



CITY OF CLEARWATER

COMMUNITY REDEVELOPMENT AGENCY (CRA)

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Clearwater's Community Redevelopment Agency and The Dalí Museum Partner to Bring *Dreams of Dalí* Virtual Reality Experience to Downtown

This first-of-its-kind installation is the latest effort to infuse the city's downtown with art

CLEARWATER, Fla. —Jan. 7, 2019— A unique partnership between the internationally renowned Dalí Museum in St. Petersburg and the City of Clearwater's Community Redevelopment Agency will bring the Museum's award-winning *Dreams of Dalí* virtual reality experience to Second Century Studios.

The six-month installation is part of the Community Redevelopment Agency's (CRA) broader initiative to support high-quality, participatory arts programming that showcases the unique assets of Downtown Clearwater and the surrounding area.

This free and immersive experience will transport visitors into Salvador Dalí's Surrealist painting *Archaeological Reminiscence of Millet's "Angelus"* through virtual reality (VR) technology. The limited-engagement installation is open to the public from Jan. 10 – June 30, and is currently the only *Dreams of Dalí* dedicated VR experience outside of The Dalí Museum.

"This installation is a first-of-its-kind experience for Clearwater, providing residents and visitors alike an opportunity to engage in the arts through technology. We're thrilled to partner with The Dalí Museum to celebrate our downtown," said Amanda Thompson, the City of Clearwater's CRA director. "With exhibits like *Dreams of Dalí*, Clearwater is establishing itself as the next great place to live, work and play."

In conjunction with *Dreams of Dalí* in virtual reality, the CRA will also feature pop-up programming each month at Second Century Studios at 331 Cleveland St. starting in January. The sponsor of the VR equipment featured in the innovative Dalí Museum installation is KnowBe4, a security awareness company located in Downtown Clearwater.

Jay Polglaze, Councilmember
Dr. Bob Cundiff, Councilmember

George N. Cretokos, Mayor



David Allbritton, Councilmember
Hoyt Hamilton, Councilmember

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Recognizing the power of digital technology to create new avenues for audiences to engage in the arts, *Dreams of Dalí* originated in 2016 and is on permanent display in The Dalí Museum. The installation in Downtown Clearwater for the first half of 2019 is part of the Museum's commitment to community engagement.

"We are delighted to partner with the Clearwater CRA to provide the community with a glimpse of the fantastical and surreal experiences The Dalí Museum has to offer," said Hank Hine, executive director of The Dalí Museum. "The CRA is taking a progressive approach to invigorating their burgeoning downtown and we are thrilled to be one of their partners in showcasing the abundant cultural offerings in the Tampa Bay region. We hope Clearwater residents and visitors enjoy the immersive *Dreams of Dalí* virtual reality experience – a 'taste of Dalí' – and are inspired to explore The Dalí Museum in all its splendor."

"We're honored to be involved in this partnership to bring the *Dreams of Dalí* exhibit to the Downtown Clearwater area where KnowBe4's headquarters are located," said Stu Sjouwerman, CEO of KnowBe4. "Clearwater is a vibrant part of the Tampa Bay community and we're proud to see it showcased with inspiring art. I truly hope that the area's residents and employees enjoy experiencing the arts through technology."

The *Dreams of Dalí* virtual reality experience at Second Century Studios will be open to the public from Jan. 10 to June 30. A public grand opening event will be held on Friday, Jan. 25 coinciding with Downtown Clearwater's Blast Friday, where guests can enjoy food from local restaurants, live music and entertainment. Visit downtownclearwater.com for hours, directions and details.

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The City of Clearwater Community Redevelopment Agency

The City of Clearwater's Community Redevelopment Agency aims to promote Downtown Clearwater's ongoing neighborhood revitalization through programs and initiatives that strengthen and stimulate our local economy and community. For more information, visit downtownclearwater.com



About The Dalí Museum



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The Dalí Museum, located in the heart of beautiful downtown St. Petersburg, Florida, is home to an unparalleled collection of Salvador Dalí art, featuring more than 2,000 works comprising nearly 100 oil paintings; over 100 watercolors and drawings; and 1,300 prints, photographs, sculptures and objets d'art.

The building is itself a work of art, featuring 1,062 triangular-shaped glass panels – the only structure of its kind in North America. Nicknamed The Enigma, it provides an unprecedented view of St. Petersburg's picturesque waterfront. The Museum has attracted the world's attention, and among the other distinguished awards it has received, it is the first and only museum in the Southeastern United States to be recognized internationally by the Michelin Guide with a three-star rating.

The Dalí Museum is located at One Dali Boulevard, St. Petersburg, Fla. 33701. For additional information contact 727.823.3767 or visit TheDali.org.



About KnowBe4

KnowBe4, the provider of the world's largest integrated security awareness training and simulated phishing platform, is used by more than 22,000 organizations worldwide. Founded by data and IT security expert Stu Sjouwerman, KnowBe4 helps organizations address the human element of security by raising awareness of ransomware, CEO fraud and other social engineering tactics through a new-school approach to security awareness training. Kevin Mitnick, internationally recognized computer security expert and KnowBe4's Chief Hacking Officer, helped design KnowBe4's training based on his well-documented social engineering tactics. Tens of thousands of organizations worldwide trust KnowBe4 to mobilize their employees as their last line of defense.

Number 96 on the 2018 Inc. 500 list, #34 on 2018 Deloitte's Technology Fast 500 and #2 in Cybersecurity Ventures Cybersecurity 500. KnowBe4 is headquartered in Tampa Bay, Florida with European offices in England, the Netherlands, Germany and offices in South Africa and Singapore.

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