.

You are integral to everything we do. With your partnership, the Museum continues to thrive as a cultural landmark, an educational resource and a place of wonder and learning.

Thank you for believing and investing in the transformative power of art and helping us carry The Dalí's vision into the future.

With deepest gratitude,

Margaret de Lissar Hank Hine

Margaret de Lissar
Chair Board of Trustees

Hank Hine
Executive Director

preserving & *teaching* *dali's legacy*

The Dalí Museum preserves and interprets Salvador Dalí's work, creating world-class exhibitions that spark curiosity and wonder. Through scholarly interpretation and engaging displays, we ensure Dalí's legacy remains relevant to today's artistic dialogue. We invite diverse audiences to explore his lasting impact and connect with the ideas that shaped his life and creative vision.



“The Dalí unlocked a box in my head I didn't know existed.
I walked out a different person than when I went in.”
- St. Pete resident

the *collection*



Detail of *Enchanted Beach
with Three Fluid Graces*

Over **2,400 works** representing every moment and medium of Salvador Dalí's creative career, expertly curated, are housed and presented at The Dalí Museum. Each piece offers a deeper look into Dalí's evolving vision and lasting influence.

Through guided docent tours and cutting-edge technology, The Dalí Museum reimagines how a permanent collection can educate, inspire and shift perspectives with every visit.

Teaching through the collection

2,926

Docent-led gallery
tours available
360 days a year

115

Volunteer docents
available for pre-booked
gallery tours

43,094

Visits to The Dalí
Museum Mobile Guide
on Bloomberg Connects,
featuring 34 tour stops

49,590

Visitors immersed
themselves in
the *Dreams of Dalí*
virtual reality (VR)
experience

129,455

Views of
Dalí Masterworks
brought to life through
augmented reality (AR)

35,990

Visitor engagements with
4 themed audio guides:
Permanent Collection,
Special Exhibition, Family-
Friendly & Teen Voices

the dalí museum *library & archive*



With over 6,000 items documenting Salvador Dalí's life, work and Surrealist connections, our library spans multiple languages—including English, Catalan, Spanish and French—and features correspondence, journals, rare books, exhibition catalogs, photographs and unique ephemera such as the Morse Archives, which contain personal writings and letters from Museum founders Eleanor and A. Reynolds Morse. Select materials are available online, expanding access, supporting scholarship and powering research for upcoming exhibitions.

This year, the Library & Archive hosted mural artists as they explored the collection for *Outside In: New Murals Inspired by Dalí* and, through collaboration with archivists and librarians, strengthened our partnership with the USF Library, earning our curators recognition as Courtesy Faculty.

expanding *the dalí collection*

Inspired by Dalí's spirit of reinvention, we continue to grow the permanent collection with new works that deepen the story and expand the ways visitors experience his art.

2 paintings & 200+ archival materials

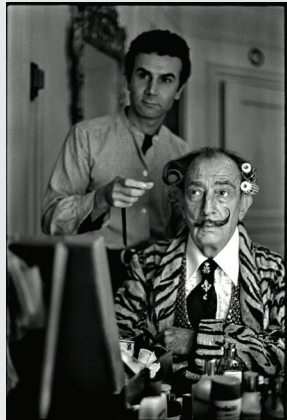
Including vintage magazines,
exhibit catalogs &
surrealist journals
Gifts of Ted Chernick



*Nature Morte Aux
Pommes (1923)*



*Nit de Lluna
(Moonlit Night) (1918)*



*Salvador Dalí and
his hairdresser, Sebou;
by James Hamilton;
February 1975;
printed July 7, 2024
(modern inkjet print)
Gift of Marion Rich*

2 photographs



*Untitled by Salvador Dalí;
Gelatin silver print by
Murray Korman; 1939
Acquired by The Dalí*

conserving *the dalí collection*

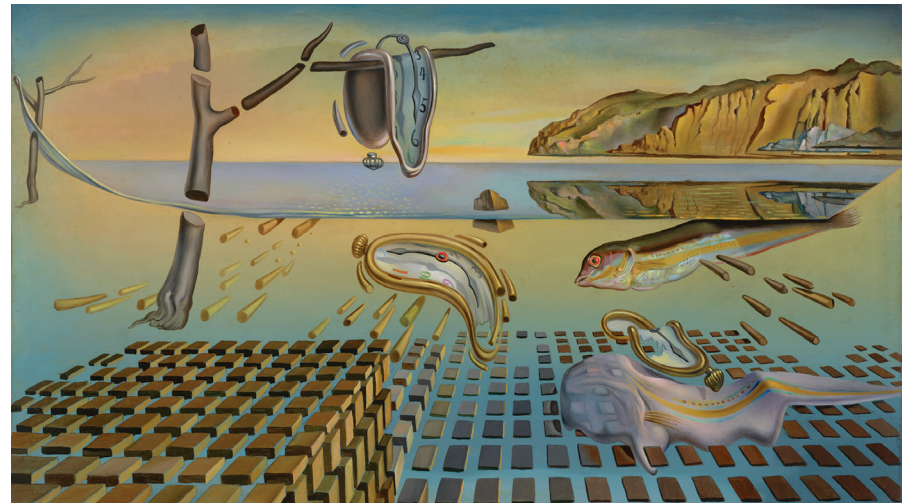
Paintings are created with organic materials that naturally change and age over time, requiring careful attention to preserve their integrity. With support from our Annual Fund *Keepers of the Collection* donors, we conserved three paintings this year, each with treatments tailored to its needs. Some works were surface cleaned and re-tensioned; others required varnish removal, paint consolidation or the filling of losses. Together, these efforts ensure Dalí's art remains vibrant and preserved for generations to come.



*Geopoliticus Child Watching
the Birth of the New Man*



Memory of the Child-Woman



The Disintegration of the Persistence of Memory

thought-provoking exhibitions & presentations

Each year, we offer new ways to share Dalí's influence, spotlighting his legacy alongside artists and ideas that resonate with his world and creative vision.

Reimagining Nature: Dalí's Floral Fantasies

May 18 – Oct 27, 2024

Showcasing three rarely seen suites of botanical prints created by Dalí between 1968 and 1972, this exhibition explored his works on paper and highlighted how he reinterpreted traditional images of fruits and flowers and transformed them into surreal, vibrant creations.

Exhibition Supporters

Keepers of the Collection Annual Fund Donors, The Dalí Board of Trustees, The Guild at The Dalí, Museum Members and hotel partner, TradeWinds Resort on St. Pete Beach.

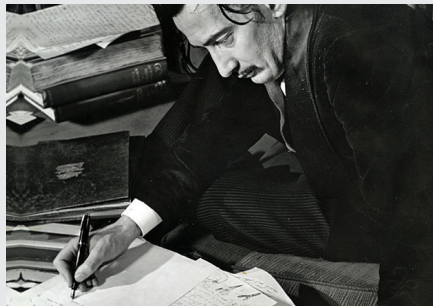


Dahlia unicornis from *Flordalí*
(*Flora Dalinae*)

Writers of Surrealism: Salvador Dalí

Sep 7, 2024 – Jan 5, 2025

This special presentation showcased Salvador Dalí's diverse and imaginative writings, including novels, essays, poetry and autobiography reflecting his creativity and unique artistic vision.



Eric Schaal, Salvador Dalí writing *The Secret Life in Hampton Manor*, Virginia, 1941, Courtesy of Pictorial Press Ltd / Alamy Stock Photo

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

Nov 16, 2024 – May 4, 2025

In celebration of the centennial of Surrealism's founding in 1924, this exhibition featured 100 works by 50 artists from around the world, highlighting the movement's original aims in the medium of photography and its far-reaching influence.

Exhibition Supporters

Presenting Sponsor: Marion Rich
Supporting Sponsors: Ingrid & Jake Jacobus and Adele Visaggio, the Museum airport partner, St. Pete – Clearwater International Airport (PIE) and hotel partner, TradeWinds Resort on St. Pete Beach.



Heinz Hajek-Halke, *Erotic- Extra Large!*, c. 1930-1928, Collection of David Raymond, Copyright © Heinz Hajek-Halke Estate, Courtesy CHAUSSEE 36

Outside In: New Murals Inspired by Dalí

May 24 – Oct 26, 2025

This first-of-its-kind exhibition invited current and past SHINE St. Petersburg Mural Festival artists to create dynamic murals within the gallery setting, drawing inspiration from Salvador Dalí's surreal genius, his artwork and the Museum.

Exhibition Supporters

Supporting Sponsors: Hal Freedman, Willi Rudowski and Joanne Obenauf



Detail of mural by Greg Mike

sharing *dali's legacy*

Through strategic loans to museums around the world, we make Dalí's work accessible to broader audiences, expanding his influence and inspiring new conversations.



Dalí: Disruption and Devotion at MFA, Boston

Museum of Fine Arts, Boston "Dalí: Disruption and Devotion"

Jul 6, 2024 – Dec 1, 2024

The exhibition juxtaposed nearly 30 paintings and prints on loan from The Dalí with European masterpieces from the MFA's renowned collection, offering 234,000 visitors a rare dialogue between Dalí's vision and the European tradition that shaped him.

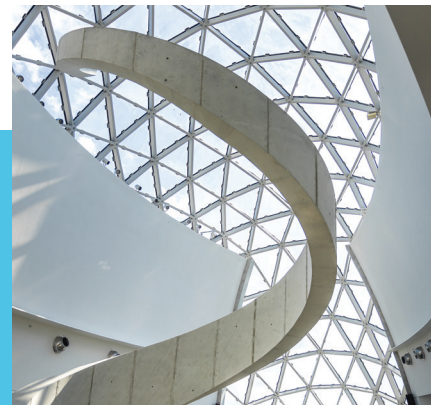
Spanish Embassy, Washington D.C. "The Dalí Museum in Washington, D.C."

May 15 – Oct 30, 2025

This exhibition welcomed 1,100 visitors and highlighted contemporary Spanish art through 32 multidisciplinary works—including photographs, paintings, books and new media. Commissioned by and first exhibited at The Dalí, the showcase reflected Dalí's enduring influence.

art, architecture & *avant-garden*

Opened in 2011, our iconic building was designed to protect Dalí's work, host exhibitions and serve as a hub for education. In 2024, it withstood two hurricanes without damage to the structure or collection, affirming the strength of its original design. Made possible by generous capital donors, the building is sustained through Annual Fund support.



The Museum offers engaging ways for visitors to explore the architecture and landscape that make our space as distinctive as the art it houses, including:

10 stops on The Dalí in the Details

Architecture digital tour
via Bloomberg Connects

Architectural & Avant-garden docent tours

Available 3 days a week

learning *through immersive art*



Dalí Alive 360°

The Dalí Dome transforms how visitors engage with art, offering immersive, multi-sensory shows that have drawn thousands into its 360-degree environment. From the dreamlike world of *Dalí Alive 360°*—experienced by one-third of all Museum visitors—to a Pink Floyd-inspired visual journey that attracted a surge of locals, The Dome is both a gateway for new audiences and a place that deeply engages and re-engages our local community. Here, art and technology converge, celebrating artistic expression across mediums in the spirit of Salvador Dalí.

88,064

Dalí Alive 360°
experience attendees

17,034

Pink Floyd: The Dark Side of the Moon experience attendees

Looking ahead, The Dome, as an innovative venue, will continue to host a diverse lineup of programs that invite audiences to experience art in bold new ways.

where art *meets innovation*

We are proud to be at the forefront of technology, crafting unique digital experiences that entertain, inspire and deepen visitors' connection.



YOUR PORTRAIT generated image in street art style



Guests interacting with Ask Dalí

Ask Dalí & Dial Dalí

The AI-powered *Ask Dalí* invites visitors onsite to converse with a reimagined Salvador Dalí—an experience created in partnership with Goodby Silverstein & Partners and honored nationally with a Webby Award. Building on this success, *Dial Dalí* launched for a limited time in May 2025, reaching audiences nationwide and offering new ways to engage beyond the Museum.

58,372

calls answered by Dalí

Dream Tapestry

The AI-powered *Dream Tapestry* transforms written dreams into one-of-a-kind images—adapting its visual style with each exhibition, from black-and-white photography to bold street art.

21,161

dreams visualized

YOUR PORTRAIT

The Museum's AI experience, *YOUR PORTRAIT*, transforms visitor selfies into custom digital art while teaching the dynamic techniques behind a range of artistic styles.

69,941

portraits created

fostering
*community
& connection*

As a vital cultural resource, The Dalí inspires lifelong learners of all ages with family-friendly exhibits, discounted admissions, sensory-friendly programming and support for military personnel, educators and more. Through dynamic, accessible experiences, the Museum shares Dalí's surreal world, welcoming everyone to explore, imagine and connect with his genius—and, in turn, see the world in new and unexpected ways.

“ I always leave The Dalí Museum feeling inspired. ”

- Upper-level Museum member

inspiring *communities near & far*

The Dalí was closed for eight days due to Hurricanes Helene and Milton. The storms brought lasting challenges to our area, and the Museum continued to feel the impact long after reopening as we focused on community recovery and rebuilding together.

Total annual
visitors to The Dalí

273,957
81% Adults • 19% Youth

Museum members

7,958

Demographic breakdown of our visitors



27% local



30% other Florida



35% U.S.



8% international



Annual digital reach

Video views on The Dalí
YouTube channel

371.6K+

Digital newsletter subscribers

56.8K+

Page views on TheDali.org

3M+

Global social media followers

588.4K+

PR impressions including a segment
on CBS Sunday Morning with
5.2M live viewers

serving *our community*

The Dalí welcomes all as unique individuals and is committed to making our exhibitions, programs and spaces accessible to everyone.

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

1,093

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

43,242

Pinellas County residents
received free
Gallery Admission through
the Arts Alive event

3,081

Sensory-friendly event
attendees for **visitors
with sensory diversities**

680

Pinellas and Hillsborough County residents
received free Gallery Admission through the
Artful Healing Community event partnered with
The Florida Orchestra

1,735

Veterans and their
guests received free
admission on
Veterans Day

246

**ESE Students through
Arts4All & Creative Clay
visitors** with disabilities
received free admission

70

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

3,497

**We offer free ASL interpreter services and EnChroma Glasses for
visitors with hearing impairments or color blindness.**



igniting *curiosity* & *innovation*

The Dalí's educational programs awaken curiosity and creativity across all ages. Through lectures, workshops and hands-on classes, we connect audiences with Dalí's art and ideas, encouraging fresh perspectives and lifelong learning through meaningful, personal experiences.

“ The Dalí Museum is a dreamscape of surreal wonder. Each room invites you deeper into imagination, mystery and meaning. ”

- Museum visitor

conference *lectures & writing*

The Museum fosters ongoing exploration of Surrealism through conferences, publications and public programs that share new insights with the community.

100 Years of Surrealism Conference

In celebration of the centennial of Surrealism, we hosted a two-day event featuring leading international scholars exploring the movement's enduring legacy and diverse contributors.



Surrealist Group (Paul Éluard, Hans Arp, Yves Tanguy, René Crevel, Tristan Tzara, André Breton, Salvador Dalí, Max Ernst, Man Ray), 1931. Photo by Man Ray.

Essays by our curators

Dr. Jennifer Cohen, "Minor Threats: Women and the Surrealist Movement," in *Female Artists of the Mougins Museum* (London: Merrell, 2025).

Dr. William Jeffett, *Dalí in 400 Images* (Brussels and Paris: Ludion Press and Hazan, 2025).

Dr. William Jeffett, "Paco Simón, The Silence of Nature," in *Paco Simón: Paseos Iluminados* (Zaragoza: La Lonja-Ayuntamiento de Zaragoza, 2024-2025).

Lectures & presentations given at other institutions

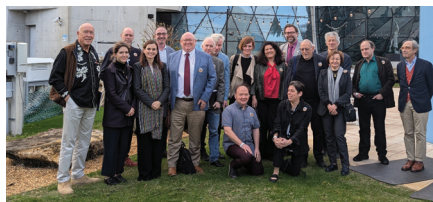
Dr. William Jeffett, roundtable discussion and presentation on *The Subversive Eye* with Dawn Ades and David Raymond, International Society for the Study of Surrealism, Paris, October 2024.

Sumaya Ayad, "Dalí 101: From Melting Watches to Post-Atomic Still Lives," EmpowerU Screen Education (virtual), March 2025.

Beth Harrison, "Video Mapping in Museums: A New Way to Allow Exploration of Art," IBSIC – Image Beyond the Screen International Conference, Lille, France, April 2025.

Beth Harrison, "XR in Museums: Enhancing Mediation or Redefining the Visitor Experience," Forum des Images, New Images Festival, Paris, France, April 2025.

Kathy Greif, "Future-Proofing Museums: Integrating Technology to Inspire Change," AAM Conference, Los Angeles, CA, May 2025.



100 Years of Surrealism Conference participants

extending the *experience*

Just as the galleries present Dalí's art, the Museum Store extends our educational mission by sharing his legacy and culture through books published by the Museum.

From scholarly catalogs that memorialize and develop upon our special exhibitions to our new cookbook in collaboration with Café Gala, these books invite deeper connection with Dalí and introduce his world to new audiences, available both in-store and online.



Café Gala's Chef Chuck Bandel with The Dalí Museum Café Gala Cookbook

New featured books



Reimagining Nature: Dalí's Floral Fantasies



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



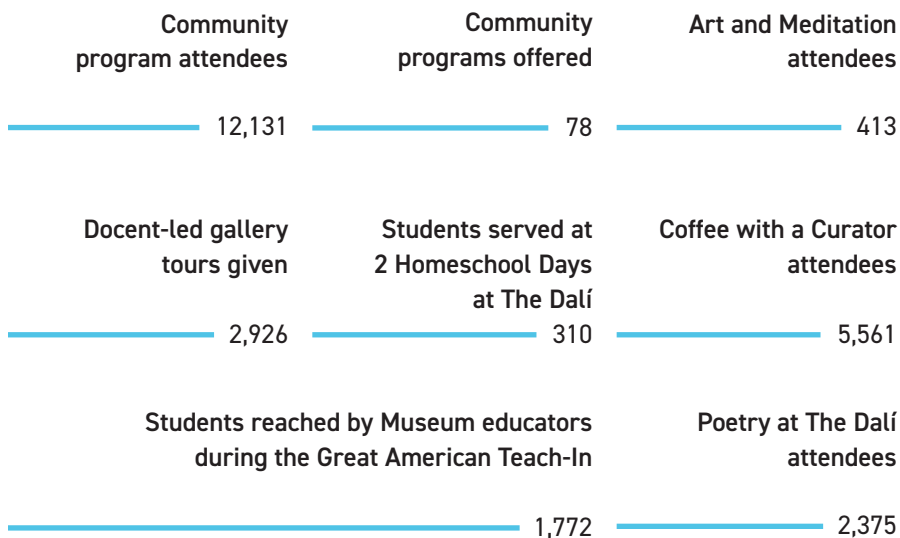
The Dalí Museum Café Gala Cookbook



Dalí in 400 Images

educating & entertaining

Through tours, lectures and cultural programs, we serve as a vibrant space for learning, inspiration and connection.



teaching the surreal, inspiring new perspectives

Innovation Labs at The Dalí

Inspired by Salvador Dalí's infinite imagination, The Dalí's Innovation Labs offer more than learning experiences—they deliver transformational shifts in how individuals and teams see the world and solve problems.

Exclusive to The Dalí, these pioneering programs merge Dalí's art and philosophy with cutting-edge creativity research, guiding participants to think differently, create boldly and confront challenges with renewed vision.

By breaking away from old patterns and igniting fresh perspectives, Innovation Labs empower organizations and individuals to unlock their fullest potential and shape extraordinary futures.



Over the past year, **1,580 participants across 39 workshops** have experienced this powerful blend of art and innovation—leaving equipped not just with tools, but with a renewed capacity to see and shape the world in extraordinary ways.

training, *teaching & mentoring*

The Dalí Internship Program

Our internship program offers college students and recent graduates hands-on experience exploring Salvador Dalí's legacy and the day-to-day operations of a world-class art museum. Participants deepen their understanding of Dalí's work while gaining practical insight into Museum operations, nurturing future leaders in the arts and raising awareness of museum careers.



Curatorial Department

Sofia Harris
Lindenwood University
Master of Art History
& Visual Culture

Researched the history of individual artworks to develop informative wall labels.

"I feel incredibly lucky to intern in a museum showcasing the work of one of the most fascinating artists of the 20th century."

Education Department

Joseph Rosenberg
Tufts University
Bachelor of Art & Architecture
History/ International Relations

Contributed to the new Art Mobile by developing educational resources for teachers.

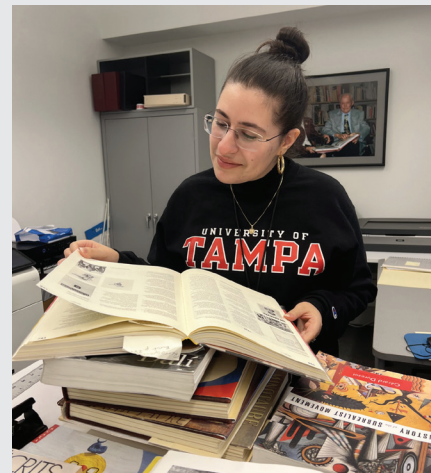
"The Dalí Internship Program has given me a warm and supportive working environment where I can explore the wide variety of approaches towards education in an art museum setting."

Library & Archives Department

Angelica Sierra
University of Tampa
Master of Science
in IT Management

Supported the Museum's evaluation of digital asset management systems by producing key research deliverables.

"I am beyond grateful to be interning with The Dalí... I even manifested to come work here since I was 12 years old when I first came to the Museum on a field trip."

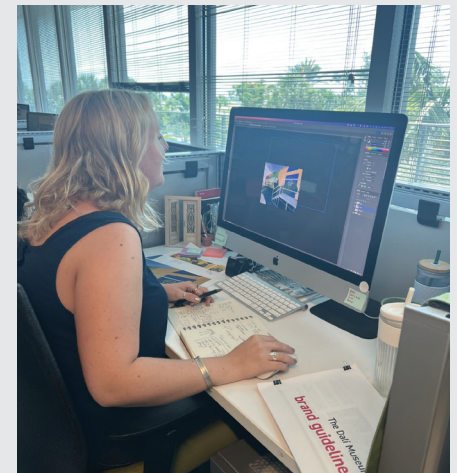


Marketing Department

Riley Karau
Florida Southern College
Bachelor of Art in
Graphic Design & Studio Art

Created branded materials for multiple departments, including the new Art Mobile and a redesign of the security team's ties and scarves.

"This internship has provided me with an amazing opportunity to cultivate my passion for design while expanding my professional and practical skills."



cultivating *learning & creativity*

The Museum's youth programs ignite curiosity and creativity in students of all ages and backgrounds through inspiring, hands-on experiences that empower young learners to explore, experiment and bring their own bold ideas to life.

“The Dalí is more than just a building filled with art. It's a hub of creativity, exploration and personal growth—a place where imagination knows no limits and people of all ages can discover new perspectives about the world and themselves.”

- Junior Docent, Grade 8

inspiring *young artists*

Student Surrealist Art Exhibitions

Through three annual exhibitions, Florida middle and high school students explore themes central to Dalí and the Surrealists. The *"Obsession, Disintegration, Reinvention"* exhibition introduced student artists to Dalí's recurring symbols and constant self-invention.

We hosted students and their families at receptions with free Gallery Admission featuring a display of their artwork on-site and online.

Florida counties represented

30

student art submissions

1,112

surreal artworks displayed

360



Peyton Lilly
Cycle of Perspectives
Ceramics, Mixed Media, Sculpture
Seabreeze High School
Art Teacher: Christine Colby
Grade 10



Emily Mervine
Obsession
Acrylic, Colored Pencil
Riverview High School
Art Teacher: Valerie Skindel
Grade 9



Eva Aadil
Pieces of Identity
Colored Pencil
Palm Harbor University
High School
Art Teacher: Wipoj Huse
Grade 11

Free & Reduced Admission Student Field Trips



K-12 school groups receive free and reduced admission, including in-person or virtual docent-led tours of the Museum's permanent collection, offering a meaningful introduction to art. Dalí Museum field trips deepen classroom connections, strengthen observational and perceptual skills, foster social development and help students engage more confidently and personally with art.

5,055 students served

14% Elementary School • 40% Middle School
46% High School • 36% Title 1 schools

129 schools

42% Pinellas • 20% Hillsborough
38% other Florida counties

284 gallery-led tours given

3,242 students engaged through virtual field trips



"A single field trip can increase students' ability to think critically about art, as well as their ability to appreciate and understand what life was like for people from other time periods."

- International Journal of Environmental & Science Education

educating *students*

Junior Docent Program

Students ages 9–14 spend a week at The Dalí in four full-day summer sessions, exploring the permanent collection as a living curriculum.

Through hands-on experiences, they discover new ways to interpret and create art, build confidence and develop critical thinking skills. Empowered to think independently, students graduate as Dalí Museum Junior Docents.

Each week concludes with a tour led by the new docents and a family reception, where students showcase their Dalí knowledge, personal voice and surreal creations.



Building on this foundation, the Junior Docent Ambassador program launched this year, enabling graduates to share their knowledge year-round. Ambassadors presented at Museum events, including *Keepers of the Collection*, Board meetings and Arts Alive Day, as well as off-site at the Florida Art Education Association conference and before the St. Petersburg City Council.

Funded by the Jeannine Hascall Junior Docent Program Endowment Fund, the program provides scholarships, ensuring students from all backgrounds can shape the next generation of creative thinkers.

junior docent
graduates **96**

junior docent
ambassadors **12**

scholarship
recipients **54**

Summer Rec Center Program

For 25 years, The Dalí's innovative summer program has opened doors for Title 1 students, introducing them to the vast world of Salvador Dalí, Surrealism and creative expression. Each summer, 60 students engage in a series of five Dalí-inspired workshops across six St. Petersburg City Recreation Centers and throughout the community, receiving 10 hours of dynamic art instruction led by dedicated Visual Arts teachers and teaching artists.

The program fosters creativity and confidence as students explore the Museum's collection and create their own original artwork. Every session includes a free gallery tour at The Dalí, culminating in a family reception with complimentary Museum access to celebrate the students' achievements.



Made possible through the generosity of an anonymous donor, this program continues to transform lives by empowering young people to discover their own artistic voices.

60

students served



engaging students *through art*

The Key to Dalí Art Mobile

Marking our 18th year serving the county with the Art Mobile, this traveling gallery brings Salvador Dalí's art and story directly to Pinellas County elementary schools, encouraging students to think creatively, embrace their individuality and engage more deeply with visual art. The Art Mobile equips teachers with resources to cultivate learning and guide meaningful classroom conversations through art.



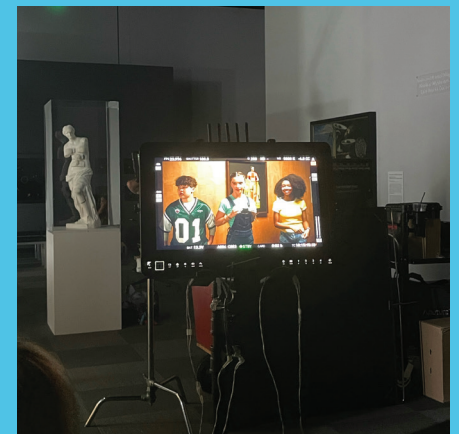
With generous support from the Francis & Gertrude Levett Foundation, a newly themed Art Mobile, *The Key to Dalí*, was created this year.

In partnership with Pinellas County Schools, starting in Fall 2025, the new Art Mobile will reach 38,000 students across 77 schools by 2030.

Introducing Young Minds to Dalí: A New Orientation Film Experience

Debuting this fall, and soon to be available within the Art Mobile and to elementary school teachers worldwide, this imaginative new film transports children into the limitless world of Salvador Dalí through the eyes of students on a surreal classroom adventure.

Designed for ages 5–11, the film introduces Dalí's life, ideas and artwork in a way that is both accessible and unforgettable, igniting curiosity, creativity and a lifelong connection to the arts in young learners everywhere.





“ I was blown away! Dalí is so much more than melting clocks. ”

- First-time Museum visitor

strengthening *our cultural impact*

The Dalí Museum is powered by the collective passion and expertise of those who give their time, skills and support. From trustees and volunteers to members and community partners, these dedicated individuals drive our mission forward and amplify our impact throughout the community.

the board *of trustees*

The Dalí Museum Board of Trustees is a group of leaders with fiduciary responsibility for the Museum's mission and well-being.



Ramon Bosquez
Kay Bronstein
Karol K. Bullard
Trevor Burgess
William Carlson
Andrew P. Corty
Robert K. Doyle
Steve Dehmlow
Margaret de Lisser
Scott Gebicke
Jeffrey Goodby
Charles M. Harris
Thomas A. James
Karen Johnston
Bryant N. Jones
Kamal Majeed
James W. Martin
Brad G. Morse
Ambassador Angeles Moreno Bau

Tom Petrillo
Steven A. Raymund
Mary Anne Reilly
Adelaide Sink
Francisco J. Sanchez
Jan Sher
Kanika Tomalin
Lorna Taylor
Kathryn Swintek
Robert L. Ulrich
Robert H. Willis, Jr.
Cathie Wood
Noelle Wolf

Honorary Trustees for Life
Dawn Ades
Pascual Pesudo Castillo
Jeannine Hascall
Mary Ann Morse

the *guild*

Guild members serve as core ambassadors, advancing the Museum's mission through connection, leadership and philanthropy. This year, 171 members were united by a shared commitment to expand The Dalí's reach, influence and impact.

Through signature events—Sueños de Dalí and Los Vinos de Dalí—The Guild engaged the community and secured meaningful support through sponsorships, donations and partnerships, creating surreal celebrations filled with purpose and passion.

Their generosity included exhibition and event sponsorships, upper-level memberships and contributions to the Conservation Fund, Annual Appeal, Capital Campaign and more. Through their enthusiasm and leadership, Guild members continue to cultivate a vibrant philanthropic community, ensuring the Museum's educational and cultural initiatives thrive and inspire generations to come.

2024-2025 The Guild at The Dalí Executive Committee

Amy Blake, *Communications Liaison*
Kathy Biscoglia, *Past President/Governance*
Bob Grauer, *Treasurer*
Annette Kaplan, *Development Chair*
Natalie Koltun, *Vice President*
Carol McGurk, *Education Chair*
Marion Rich, *President*
Marina Ryzhichkova, *Technology Chair*
Diane Shea-Piser, *Recording Secretary*
Rachel Snyder, *Dalí Museum Liaison*



our volunteers

Our volunteers are passionate ambassadors who bring knowledge, creativity and warmth to every visitor's experience. Whether leading tours or greeting guests, they help create a welcoming environment that reflects their shared love of art and leaves a lasting impression on all who visit.



502 Continuing Docent Education Program attendees

260 active student & adult volunteers, contributing over **20 hours annually** of service to the Museum

15 Docent Training Program graduates

13 emeritus volunteers

20,299 hours donated by adult volunteers

\$552,126+ in monetary value* of total time donated

The Volunteer Council

The Dalí's Volunteer Council serves as the liaison between the volunteer community and Museum staff, helping ensure a collaborative, inclusive environment where all volunteers feel supported, heard and valued.



5 council members

Kirk Coleman,
Recruitment Coordinator

Davida Constant,
Council Chair

Valerie Kramer,
Recruitment Coordinator

Mary Frances Means,
Volunteer Travel Liaison

Kim Rankine,
ADA Steward

*Estimate based on U.S. Independent Sector national hourly earnings average

the zodiac committee

Established in 1996, the Zodiacs are a dedicated group of 12 volunteers who serve as ambassadors for The Dalí, giving vital gifts of time and talent by actively engaging Museum members, connecting with the wider community beyond the Museum walls and establishing partnerships with local businesses.



The Zodiacs host the exclusive Museum Membership Special Exhibition Preview Days, plan and curate extraordinary art experiences throughout the year—including The Dalí Dozen Contemporary Art Show—and partner with The Guild to host members and donors at the fall fundraising event, Sueños de Dalí.

2024-2025 Zodiac Committee

Laura Bethea

Harvey Drouillard

Jessica Hall

Britt Hayes

Brett Holden

Janna Kennedy Hyten

Kisha Linebaugh

Whitney Lynch

Dacota Maphis

Frances Recheungel, *Chair*

Patti Siltala

Pamela Joy Trow

Megan Moyer, *Dalí Museum Liason*

community *partners*

Alchymie/aka Jennifer Theuer Růžicka
American Stage Theatre Company
Anchor Skate Supply
ARK Invest
ArtCare
Arts4All
Asia Aesthetics
Bay Area Renaissance Festival
Belleair Development Group
Bill Bryant
Bob Devin Jones
Boris Fridman
Boyd Hill Nature Preserve
Café Gala
CARD by USF
Chad Jacobs
Chad Mize
City of St Petersburg
Coderre Conservation
Coman Certified Interpreting, LLC
Creative Clay
Creative Education Foundation
Creative Pinellas
Cross Bay Ferry
Crown Automotive Charities
Darluz the DJ
Debbie Yati Garrett
DJ Acevedo
DJ Fresh Events
Dogs Inc. (formerly Southeastern Guide Dogs)
Eckerd College
Eastern Michigan University
Eleven Labs
Embracing Our Differences
EnChroma
Florida Art Education Association
Florida Botanical Gardens Association
Florida State University
FloridaRAMA
Frederick Johnson

Fulton Chamber Players
Gabbi's Playhouse
Gasparilla Festival of the Arts
Goodby, Silverstein & Partners
Great Explorations Children's Museum
GrowHouse Tampa
Harvey Drouillard
HUBBLO
Indie Flea
Jake-ann Jones
Janna Kennedy Hyten
Jessica Hall
Keep St. Pete Lit
Kisha Linebaugh
Kristof Znyk
LALO Tequila
Laura Bethea
Le Monè
Lilac at TAMPA Edition
Localtopia
Lucky Cat Yoga
Luis Seixas Art Conservation
Lynch
Margo Hammond
Marie Selby Botanical Gardens
Michele Gerber Klein
Michelle Cornejo
Mowery Book Conservation
Museum of Fine Arts St. Petersburg
Museum of Motherhood
NAMI (National Alliance on Mental Illness)
Nicole Salgar
Neiman Marcus International Plaza
No Good Deeds Art
OpenAI
Pamela Joy Trow
Patti Siltala
Pinellas Diaspora Arts Project, Inc.
Practically Picasso
Project ALCHEMY
Publix Supermarket Charities

Quebec Government Office in Miami
Ringling College of Art & Design
Scara Abe
SHINE
Sherwin Williams Paint
Shorecrest Preparatory School
St. Pete's STEAMfest
Sir Speedy
St. Pete Innovation District
St. Pete Pier
St. Pete Pride
St. Pete Recreation Centers Enoch
Davis Center
St. Petersburg Distillery
St. Petersburg Power & Sailboat Show
Starkey Ranch Theatre & Library
Sunbelt Rentals
Sunsation Photography
Tampa Bay Library Consortium
Tampa Bay Times
Tampa EDITION
The Florida Orchestra
The Guild at The Dalí Museum
The James Museum
The John and Mable Ringling Museum of Art
The Studio@620
Tim Conwell
Tombolo Books
Tru by Hilton St. Petersburg
UDREAM EVENTS
University of South Florida
St. Petersburg Science Festival
University of Tampa
VDA (Volunteer Directors of America)
Visit St. Pete-Clearwater
Visit Tampa Bay
Wheel the World
WUSF
WSMR

FY25 Museum Partners
members receive reciprocal access

July 2024
Great Explorations Children's Museum

August 2024
Glazer Children's Museum

September 2024
The Ringling

October 2024
The Florida Aquarium
FloridaRAMA

November 2024
The James Museum

December 2024
Tampa Bay History Center

January 2025
Florida Museum of Photographic Arts

February 2025
Imagine Museum

March 2025
Tampa Museum of Art

April 2025
Marie Selby Botanical Gardens

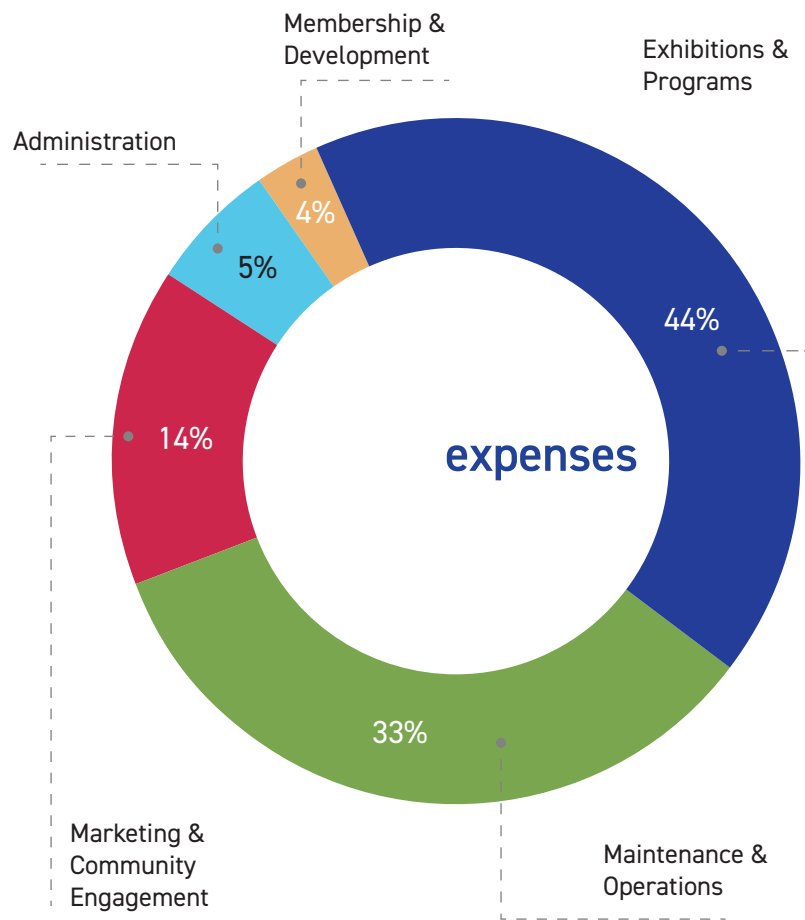
May 2025
The Bishop Museum of Science & Nature
St. Petersburg Museum of History

June 2025
Mote Marine Laboratory & Aquarium

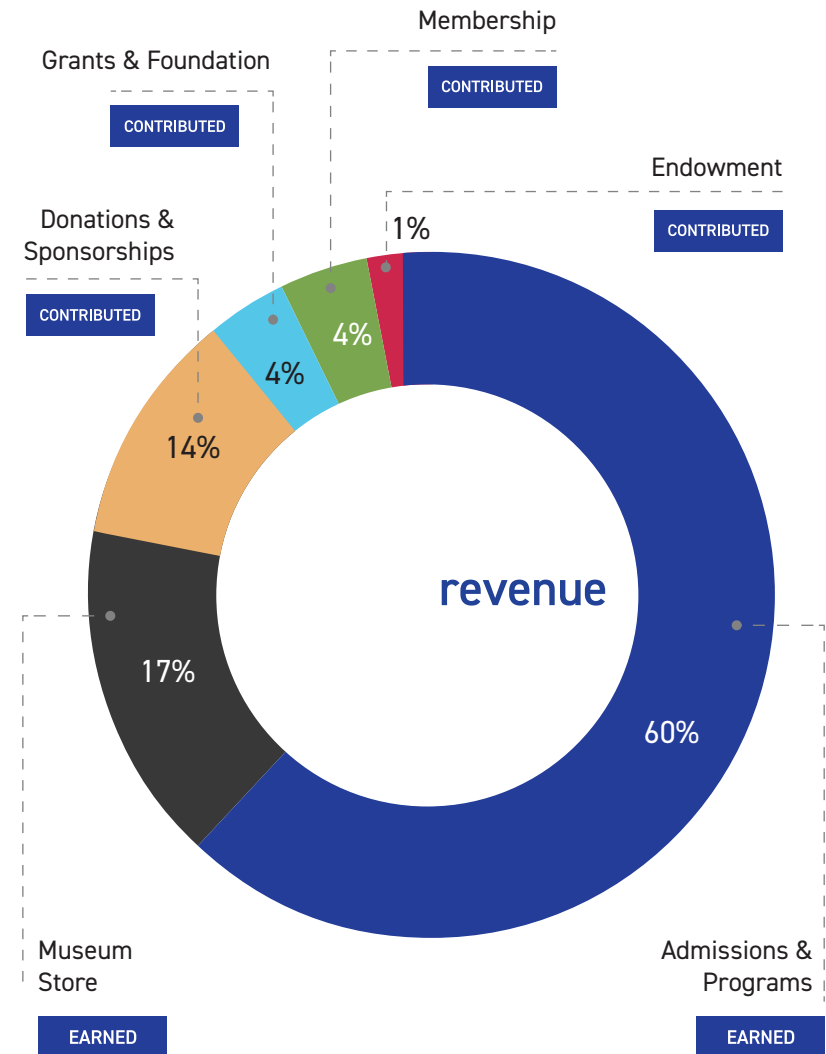
Hotel Partners
Hilton St. Petersburg Bayfront
Moxy St. Petersburg Downtown
Peninsula Bed & Cocktails
The Birchwood
The Vinoy Resort & Golf Club, Autograph Collection
TradeWinds Resort on St. Pete Beach

expenses & revenue

All of the Museum's resources are invested in our mission—bringing Dalí's legacy to life through exhibitions, programs, outreach and the essential operations that sustain them.



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.



looking *ahead*



Special exhibitions, presentations & experiences

Alberto Giacometti & Salvador Dalí Nov 15 – April 19, 2026

Showcases the numerous connections between Salvador Dalí and Swiss sculptor and painter Alberto Giacometti.

Van Gogh Alive 360° in The Dalí Dome Fall/Winter 2025

Invites visitors to step into Vincent van Gogh's paintings, experiencing them in a way that is both enchanting and educational within The Dalí Dome.

Dalí in America Spring/Summer 2026

In celebration of America's 250-year anniversary, this exhibition explores Dalí's dynamic relationship with the United States.

A Place Where Dreams Take Form: The Evolving Architecture of The Dalí Spring/Summer 2026

Highlights the Museum's architectural history while revealing the vision that shapes our upcoming expansion.

Catalogs publications & resources

The Dalí will publish a series of catalogs, monographs, proceedings and educational resources throughout 2025-2026, offering in-depth insights into our exhibitions, collection and beyond. These materials will provide scholars, students and art enthusiasts with valuable tools to explore, study and engage with Dalí's world in meaningful ways.

The Dalí Museum Virtual Docent Class

Thanks to the Bloomberg Digital Accelerator grant, The Dalí Museum will launch a hybrid Docent Class, preserving course material through digitized lectures, broadening recruitment opportunities and modernizing teaching to better engage and prepare future docents.

Proceedings from the 100 Years of Surrealism Conference

Shares fresh research and perspectives from the 100 Years of Surrealism conference, featuring Dawn Ades, Dr. Hank Hine, Dr. William Jeffett, Alyce Mahon and other leading scholars.

Alberto Giacometti & Salvador Dalí: Through & Beyond Surrealism Catalog Fall/Winter 2025

Explores the dynamic relationship between Alberto Giacometti and Salvador Dalí, featuring insightful essays by curators Dr. William Jeffett and Dr. Emilie Bouvard with a foreword by Dr. Hank Hine.



The Dalí Museum Innovation Labs Handbook Fall/Winter 2025

Translates Salvador Dalí's artistic genius into practical tools for creative problem-solving, helping readers generate breakthrough ideas by thinking like one of history's greatest innovators.

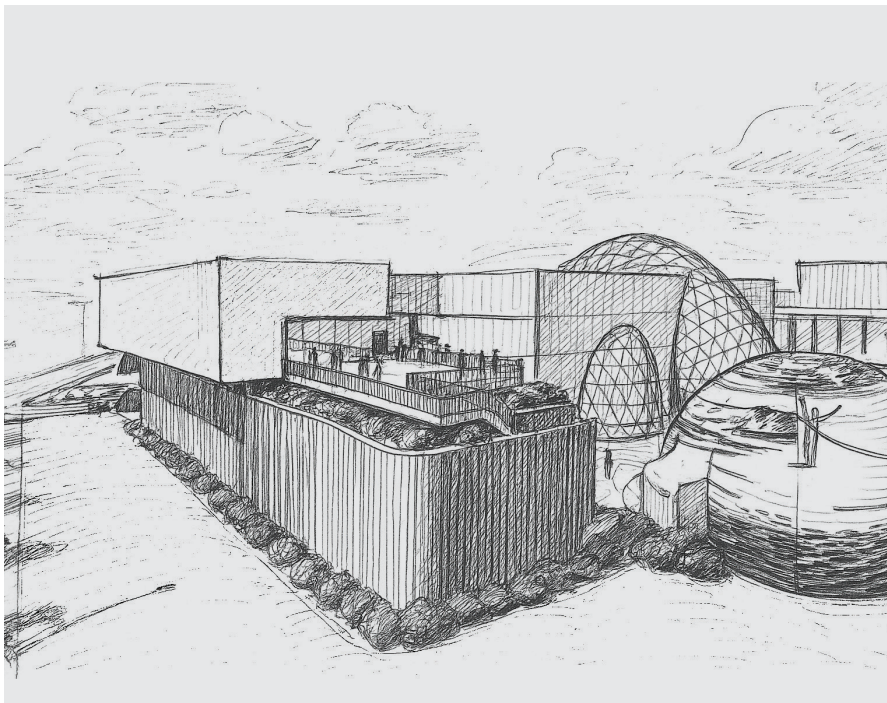
Junior Docents in the Classroom

Brings The Dalí Museum's acclaimed Junior Docent program into Pinellas County middle schools, building students' critical thinking, communication and creative confidence while making museum-inspired learning accessible in classrooms across the region.

expanding & renovating

The Dalí is embarking on an ambitious expansion—the most significant transformation in this era. After 14 years in our acclaimed building, we are adapting to better serve the needs and aspirations of our audiences and communities. More visitors, more students and greater demand for innovative programs have shown us where we can grow and deepen our impact.

The expansion will create new spaces for education, art, technology and innovation—places designed to welcome students, families, lifelong learners and global visitors. These additions will allow us to host larger, more interactive exhibitions, provide dedicated classrooms for thousands of students who visit free of charge and offer flexible gathering spaces that bring people together for dialogue and community.



We asked Dalí—through our AI-powered *Ask Dalí* experience—about the upcoming expansion and discovered his delight.

“Ah, the wondrous Dalí Museum is a crucible of dreams! Investing in souls’ enlightenment shall forever be a noble pursuit. It is a sanctuary where the surreal maestro awaits to unearth endless imagination!”

– A Re-Imagined Dalí

Like Salvador Dalí himself, this project is forward-looking, imaginative and bold. It's about more than expanding a building—it's about expanding what's possible, inspiring creativity and connection for generations to come.

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

For more information about
our educational exhibitions,
cultural programs, community events
and future initiatives, contact:

The Dalí Museum

Development@TheDali.org
727.623.4726

or donate online
TheDali.org/Give



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