

VANGUARD CULTURE

ADVANCING SAN DIEGO'S CREATIVE INDUSTRIES

FOR IMMEDIATE RELEASE

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**VANGUARD CULTURE KICKS OFF ITS 2021 SEASON WITH
A BIT OF MAGIC AND A PUSH FOR RADICAL COLLABORATION
AMONG SAN DIEGO CREATIVES**

*The 2021 season, **ALCHEMY**, features a 4-part cinematic film series, workshops, artist talks, and creative industry roundtables.*

SAN DIEGO, CA (February 16, 2021) Vanguard Culture, a local nonprofit dedicated to advancing San Diego's creative industries, has responded to the needs of San Diego's arts sector by hosting over 16 professional development and business workshops for creative professionals throughout the pandemic. **Its 2021 season, *ALCHEMY: Exploring the Magic of Human Connection*, is officially underway and features a 4-part cinematic film series, business workshops, artist talks, and creative industry roundtables designed to initiate radical collaboration across all creative industries.**

Vanguard Culture has a track record of producing innovative content. **The signature cultural event of its 2021 season, *ALCHEMY*, is "The History of Joy" - a 4-part series of cinematic performances inspired by real-life stories of struggle, beauty, and triumph.** Produced in partnership with award-winning poet laureate nominee [Gill Sotu](#) and [The Rosin Box Project](#), each event will be accompanied by creative interpretations of the theme by San Diego's most innovative organizations in dance, theatre, opera, puppetry, visual arts, and more. **Inspired by the 8 pillars of joy outlined in *The Book of Joy* – written by the Dalai Lama and Archbishop Desmond Tutu with Doug Abrams;** participants will be taken on an unforgettable theatrical journey

through moments of everyday magic and extraordinary possibility. More information can be found here: <https://vanguardculture.com/3-25-11-18-the-history-of-joy/>

"The History of Joy is by far the most ambitious project we've ever attempted" states Susanna Peredo Swap, Vanguard Culture Founder and Executive Director. "The series poetically tackles pressing issues of our contemporary world in a way that encourages introspection, humility, unity and positive action. After a year of uncertainty and stress, we believe now is the time to return to a type of cultural programming that sparks joy and brings our community together."

Series themes include “Social Justice” on March 25, “Generations & Sacred Rituals” on June 24, “WomenX” on September 23, and “Our Earth” on November 18. Tickets are \$15 per event or \$50 for the series package. Creative industry professionals receive 20% off. Participating organizations include North Coast Repertory Theatre, Lux Art Institute, Arts District Liberty Station, San Diego Shakespeare Society, San Diego Italian Film Festival, ART San Diego Contemporary Art Fair, San Diego Repertory Theatre and many more.

All tickets holders will receive complimentary access to [ART San Diego Contemporary Art Fair](#) on October 1-3, 2021 (\$15 value).

Links to upcoming Vanguard Culture events:

THE FORUM: Money-Making for Creatives: Adapting & Thriving in Uncertain Times

Join fellow creatives and Business Growth Strategist Shaun Cassidy, for a powerful conversation about how to make one’s art practice both marketable and profitable, maximizing current resources in a post-COVID-19 world.

Monday, February 22, 2021

12:00 p.m. – 1:30 p.m. PST

FREE or \$5.00 suggested donation

<https://www.eventbrite.com/e/money-making-for-creatives-adapting-and-thriving-in-uncertain-times-registration-137185590795>

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RAVE | Focus San Diego

Intended to bridge the time until live fairs can be held, RAVE is a virtual art party created by Redwood Art Group to support artists and galleries. Art collectors and art enthusiasts are invited to gather in this experiential platform where interactions between exhibitor and audience can take place. Each RAVE event will take place over four days, an hour each day, presenting a content-rich virtual program, giving local, national, and international exhibitors the opportunity to expand their market and collector base. Vanguard Culture will be one of the featured participants. Past RAVE events have attracted over 32,000 participants.

March 4-7, 2021

Tickets: <https://redwoodartgroup.com/art-san-diego/>

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The History of Joy

Take an unforgettable theatrical journey through moments of everyday magic and extraordinary possibility. In partnership with award-winning poet laureate nominee Gill Sotu, “The History of Joy” is a 4-part series of cinematic performances inspired by real-life stories of struggle, beauty, and triumph. Each segment will be accompanied by creative interpretations of the theme by some of San Diego’s most innovative organizations in dance, theatre, opera, puppetry, visual arts, and more.

Thursdays in 2021 @ 7:00 p.m.

\$15 per event or \$50 for the series package

20% OFF for Creative Industry Professionals

Segments:

March 25 - Social Justice

June 24 - Generations & Sacred Rituals

September 23 – WomenX

November 18 - Our Earth

Tickets: <https://www.eventbrite.com/e/the-history-of-joy-tickets-132755079015>

Links to past Vanguard Culture events:

- Creative Industry Roundtable v3: A conversation with notable leaders from arts and culture and tourism about how creatives can support one another

through the pandemic and beyond. The ideas and resources generated from these sessions were used to draft a living document that highlights opportunities for cross-industry collaboration and partnership.

<https://youtu.be/MRAu60mDoxU>

- Story Circle, an intimate discussion with San Diego's most notable arts leaders about the future of the arts and what was keeping them inspired.
<https://youtu.be/EFglXOBw-Dg>
- Brain Candy, a salon-style virtual conversation with curators from a variety of exhibition spaces to discuss the challenges of reopening, staffing, and resources during the pandemic. <https://youtu.be/BfFxpTFpa-l>
- The Forum: Marketing & Branding for Creatives, a series of business workshops in partnership with Tiny Opera House and hosted by CEO T. Hampton Dohrman, providing knowledge and resources to help creatives advance in their industry during this difficult time.
<https://youtu.be/eyyQenGP2-k>
- THE ART SHOP is a visual arts series featuring artists whose work responds to the changes and challenges of our contemporary world. Mixed-media artist Bridget Rountree addresses contemporary themes such as climate change and the breakdown of societal structures. Visual artist Julia San Roman's new series, "The Hours," pays homage to immigrant workers who she believes are the silent base of the American economy.
 - Watch our ART SHOP Talk with Bridget Rountree here:
<https://youtu.be/HqDzEcON2yl>
 - Watch our ART SHOP Talk with Julia San Román here:
<https://youtu.be/-6fFCvWDa0s>

ABOUT: Vanguard Culture is an inclusive 501(c)3 nonprofit dedicated to advancing San Diego's Creative Industries. We provide quality 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. Learn more about our events and programming here: <https://vanguardculture.com/vc-gives-back/>

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