



**BEAUTY AND THE BEACH:**  
**ST. PETERSBURG ON EXHIBIT**

***Florida's Beach Celebrates An Irresistible Combination  
Of Once-in-a-Lifetime Exhibits, Attractions and Activities***

St. Petersburg offers a once-in-a-lifetime opportunity this winter to experience several world-class art exhibits while enjoying some of America's best beaches. *Beauty and the Beach: St. Petersburg on Exhibit* lasts throughout 2004 and features a range of attractions from the Americana of the National Baseball Hall of Fame to the huge glass sculptures of Dale Chihuly and the surrealism of Salvador Dali.

St. Petersburg's Dali museum celebrates the 100<sup>th</sup> anniversary of the Spanish surrealist by showcasing several never-before-seen objects from its collection, which is the most comprehensive in the world. On display during the same time at St. Petersburg's Florida International Museum are 500 baseball treasures from the Hall of Fame in Cooperstown, the first time the Hall has put its artifacts on the road. The International Museum also offers the largest ever exhibit of riches from the Russian State Museum. The exhibit spans 800 years of Russian history with more than 250 objects. Meanwhile large-scale glass sculptures and striking billboard images will accent downtown's charm as St. Petersburg's Museum of Fine Arts features an exhibit of Dale Chihuly's large-scale glass sculptures and the Florida Holocaust Museum sponsors the *Coexistence* public art project that promotes tolerance and understanding through images of harmony. Information on all the exhibits can be found at [www.beautyandthebeach.info](http://www.beautyandthebeach.info).

"These significant art exhibits combine to make St. Petersburg a 'must-see' destination for travelers who want to experience beauty and art on their vacation," said Carole Ketterhagen, executive director of the St. Petersburg/Clearwater Area Convention & Visitors Bureau. "They are an ideal compliment to the natural beauty of the area's world-renowned beaches."

The St. Petersburg/Clearwater area is best known for its record-breaking sunshine and 35 miles of spectacular beaches, three of the top rates beaches in the nation and the #1 rated beach in the continental United States. A variety of attractions, world-class museums, sporting activities and nature-related experiences are also readily available. Beyond its award-winning beaches, St.

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Petersburg offers a sea of cultural treasures including more than 50 museums, galleries and theaters. The city also features historic architectural collections, upscale shopping and dining in a relaxed waterfront setting. Adding to its ambience are 125 city parks, architectural treasures and more than 1,000 special events each year. Fun and sun seekers enjoy Major League Baseball's Tampa Bay Devil Rays or other major sports like the annual St. Anthony's Triathlon and the Grand Prix of St. Petersburg.

**100 Years of Dali:** The Salvador Dali Museum celebrates *Dali's Centennial: The American Collection* in 2004. Running Jan. 9 through the end of August, this grand exhibition showcases the depth and breadth of the museum's collection in a chronological order. It includes many rare and rarely exhibited objects such as Dali's sculptures as well as never-before-exhibited objects such as Dali's birth certificate, school grades and handwritten manuscripts. The museum, which showcases the most comprehensive collection of Dali works in the world, breaks ground next year on a \$6 million expansion to add 15,000 square feet of exhibit space. 727-823-3767  
[www.salvadordalimuseum.org](http://www.salvadordalimuseum.org)

**Baseball as America:** For the first time, hundreds of artifacts from the National Baseball Hall of Fame are going to be shown outside the Cooperstown, N.Y., museum. St. Petersburg's Florida International Museum will host *Baseball As America* Dec. 13 – March 6, 2004. This exhibit explores how the nation's pastime mirrors and influences our culture. More than 500 artifacts will be featured including the legendary "Abner Doubleday baseball," the first ball pitched by Cy Young in the first World Series (1903); historic photographs and artifacts from Jackie Robinson, Joe DiMaggio and more; baseball nostalgia of all kinds; interactive displays and a history of baseball in the region. The Florida International Museum is the only stop in the southeastern United States for this eight-city tour. 727-822-3693 [www.floridamuseum.org](http://www.floridamuseum.org)

**Glass Masterworks:** The St. Petersburg Museum of Fine Arts and the Orlando Museum of Art are teaming to showcase the largest ever exhibition of glass sculptures by world-renowned artist Dale Chihuly. *Chihuly Across Florida: Masterworks In Glass* runs Jan. 18 through May 30, 2004. The site-specific exhibits feature classic works and new large-scale sculptures specifically designed for these displays. 727-896-2667 [www.fine-arts.org](http://www.fine-arts.org)

**A Russian Odyssey:** For the first time, the Russian State Museum – which features the world's largest collection of Russian art – is loaning artifacts for a major exhibition in the United States. St. Petersburg's Florida International Museum hosts *A Russian Odyssey: Riches of the State Russian Museum* Nov. 1 through April 4, 2004. The exhibit features more than 250 objects that span more than 800 years of Russian history focusing on religion, Czars such as Peter The Great and Catherine The Great, noblemen, peasants and famous Russians such as Dostoyevsky and Anna Pavlova, Russia's prima ballerina. 727-822-3693 [www.floridamuseum.org](http://www.floridamuseum.org)

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**Coexistence:** The Florida Holocaust Museum features this giant outdoor poster exhibit Dec. 15 through Jan. 30, 2004. A traveling exhibition Dialogue, *Coexistence* has created a great deal of consciousness and conversation in cities around the world. The first outdoor exhibit hosted by the Florida Holocaust Museum, the exhibition was developed to promote non-violent solutions to conflict, while supporting the need for tolerance and understanding. The thirty-three large panels, each approximately sixteen feet wide and ten feet high, will entice the viewer to explore the images and words and relate them to his or her own life, his or her existence. The exhibit is located in downtown St. Petersburg's Straub Park and is free to the public. 727-820-0000 [www.flholocaustmuseum.org](http://www.flholocaustmuseum.org)

**The Art of Hatred:** The Florida Holocaust Museum traces graphic representations of antisemitism from its earliest images in art and caricature to the present day in *The Art of Hatred: Images of Intolerance in Florida Culture* running Jan. 20 through April 18, 2004. It focuses on elements indigenous to Florida, and places antisemitism in the framework of hatred against other minorities in the state. Many of the images displayed here are deeply offensive. They are indicative of what still needs to be done. 727-820-0000 [www.flholocaustmuseum.org](http://www.flholocaustmuseum.org)

**Glass Blowing:** In conjunction with the Museum of Fine Arts' Chihuly exhibit, the Arts Center St. Petersburg will host ongoing demonstrations of the art and science of glass blowing January through May 2004. Workshops will be given to allow visitors to try their hand as glass artists, play with fire to melt silicon, color it and blow the molten glass into goblets, vases, pitchers and other objects. Children will be part of the creative process by helping the artists design pieces while learning about the chemistry of glass. 727-822-7872 [www.theartscenter.org](http://www.theartscenter.org)

**Pass Me The Art:** The museums of St. Petersburg have joined to offer an "Arts Pass" discounted admission ticket. This one-price ticket includes individual adult admission to: The Salvador Dali Museum, St. Petersburg Museum of Fine Arts, Florida International Museum, St. Petersburg Museum of History, Florida Holocaust Museum and Great Explorations, the Children's Museum. The ticket sells for \$29.95. (Regular adult admission is \$51.00). Visitors can purchase the Museums of St. Petersburg Arts Pass at all participating museums, several hotels throughout the area and online from the St. Petersburg Chamber of Commerce. 727-821-4069 [www.stpete.com/artspass.htm](http://www.stpete.com/artspass.htm)

MEDIA CONTACTS: [www.beautyandthebeach.info](http://www.beautyandthebeach.info)

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