

Activity Report Foundation Art Foundation Animas 2024 Policy Plan 2025

Introduction

The Objective of the Art Foundations Animas Foundation is the public exhibition of art collection in general and of Salvador Dali in particular.

The Spanish fishing village of Cadaqués in the province of Catalonia is associated with the artist Salvador Dali. The village and the landscape around it appear frequently in his oeuvre.

Many visitors come to sample the Dali atmosphere. However, there is no exhibition space where Salvador Dali's work is shown.

The foundation was given a 500m2 exhibition space where 300 graphic works from the private collection of Salvador Dali by Mr. H.S. de Jong and others were publicly accessible.

Activities 2024

The activities are organized in Expo Dali Cadaqués from April 15, 2024 to October 15, 2024 from 10:00 am to 6:00 pm throughout the week (7 days)

During this period, several thousand people visited the exhibition.

The average length of stay of visitors was 45 minutes.

Visitors' ratings are rated 4.5 out of 5 stars on social media (Google, Tripadvisor).

To promote the foundation co-sponsored film "The Case of Angelus" with Salvador Dali's story of Millet's painting, activities were organized during premiere of the film in the theater of Cadaqués. The activities were aimed at generating more awareness of the ongoing exhibition.

Policy 2025

A project was initiated to make the presentation of the artworks more interactive with visitors. The rise of AI technology is making this possible.

The foundation sponsored a "Soundscape" project where sounds are generated to match the artworks on display.

Visitors are welcomed at the entrance lounge on demand by an AI-rendered voice of Salvador Dali in the languages Catalan, Spanish, French and English.

It is being investigated whether an explanation can be given via a sound carrier via a QR code of various works of art with Dali's voice in various languages.

Finally, an active policy on social media to get more visitors interested in Salvador Dali's amazing graphic work!