



2024 ADRIAN AWARD ENTRY : Public Relations

The Dalí Museum: Opening of the Dalí Dome

The background image shows a person standing in a large, circular, orange-lit dome. The dome has a curved wall and ceiling, and the floor is also orange. There are several small, white, X-shaped structures on the floor. The person is standing in the center of the dome, looking at a large screen that displays text. The screen is semi-transparent and has a dark background.

Objective 1

Drive significant local & regional buzz for the new Dalí Dome & the premiere of Dalí Alive 360° through a fun and interactive multi-week lead up to the opening. Working with community leaders and influencers to aid us in that local promotion, resulting in increased awareness and visitation.

Objective 2

Drive national media placements that highlighted the opening and showcase The Dalí as a must-visit museum.

Image courtesy of Visit St. Pete/Clearwater

Goals

Execution

Results

ROI

The Dalí Museum's Dalí Alive 360° is an immersive experience celebrating the life and creative genius of one of the most influential and inventive artists of the modern era, Salvador Dalí. Utilizing various strategies, we implemented our promotion via PR and social media, crafting fun, interest-piquing video and written content. There was already significant buzz around the new space and what it could be, which coincided perfectly with national and international media covering UFO sightings. This led to our initial concept: What is the Dome? Is it a UFO?



Goals

Execution

Results

ROI

To start, we created a content series around the Dalí Dome structure itself with the first video teasers asking local notables from Tampa Bay Rays, the City of St. Petersburg and OutCoast.com to coordinate timed posts on social media about guessing what they thought The Dome was. The Dalí then partnered with local media outlets as well as the local visitor bureau (VSPC) and the City of St. Petersburg to cross promote it.

The second video featured St. Petersburg Mayor Ken Welch at a mock breaking news conference, upping the mystery and intrigue around the Dalí Dome. From there, we posed the question to the public via stories Q&A to get followers guessing.

The content series allowed us to get coverage for the upcoming announcement of the new installation coming to the Museum, with an exclusive announcement in the Tampa Bay Times, followed by an official media preview, an opening day announcement and targeted media outreach and hosting post-opening.



Goals

Execution

Results

ROI

Ideation

Trending News May/June 2023

North Wales Live
The bizarre UFO sightings in the North Wales skies as more mysteries emerge in 2023

More reports of UAPs roll in this year as interest in the topic intensified amid US congressional hearings into phenomena.

Dec 27, 2023

Day News
As it happened: Experts troled online during UFO sightings meeting

NASA is "searching for life in any form" but "has not found life beyond Earth yet", an expert has said during a public meeting looking into...

May 31, 2023

Fox News
'Crashed Las Vegas UFO' witness 'terrified' by 8-foot creatures in his backyard: '100% not human'

A witness to the possible crashed UFO in Las Vegas said he saw a "tall, skinny alien creature with greenish color" that was about eight to...

Jun 10, 2023

BBC
Nasa UFO team says over 800 'incidents' investigated

The All-domain Anomaly Resolution Office (AARO) has collected about 800 UAP sighting events over about 27 years, science journalist Nadia Drake told the...

May 23, 2023

NBC News
Group investigates mystery triangle UFO spotted above U.S. marine base

A podcast has released new video of a supposed "mass UFO sighting" in California in 2021, including a mystery triangle spotted over a base...

May 23, 2023

Newswatch
GOP Congressman Suggests UFOs May Be 'Ancient Civilization'

Mike Gallagher discussed a range of possible theories for the origins of UFO sightings while speaking about Congress's alien probe.

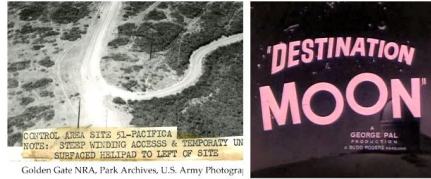
Jun 26, 2023

Space.com
NASA's UFO task force meets today. You can watch it online with this free livestream

On Wednesday May 31, NASA will hold a meeting of its group created to study data related to unidentified anomalous phenomena, or UAP.

May 31, 2023

Thematic Influence



Setting Tone

Otherworldly Object

16mm Film lead FLICKERS

EXT. DOWNTOWN ST. PETERSBURG - DAYTIME

Camera Pans over classified documents SHUFFLING

ON-SCREEN GRAPHICS:

"A distant object heads for earth"

ON-SCREEN GRAPHICS:

"St. Petersburg, FL"

Orb flies over St. Petersburg iconic locations

(Trop, Vinoy, the pier, etc)

ON-SCREEN GRAPHICS:

"What do they want?!"

"Where did it come from?!"

EXT. Aerial of The Dali Museum - NIGHT

The orb lands PULSING with an otherworldly glow

ON-SCREEN GRAPHICS:

"The Dali Museum"

Close up of the orb PULSING

ON-SCREEN GRAPHICS:

"A mystery of otherworldly proportions"

Content Creation



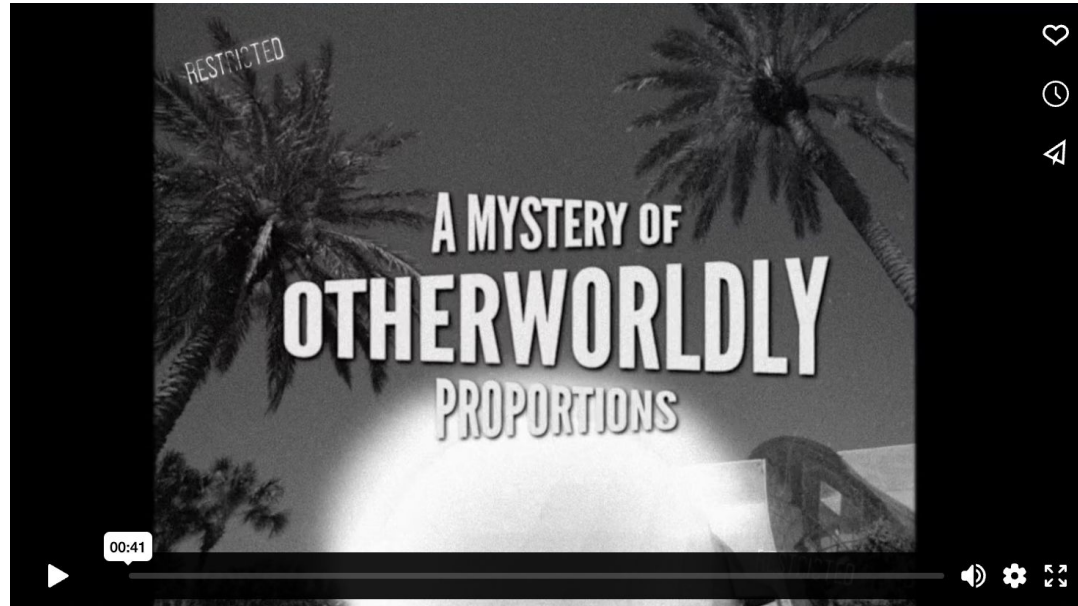
Goals

Execution

Results

ROI

Final Content Reel



Watch Video: <https://vimeopro.com/paradiseagency/dali-0967-2024-adrian-awards-opening-the-dali-dome-non-bill-labor>

Goals

Execution

Results

ROI

Public Relations Metrics

1,437,768,411
IMPRESSIONS

\$18,208,042.90
ADV ESTIMATE

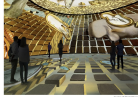
374
PLACEMENTS



Arts / Culture

'Dali Alive 360' will bring a new immersion experience into a geodesic dome

WFP: The Dali Alive 360°
Experience will open in August



Museum Executive Director Hank Hine said this 360-degree space — where the whole environment is image— could be even more powerful than earlier immersive experiences, such as "Van Gogh Alive," which was on exhibition in 2019.

UPDATE: The exhibition will open on Aug. 3.

ORIGINAL STORY:

The Dali Museum is expecting people from everywhere to flock to its new "Dali Alive 360" exhibition in its custom-made geodesic dome. It will tell the story of Salvador Dalí's life in art and his world of reinvention through images, music and words.

GARDEN@GUN

TRAVEL

Savoring Eclectic St. Pete

The city by the bay is an underrated haven for artists and art appreciators.

museum also hosts exhibits featuring the likes of Andy Warhol, Pablo Picasso, and Frida Kahlo. *Dali & the Impressionists: Monet, Renoir, Degas & More* is currently running through April 2024.



ARTS: STANLEY K. Y. CHOI FOR THE ST. PETERSBURG TIMES

AD

Dove viaggiare nel 2024: 5 città statunitensi da scoprire il prossimo anno



2024. Potrete fare tappa al The Dali Museum, che include il Dali Alive 360° Dome, un'esperienza immersiva multisensoriale per scoprire il grande maestro a 360 gradi. Non perdetevi l'Imagine Museum, che espone opere d'arte contemporanea in vetro provenienti da tutto il mondo, e la Chihuly Collection, la prima installazione dell'arte di Dale Chihuly.

Tampa Bay Times

That new dome at the Dali Museum in St. Pete? Here's what will be inside.



Maybe you've noticed the new dome structure at The Dali Museum in St. Petersburg and wondered what it would hold. We now have the answer: "Dali Alive 360°," a new immersive experience showcasing the Spanish surrealist's works.

Goals

Execution

Results

ROI

Public Relations Coverage



Dalí Alive 360°: New multi-sensory art exhibit opens Thursday in St. Pete



ST. PETERSBURG, Fla. — A new high-tech exhibit at the [Dalí Museum](#) lets you step right into the surreal world of a Salvador Dalí painting.

Dalí Alive 360°, a multi-sensory, immersive experience, opens to the public on Thursday, Aug. 3.

The exhibit tells the story of Salvador Dalí's life through four chronological sections of a sound and light show in the museum's brand-new addition: The Dalí Dome.



New 'Dalí Alive 360' exhibit tells story of famous artist



"Dalí Alive 360°" is similar to the Van Gogh Alive experience, but this exhibit tells the story of the artist Salvador Dalí using 360 degrees of light, visuals – including the artist's own work – and sound.

The Dalí Dome, which the exhibit is housed in, took about a year to build, Hank Hine, the Dalí's director, said.



Inside Dalí Alive 360°, the breathtaking and otherworldly dome at The Dalí



The life and works of Salvador Dalí have come to life in a way never experienced before. The Dalí Museum recently debuted its [newest exhibition: Dalí Alive 360°](#), a breathtaking and otherworldly journey into the art of Dalí.

The multi-sensory art experience envelops visitors in 360 degrees of light and sound, within a monumental new Museum space – The Dalí Dome. Dalí Alive immerses visitors in the artist's surreal landscapes, iconic melting clocks and mind-bending illusions with touchpoints from the artist's childhood in Spain, through his introduction to the surrealist circles in Paris, his refuge in America and finally his return to Spain.



First look: Go inside the dome at St. Petersburg's Dalí Museum



"Dalí Alive 360°," the immersive experience showcasing Salvador Dalí's works in the new dome on the grounds of The Dalí Museum, is opening to the public on Thursday. We got a first look during a media preview. Animations of Dalí's works are projection-mapped from the floor to the ceiling, enveloping the viewer and giving 3D effects. Key moments from Dalí's life and memorable quotes by the artist appear in text, with a musical soundtrack rounding out the experience. "Dalí Alive" was co-produced by the museum and Grande Experiences. "Dalí Alive 360°" was customized for the dome by Omnispace360, which also engineered the dome and sound projections.

Goals

Execution

Results

ROI

Public Relations Coverage

Sarasota Magazine

A Look at The Ora, Sarasota's Newest Events Venue



It's also primed for a new era in event hosting, with projection mapping customization that can turn walls and objects into animated, immersive visual experiences. If you're not familiar, think of the *Beyond Van Gogh: The Immersive Experience* exhibit, which made a stop in Sarasota, or the *Dali Alive 360°* experience at the Dali Museum in nearby St. Petersburg. Both apply the same technology to tell the story of the artist and make spectators feel enveloped in their work.

ABOUT TIME .

ABOUT TIME GUIDE: FIVE U.S. DESTINATIONS TO VISIT IN 2024



10th anniversary of the *SHINE Mural Festival* in October 2024. Visitors can also check out *The Dali Museum's* unparalleled collection of Salvador Dali's works, including the recently launched, *Dali Alive 360° Dome*, a multi-sensory immersive experience enveloping visitors in 360 degrees of light and sound. Another must-visit is the *Imagine Museum* which features contemporary glass art exhibits from around the world or the *Chihuly Collection*, the first installation of Dale Chihuly's art.

Tampa Bay Times



Dali Days at the Dome: Ugly Sweater Edition: A DJ spins tunes as guests indulge in a specialty drink while wearing their quirkiest holiday sweaters. An interactive art activity lets you create your own surreal, or just plain ugly, holiday sweater creation to take home. Also enjoy the surreal world of Salvador Dali through *Dali Alive 360°*, an immersive digital 360-degree display. \$60, \$50 members. 6:30-9 p.m. Friday (Dec. 15). The Dali Museum, 1 Dali Blvd., St. Petersburg. 727-823-3767.



Art Comes to Life: The Dali Museum Presents Dalí Alive 360° - a New, Immersive Experience



Step into the mesmerizing world of Salvador Dali as art comes to life like never before. The Dali Museum's *Dali Alive 360°* is an immersive experience celebrating the life and creative genius of one of the most influential and inventive artists of the modern era.

This multi-sensory art experience envelops visitors in 360 degrees of light and sound within a monumental new Museum space: The Dali Dome.

For more information, visit [TheDali.org](https://www.thedali.org).

Goals

Execution

Results

ROI

Public Relations Coverage

Tampa Bay Living Magazine

A Mind-Bending Journey Inside 'Dali Alive 360°'

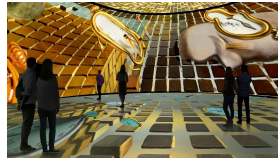


This multi-sensory art experience officially opened on August 3, 2023, in the newly constructed Dali Dome at The Dalí Museum.

The exhibit combines light, sound and surreal landscapes to immerse visitors in the artist's surreal landscapes, iconic swirling clocks and mind-bending figures. The exhibit features four chronological sections, each representing Dali's life and career. A colossal addition to the museum, the dome stands 39 feet high and 60 feet wide.

AXIOS Tampa Bay

The Dalí to launch a "multisensory" exhibit of the artist's work



The Dalí Museum in St. Petersburg will allow visitors to walk through the Spanish surrealist's life and artwork in a "multisensory" exhibit slated to open sometime this summer.

Zoom in: In collaboration with Grande Experiences — which created the "Van Gogh Alive" exhibit — the Dalí Museum completed construction on a dome that will house an immersive display of the artist's works.

FLORIDA TRAVEL + LIFE

Who's Ready to Enter The Dalí Dome?



The Dalí Museum will open the world premiere of "Dali Alive 360°" on July 15, an immersive experience celebrating the life and creative genius of one of the most influential and inventive artists of the modern era, Salvador Dalí. This multi-sensory art experience will envelop visitors in 360 degrees of light and sound, within a monumental new Museum space — The Dalí Dome.

CATALYST

Dali Museum to debut a new 360-degree exhibit



The Dalí Museum's new climate-controlled geodesic dome will receive its first tenant this summer with *Dali Alive 360°*, an immersive journey into the work — and the mind — of Surrealist master Salvador Dalí.

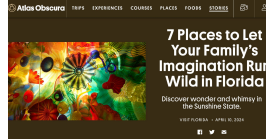
Goals

Execution

Results

ROI

Public Relations Coverage



6. Salvador Dalí Museum – St. Petersburg Surrealist Stop

The first thing you'll notice about this museum dedicated to the Spanish surrealist is the building is seriously cool: It's an architectural wonder of stark concrete bisected with a DNA-like spiral of blue glass. Once you're inside, prepare to be entranced by Dalí's artwork, the most comprehensive collection in the world, including masterworks up to 13 feet tall. If you want a deep-dive with more information, join one of the free tours to learn more about the surrealism art movement and Dalí's influence, inspiration, and character. Two new multisensory experiences bring Dalí and his work to life. In Dalí Lives, you can interact with an AI-powered video Dalí who might take a selfie with you and turn it into art. In Dalí Alive 360°, you enter the new Dalí Dome and are surrounded by the artist's creations as projected images tower above, below, and around you in a symphony of light and sound. This experience might just awaken a budding artist in the next generation.

FIFTY GRANDE



FLORIDA: SALVADOR DALÍ MUSEUM

Salvador Dalí Museum, Dalí Boulevard, St. Petersburg, FL, USA

and was designed by Yann Weymouth in Dalí's signature surrealist style, with a glass entryway and skylight called "Enigma," and 18-inch-thick concrete walls built to withstand Florida's unpredictable hurricane season. Reynolds and Eleanor Morse originally opened the museum in Beachwood, Ohio back in 1971 with work from their private collection. Today, down on the Gulf Coast, their testament to Dalí exhibits nearly 100 old paintings and 1,300 photos and objects. Tickets are \$29 which is a small price to pay for access to the largest collection of Dalí art in the world. For an additional \$15 fee, visitors can experience "Dalí Alive 360," an immersive new experience in the brand new Dalí Dome.

TRAVEL+LEISURE

VIAJES URBANOS NATURALDEA GASTRONOMÍA VIAJEROS EXPERIENCIAS COMPRAS SUSCRÍBETE

VIAJEROS

Los destinos menos conocidos de Estados Unidos que deberías tener en tu radar este 2024

¿De nuevo pensando en viajar a Estados Unidos? Estos destinos poco conocidos te encantarán. ¡No los pierdas de vista!

POR SARA ANDRADA
27 de marzo de 2024

St. Pete también es un enclave artístico que alberga ocho museos y 532 piezas de impresionantes murales callejeros, con el centro de la población preparándose para el décimo aniversario del Festival de Murales SHINE en octubre de 2024. Los visitantes también pueden visitar la maravillosa colección de obras de Salvador Dalí del Museo Dalí, incluida la recién inaugurada cúpula Dalí Alive 360°, una experiencia de inmersión multisensorial que envuelve a los visitantes en 360° de luz y sonido. Otra visita obligada es el Museo Imagine, que presenta exposiciones de arte contemporáneo en vidrio de todo el mundo, o la Colección Chihuly, la primera instalación de arte de Dale Chihuly.

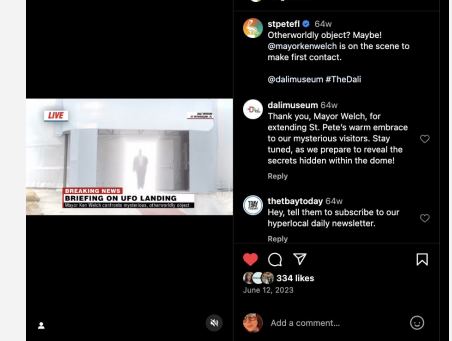
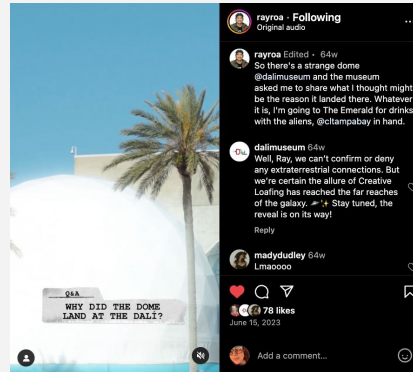
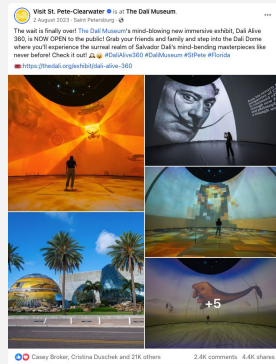
Goals

Execution

Results

ROI

Social Media Partnerships Snapshot



Goals

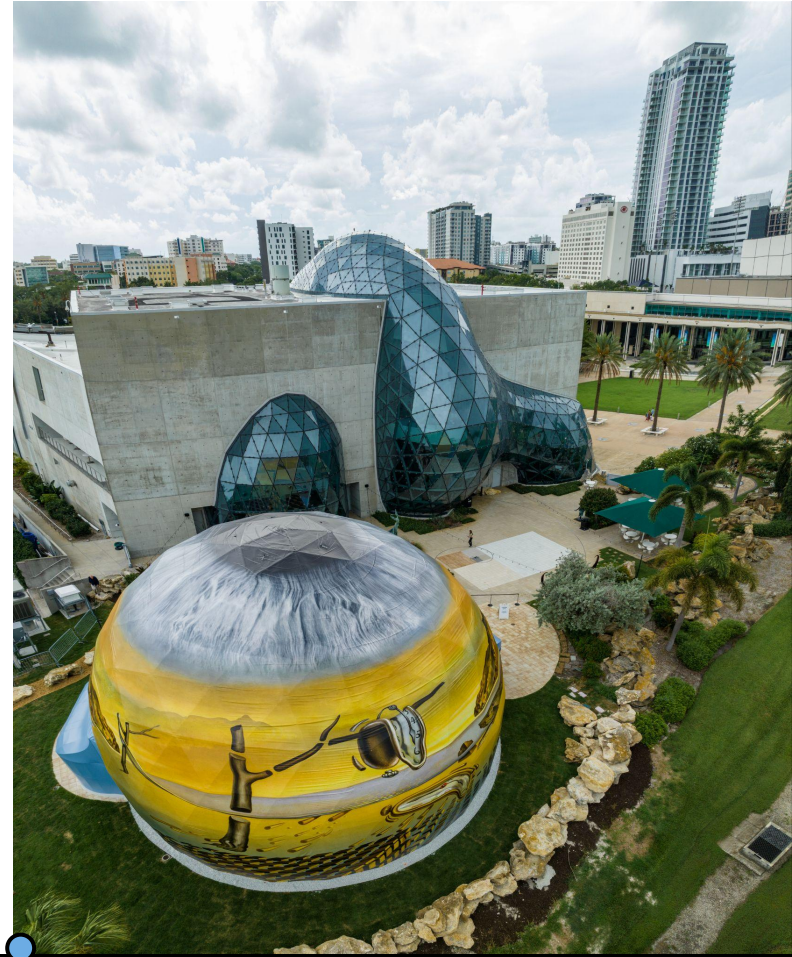
Execution

Results

ROI

Key Winning Results: Museum Milestones and Metrics

- **In August (Opening Month):** With 90 percent awareness for the exhibit, Dali Alive 360° was the top motivation for visiting The Museum.
- **By the following month, we saw a significant local draw, as we had had targeted:** locals made up 49% of all ticket purchases in September for this exhibit, which continued to be the largest draw for Museum visitation.
- Additionally, in September visitation exceeded forecast by 10.2% and was up by 14.7% to last year (LY).
- October visitation exceeded forecast by 20% and LY by 21.7%.
- During the first three months of the exhibit, August through October 2023, 46% of visitors opted to add the exhibit to their Gallery Admission ticket.



Goals

Execution

Results

ROI

Results

90%

Exhibit Awareness

49%

Of Ticket Purchases from
Locals

+10.2%

Visitation in September

+20%

Visitation in October

46%

Of visitors added Exhibit to
Gallery Admission ticket in
first 3 months.

Media Coverage

Media coverage for this campaign was significant and greatly exceeded expectations and goals set.

Not only was the press invested in the teaser portion of the campaign, but also served as active participants in the announcement, as well as the official unveiling of Dalí Alive 360°. Media coverage included all local and regional TV stations, NPR and largest newspaper in the state, The Tampa Bay Times, as well as placements in national outlets such as Garden & Gun, Yahoo! and AOL.

299

Print and Online Placements

75

Broadcast Placements

1,437,768,411

Impressions

\$18,208,042.90

Total Advertising Estimate

Goals

Execution

Results

ROI

ROI

Since the budget for this campaign was extremely limited, we had to get creative. We leveraged local influencers as a means of getting the teaser and opening out via passionate local ambassadors that would amplify our messaging to our target audiences. The buzz generated on a shoestring budget was equivalent to campaigns with much larger marketing investments. In fact, it represents an approximately 300% positive return on investment.

NOT FOR PUBLIC RELEASE: PR, content creation, video production costs: \$15,000

Goals

Execution

Results

ROI



2024 ADRIAN AWARD ENTRY : Public Relations

Thank you