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VANGUARD CULTURE

ADVANCING SAN DIEGO'S CREATIVE INDUSTRIES



ABOUT US

Vanguard Culture is an inclusive 501(c)3 nonprofit dedicated to advancing San Diego's Creative Industries. We provide award-winning arts journalism, cutting edge events, and professional development that create arts jobs, bring diverse communities together, and inspire collaboration among the visual, performing, and culinary arts.



Ceviche Chef Showdown, 2018

OUR VISION

We work to advance San Diego's creative industry workforce by publishing award-winning arts journalism that inspires lifelong supporters of the visual, performing, and culinary arts.

We produce events that inspire creative collaboration and raise the bar for cultural and culinary experiences in San Diego.

We recognize that the visual, performing, and culinary arts have the unique ability to bring people together from diverse backgrounds, interests, and resources.

We believe that creative communities are inspired communities that serve as economic engines for the region.



"Thought Forest" by Crystal Daigle
at Sensorium, 2018



California Ballet Company
Avant-Garde Costume Gala, 2018



Recently featured on:





WE PRODUCE & PROVIDE

EVENTS AND PROGRAMS THAT SUPPORT
SAN DIEGO'S CREATIVE INDUSTRIES



Jazz icon Gilbert Castellanos
at The Edge, 2019

- Award-winning arts journalism and visionary cultural experiences that respond to the changes and challenges of our contemporary world.
- Collaborative events and experiences that put San Diego on par with our nation's most culturally vibrant cities.
- Affordable networking opportunities that foster communication and collaboration among our diverse body of creative industry professionals.
- Opportunities for up-and-coming artists to gain direct access to broad audiences and San Diego's most notable creative leaders and influencers.

ARTS COVERAGE

- THE BUZZ - arts coverage of San Diego's arts and culture scene
- ART SEEN - highlighting local behind-the-scenes creatives who are doing amazing work.
- POETIC LICENSE - photo essays of artist studio visits by Chi Essary
- Vanguard Culture WEEKLY - a curated cultural calendar with over 16,000 subscribers and close to 10,000 monthly website visitors
- ART 'SHOP TALKS' - virtual and in-person conversations with creatives whose work responds to our contemporary world.

PROFESSIONAL DEVELOPMENT FOR CREATIVES

- The FORUM - workshops, lectures, and discussions to help creatives make a living doing what they love
- Virtual and in-person networking events for creative professionals
- An Artist @ The Table - fine dining series that provides access to San Diego's most notable artists and chefs.
- Meet the Winemaker - conversations with notable wine-makers and wine tastings in partnership with Baja Wine + Food

VANGUARD EVENTS

Vanguard Culture events are different. We don't just throw parties or host art shows. We produce innovative visual, performing, and culinary arts experiences that respond to the changes and challenges of our contemporary world. Our events provide opportunities for guests to contemplate our world and connect in meaningful ways.



Artwork by Sheena Rae Dowling
at Sensorium, 2018



An Artist @ the Table with iconic fashion designer Dame Zandra Rhodes, paired with Chef Aaron Obregon, 2018

QUALITY ARTS COVERAGE

THE BUZZ

Artist interviews, show reviews, and behind-the-scenes insight into San Diego's arts and culture community.

Since 2012, Vanguard Culture has published over 450 pieces of original arts journalism.

VANGUARD CULTURE WEEKLY

A curated calendar featuring San Diego's best, most exciting, and unique cultural and culinary events. **Since 2012, Vanguard Culture Weekly has promoted over 2,600 unique local arts and culture events.**



Chi Essary with artist Irma Sofia Poeter

POETIC LICENSE

The artist studio is a sacred and personal space that the general public seldom has access to. Artist and curator Chi Essary documents her visits to artists' studios in the San Diego / Baja California region, giving an intimate view of the artists and their creative process.

These beautiful photo essays invite viewers into the studios of some of the most notable artists in the region and provide a glimpse of the varied personalities and idiosyncrasies that shape their creative verve. In line with Vanguard

Culture's mission to advance San Diego's Creative Industries, Poetic License aims to foster public interest in the arts and provide opportunities for art enthusiasts and creatives alike to learn about the artists in our community.



Dame Zandra Rhodes



Alexander Kohnke

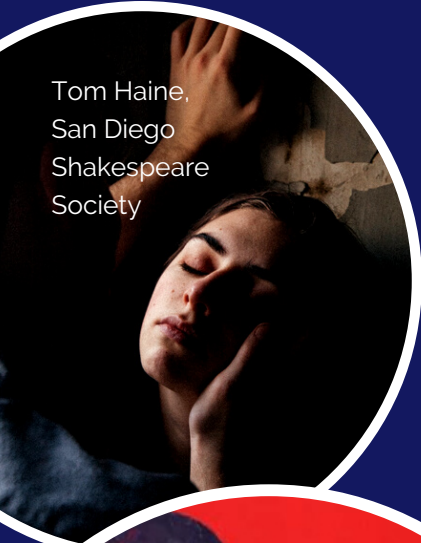
Since 2016, we have published 16 Poetic License features.

QUALITY ARTS COVERAGE

ART SHOP TALKS

ART SHOP Talks are designed to support the region's visual arts community by highlighting creatives whose work responds to the changes and challenges of our contemporary world.

Tom Haine,
San Diego
Shakespeare
Society



Bridget Rountree-
Featured Artist



Neil Shigley,
Visual Artist



Since 2020, we have featured **12 artists** and **over 50 unique pieces of art.**

Cornelia Feye,
Konstellation
Press



Milan Finnie,
Visual Artist



Julia San Román,
Visual Artist



PROFESSIONAL DEVELOPMENT

AN ARTIST @ THE TABLE

Now in its 5th sold-out year, this creative dinner series introduces the general public to San Diego's most notable arts leaders over a delicious 4-course fine dining experience. Through this series, the greater community has an opportunity to dine with and learn from the region's most influential artists and arts leaders with backgrounds ranging from photography to architecture, fashion, theatre, sculpture, dance, and more.

Featured Chefs are tasked with creating a menu inspired by the work of the artist and the results are as innovative and creative as the evening's conversations. Wine pairings from the Valle de Guadalupe generously provided by Baja Wine + Food.



"An Artist @ The Table - Sensorial" with Oceanside Museum of Art (ED) Maria Mingalone, paired with Chef Daniella de la Puente, 2019

MEET-THE-WINEMAKER SERIES

In collaboration with Baja Wine + Food, this series presents a unique opportunity to meet the masterminds behind world-renowned wineries from the Valle de Guadalupe, Baja California. Guests are invited to taste and learn more about Valle de Guadalupe wines accompanied by local Baja cheeses and charcuterie boards.



Meet-The-Winemaker Series, 2019

Since 2015, Vanguard Culture has hosted 14 Artist @ The Table dinners featuring the region's most notable creative industry leaders.

PROFESSIONAL DEVELOPMENT

THE FORUM WORKSHOPS

The FORUM is Vanguard Culture's Professional Development series designed to support San Diego's Creative Industries. Our virtual and in-person programs range from workshops, to panel discussions, to networking opportunities and are designed to educate participants on the business behind their industry. Participants not only make valuable connections with other creatives, they are also provided with the necessary tools, tips, and resources to help them make a living doing what they love.

CREATIVE INDUSTRY MIXERS

San Diego's foodie culture is as vibrant and diverse as its people. Since 2011 Vanguard Culture has been hosting Foodie Soirées in celebration of delicious food and creative people. Our guest list is comprised of museum professionals, writers, gallerists, musicians, theatre professionals, fashion creatives, visual artists, dancers, photographers, culinary professionals, and the people who love them.

Foodie Soirées are held in private residences and feature cutting-edge art installations by visual artists; live performances by some of San Diego's best dancers, musicians, singers, and actors; tours of private art collections; chef demonstrations; and more! While our list has now reached over 2,000 Creative Industry Professionals, each event is limited to the first 50 people to RSVP – creating the perfect environment for quality networking and creative collaboration.



San Diego Opera's General Director
David Bennett at INSPIRE 2017



Malashock Dance Company
at Foodie Soirée 2015

**Since 2012,
Vanguard Culture has
hosted more than 60 free or
low-cost professional
development programs
for creatives.**

VANGUARD EVENTS

Our events provide opportunities for guests to connect in meaningful ways and be inspired by the visionary artists who participate in our programming. Our partnerships with San Diego's most innovative artists and arts organizations will leave you feeling that you've experienced something truly special that cannot be replicated.



Fashion Week
San Diego &
CityFX at
Sensorium
2018



Arts for Learning
at Foodie Soirée
2017

SENSORIUM brought together over 550 guests, 80% of them Creative Industry Professionals. More than 80 artists took over 15 condominium lofts of IDEA1 and transformed them with immersive visual, performing, and culinary arts experiences. The event included high fashion by Fashion Week San Diego, 7 chef stations, live music, dance performances and much more.



Foodie Intuition
2016

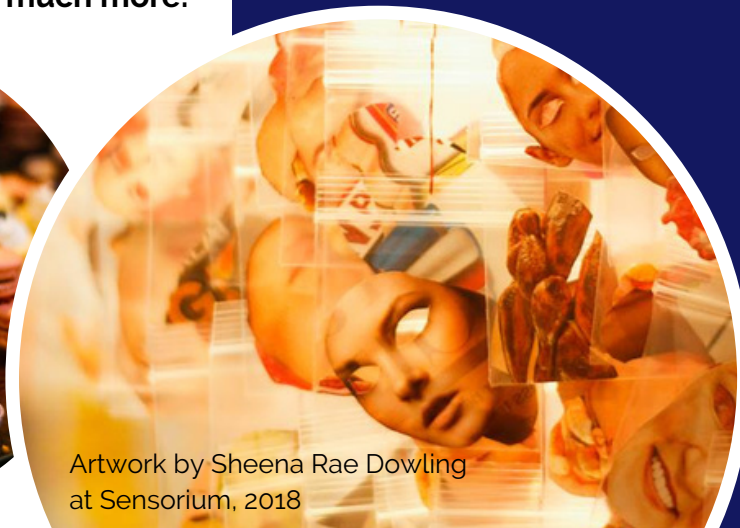
Weather on Steroids: Foodie Mashup brought together an artist, a scientist, a poet, and a chef and tasked them with creating/presenting something inspired by climate change.



An Artist @ the Table
with Oceanside Museum of Art
Executive Director Maria Mingalone
& Chef Daniella de la Puente 2019



Sucrée at Sensorium
2018



Artwork by Sheena Rae Dowling
at Sensorium, 2018

VANGUARD EVENTS

Since 2012, the community has volunteered over 22,000 hours in support of Vanguard Culture's events and programs.

CityFX at Breakthrough: The Seventies 2019



Animal Cracker Conspiracy at Avant-Garde Costume Gala 2015



Photographer Shawn Michael at INSPIRE 2017

CA Ballet at Avant-Garde Costume Gala 2016



Since 2012, Vanguard Culture has collaborated with **over 500 local and international artists.**

Over half of our patrons are Creative Professionals from the visual, performing, and culinary arts.

Veteran Couture at The SPACE 2018



Ceviche Chef Showdown 2018



BOARD OF DIRECTORS

FOUNDER & EXECUTIVE DIRECTOR SUSANNA PEREDO SWAP

Arts administrator, actor, jazz vocalist, curator, arts and social justice advocate, film maker, marketing/ PR professional.



TREASURER KEITH MAUTNER

Music curator, arts and social justice advocate, lecturer, and forensic accountant.



DIEM JONES

Thought leader, poet, musician, multidisciplinary producer, and program designer. Co-founder of the Voices of our Nations Arts Foundation.



CHI ESSARY

Visual artist, art & science curator, writer, photographer, and author of Vanguard Culture's Poetic License series.



TARA GRAVISS

Expressive Arts Therapist, CEO of Mind Body Arts, visual artist, and poet.



HEATH FOX

Arts and culture professional, curator, and retired museum director.



SECRETARY MICHELE SACKS LOWENSTEIN

Actress, attorney, financial analyst, art collector, and arts advocate.



ANTONIO IANNOTTA

Writer, professor, Director of Communications for several international film festivals, and Artistic Director of the San Diego Italian Film Festival.



ADRIANA MARTINEZ

Curator, writer, editor, and cultural activist. Founder of Mexico City-based Arts & Culture Magazine, "AntiDogma"



HERBERT SIGUENZA

Visual Artist, playwright, producer, actor, and founding member of internationally renowned comedy troupe Culture Clash.



TATIANA SIZONENKO

Art historian, curator, and art history professor at several San Diego universities.

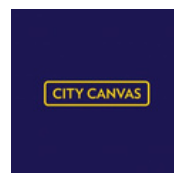


CULTURAL PARTNERS

OUR CULTURAL PARTNERS INCLUDE THE MOST ESTEEMED ORGANIZATIONS IN THE REGION, SUCH AS:



BREAD & SALT



ADVERTISE WITH US



Vanguard Culture provides quality arts journalism and weekly curated snapshots of the region's best, most exciting, and unique cultural and culinary events. Advertising or underwriting with us gives you access to a broad audience of over 16k+ culturally savvy, socially conscious subscribers, 10k monthly website visitors, and 10k social media followers who enthusiastically support San Diego's creative communities. You also send a message to our readers and followers that you, too, support San Diego's vibrant arts, culture, and culinary industries.

HIGHLIGHTS

- Awarded Best Entertainment Website by the San Diego Press Club, 2021
- Featured on the National Geographic Channel in 2018 for our cross-industry programming
- Won 27 Awards for Excellence in Journalism from the San Diego Press Club since 2018
- Founder Susanna Peredo Swap Nominated for Women of the Year by San Diego Magazine, 2018
- Full feature story in San Diego Home and Garden for our Foodie Soirée Networking Series, 2016

DEMOGRAPHICS

Our subscribers and supporters are patrons of the arts as well as industry professionals from all areas including photography, music, architecture, fashion, film, theatre, museum science, culinary arts and more. Arts and culture patrons and supporters are known to be passionate and to have above-average disposable income. Aligning your brand with Vanguard Culture is good for your business.

120K+

ANNUAL WEB
VISITORS

16K+

NEWSLETTER
SUBSCRIBERS

10K+

SOCIAL MEDIA
FOLLOWERS



SPONSOR A PROGRAM

UNDERWRITING AND EVENT SPONSORSHIP

We offer a broad array of advertising, underwriting, and sponsorship opportunities for our popular, often sold-out special events and programs. We can tailor a package that includes online and event messaging that suits your needs and meets your budget.

Your tax-deductible donation supports programs that create arts jobs, bring diverse communities together, and inspire creative collaboration among industry professionals from the visual, performing, and culinary arts.

Benefits of sponsorship can be tailored to your individual needs.

For more information about
advertising, underwriting, and sponsorship packages,
or to place an ad, please contact
Susanna Peredo Swap at opportunities@vanguardculture.com

THANK YOU FOR YOUR SUPPORT!



TESTIMONIALS

"Vanguard Culture's commitment to fostering connections across creative sectors & disciplines has brought arts leaders together to have important conversations about how we can work more collaboratively & effectively, during these unprecedented times." - Diana Cervera, Program Manager, CA Lawyers for the Arts.

"Vanguard Culture is a connector... a facilitator... a healer. Nowhere else can you go to be immersed in an artistic experience or conversation & be surrounded by diverse representation from a variety of fields. it's been a pleasure to watch them grow and I am inspired by the community they are creating." - Matt Carney, Executive Director, San Diego Ballet

"Vanguard Culture is the most relevant source of cultural events & creative resources in our city. The contributing writers thoughtfully produce inspiring articles for our city's creatives & creativity-curious." - Allison Andrews, Founder, Fashion Week San Diego

"Vanguard Culture serves as a beacon for what's happening in the arts. by keeping the Arts Alive you are supporting me as well as the Creatives who inspire, challenge & entertain us all. Your programs remind us that we can come together in spirit no matter what." - Barbara Shae, Arts Patron

"Vanguard Culture plays the essential role of "connector" for the arts. They have partnered institutions, people, and communities to create dynamic dialogue and unique experiences that continue to advance the art & culture in San Diego. Thank you Vanguard Culture for expanding the definition of culture." - Kari A. Kovach - COO, The San Diego Museum of Art



TESTIMONIALS

"Today more than ever, Vanguard Culture's mission to bring together different cultures & communities to find common ground and make something new and beautiful out of their differences is not only inspiring and liberating but represents a hopeful vision of our collective future." - CC Perry, Founder, Hestia Arts Residency Program

"Vanguard Culture's calendar is vital in uncovering some of the most exciting cultural events going on in our community. Carefully curated, I look forward to receiving it each week to learn about events that many other mainstream event calendars miss." - Edward Wilensky Director, Media Relations, San Diego OPERA

"It's exciting to be part of the Vanguard Culture experience. They are a significant force in the San Diego Arts & Culture scene. Vanguard doesn't just talk about art, diversity & cultural celebration - they live it." - Andrea Singer, Director, City FX; Special Effects & Theatrical Makeup

"Vanguard Culture is curating magnificent, thoughtful, artful experiences in San Diego. I sincerely commend their grand vision and dedication to shifting the culture in San Diego towards one that values and embraces art and culture, Vanguard Culture has the vision to get us there! Thank you!" - Sarah Stieber | Visual/Installation Artist

"Vanguard Culture provides the opportunity for art to flourish in our beautiful city, San Diego. The experiences that Vanguard Culture creates are top notch, engaging, and simply magnificent. We are so lucky to have the community that Vanguard helps to foster, as it brings artists and great thinkers together to form intelligent creativity." - Theresa Fulton | Visual/Installation Artist



TESTIMONIALS

"Vanguard Culture was a creative catalyst for me. They were an open resource that encouraged me, provided free professional development guidance and showcased events that inspired me to create a business card and own the word "ARTIST". I am lucky enough to have found a creative passion and I've learned that collaboration and networking with other creative minds is a beautiful catalyst for inspiration. It changes your world when you find others that elevate the importance of creative pursuits. - Sheila Noseworthy | Fine Glass Artist

"I am involved with Vanguard Culture to help bring well rounded arts programming and education to San Diego and the border region. Their support of visual and performing arts across our region is a great resource that brings awareness to the creative community here in San Diego." - scott b. davis | Founder of MEDIUM Festival of Photography & Vanguard Culture Advisor

"I'm drawn to Vanguard Culture's vision of bringing together the visual, culinary, and performing arts. It's exciting to be a part of an organization that expands the arts in a way that people from across all creative layers in San Diego can be recognized and be inspired by each other." - Patricia Maldonado | Dance Improvisor & Vanguard Culture Bi-National Programs Coordinator

"Vanguard Culture has become an essential and unique cultural platform and navigator to San Diego's liveliest artistic production. Vanguard Culture's aspiration to connect diverse cultural communities radiates in its roster of thoughtfully-curated programs and media reporting. We are privileged to be a collaborative partner with Vanguard Culture, and offer all the best wishes for continued success!" Heath Fox | Executive Director, La Jolla Historical Society