THE DAM

Every art movement deserves a museum

A donor guide to THE DAM's next chapter

Digital art has a history. The people making it deserve a place in that history.

THE DAM is working toward a public home in St. Petersburg, Florida. A space is not yet secured.

Why this history needs a home

A digital work can reach the world in seconds. Its context can disappear just as quickly. Platforms close, links break and conversations around a work become difficult to recover.

Keeping the file is only part of keeping the history.

THE DAM brings artworks together with the people and stories behind them. Its starting point is the culture of digital assets: how people create, exchange and experience work in digital form.

Art is the foundation

Artists contribute work. Collectors help choose what enters the collection. The museum records the artist’s information and shares the work with an audience.

A public place to begin

A museum gives visitors time to look, ask questions and understand a work beyond a market headline. THE DAM wants that encounter to welcome newcomers as well as those who helped shape the culture.

What THE DAM has built

THE DAM currently operates online. Its next physical chapter builds on curations and a community of artists, collectors and contributors.

144

Artists across 18 countries

$63,125

Paid directly to artists

$126,250

Curation revenue

139

Collectors
More than 80 co-curators

Historical figures reported in the agency's November 2026 materials. Leadership must verify the reporting period, definitions and records before publication. They do not forecast what a new donation will achieve.

How the model works

Collectors review submissions and acquire numbered editions. THE DAM documents and promotes the work. According to the agency guide, selected artists receive about half of what their work earns. The museum's share supports the nonprofit.

A place to participate

The proposed physical museum in St. Petersburg would let visitors experience digital works, learn their stories and explore making something themselves. THE DAM has not yet secured a physical space.

Exhibitions that can change

Framed digital displays could support changing exhibitions. The founders' longer-term interests include gaming, music and the history of digital ownership, including finance. These areas need research and curatorial partners.

Learning through making

The founders envision guided experiences for newcomers and opportunities for artists in paint, photography and other media to explore digital form. Program formats and partnerships still need development.

An idea for local artists

Willing muralists could connect physical murals with digital editions. This is not a confirmed program or festival partnership. Artist consent, reproduction rights and revenue arrangements require agreement.

The aspiration is a deeper creative practice or relationship with art, not a promise of professional or financial outcomes.

What a gift could support

A specific request should define the use of funds, its dependencies and how progress will be reported.

Space and installation

A suitable home, display systems, infrastructure and furnishings. Site selection, accessibility and operating costs need to shape the final scope.

Education and public programs

Interpretation, guided learning, artist conversations and opportunities to create. Each proposal needs a budget, an accountable owner and a realistic plan before a restricted gift is agreed.

Care and continuity

Staffing, documentation, insurance and technical maintenance sustain the work after an exhibition opens.

$1,333,300

Unapproved planning total

Agency assumptions: $270,000 build-out + $1,063,300 first-year operations; 12–18 months from funding to opening. These are for review, not a fundraising commitment or opening promise. A donor-specific ask follows confirmed scope and budget.

Your part in the next chapter

If this mission speaks to you, the next step is a conversation with Stephen. You do not need to arrive with a fixed gift amount. Share what you care about and what you would want to understand before deciding.

Stephen Esposito
Founder and Executive Director

stephen@thedam.art
thedam.art

People and stewardship

Co-founders Stephen Esposito and Jacqueline Parish bring experience in digital art and operations. Agency materials describe a Florida 501(c)(3), a board and an advisory community. Confirm current governance, tax status and gift policies before a formal request.

About this review draft

Adapted from LM Genuine Solutions' funder presentation and Core Messaging Guide (November 2, 2026) and the LMGS x The Digital Asset Museum Follow-Up Meeting transcript. Originals remain unchanged. Before external use, leadership should approve wording, verify historical figures and nonprofit details, confirm any financial request and describe programs at their actual stage.