



FOR IMMEDIATE RELEASE

PRESS CONTACTS:

Susanna Peredo Swap, Vanguard Culture
(619) 829-7561 susanna@vanguardculture.com

David Malmuth, I.D.E.A. Partners
(619) 823-3290 david@ideadistrictsd.com

NEW ALLIANCE BETWEEN IDEA1 AND VANGUARD CULTURE AIMS TO ENGAGE THE BROADER ARTS COMMUNITY

LOCAL NONPROFIT TO LAUNCH ARTS RESIDENCY AT ONE OF I.D.E.A. DISTRICT'S MOST VISIONARY DEVELOPMENTS

SAN DIEGO, CA (October 29, 2018) — Vanguard Culture, a 501(c)3 nonprofit dedicated to advancing San Diego's Creative Industries, has been offered an arts residency at IDEA1, a mix of apartment homes, commercial space, live/work lofts, and outdoor event spaces. IDEA1 is part of the broader I.D.E.A. District master plan to transform a 35-block radius of East Village Downtown into an urban mixed-use district driven by 21st century innovation and design jobs, nourished by educational institutions, and enriched by the arts. IDEA1 provides an arts-filled environment that is versatile enough to host events for its residents and the community including live theater, dance, and music; creative meeting spaces; pop-up art shows; industry mixers; film screenings; and more.

Vanguard Culture will program its 2019 season "CATALYST" at IDEA1 in partnership with its cultural partners and the greater arts community. Its programming will focus primarily on events and programs that create arts jobs, bring diverse communities together, and inspire cross-industry creative collaboration. During the residency, Vanguard Culture will be provided with office space (VC Headquarters) at IDEA1. This space will also be used to host smaller events including pop-up art shows, artist lectures, culinary experiences, and professional development for creatives. In addition, VC Headquarters @ IDEA1 will provide open office hours for arts professionals on Tuesdays from 10am-1pm with free WiFi, access to printer, and other office amenities.

This past summer, Vanguard Culture produced a sold-out event called [SENSORIUM](#), in which more than 80 local artists transformed 15 IDEA1 condo lofts with immersive, experiential, and multi-sensory art experiences themed around the 5 Senses. The evening included a fashion show by [Fashion Week San Diego](#); live dance performances by [San Diego Dance Theatre](#) and the [PGK Dance Project](#); and an industry mixer with 10 notable arts organizations. **The event was included in Episode 3 of a 4-part series about San Diego, produced by [National Geographic](#). A screening of Episode 3 will take place at IDEA1 on Thursday, November 1st at 6pm.**

In announcing the new partnership, I.D.E.A Partners' David Malmuth stated, "A community enriched by art, culture, and entertainment are the hallmarks of all great livable and vibrant cities. Vanguard Culture's dedication to the region's creative sector and its innovative approach to programming perfectly complements the values and aspirations for the I.D.E.A. District's overall vision."

"This partnership aligns perfectly with Vanguard Culture's mission to advance San Diego's Creative Industries. We are very pleased to help steward the visual, performing, and culinary arts community in partnership with such a visionary project. With this alliance we will work with our cultural partners and the greater arts community to program a dynamic, multi/cross-cultural, and unique 2019 season," said Vanguard Culture Founder and Executive Director, Susanna Peredo Swap.

Adding to the overall program, is [Franco Art Projects](#), an art gallery that represents primarily Mexican artists and hosts regular art exhibitions, educational workshops, and professional development for visual artists. Adding to the venue's creative programming is LC Fisher Architecture Inc./LCFAStudio who recently launched [Collateral Collective](#), an innovative new concept that facilitates face-to-face connections and funding opportunities for artists and patrons.

Vanguard Culture recently hosted a series of visioning meetings with its cultural and community partners to design its 2019 calendar at IDEA1. To date, it has secured the following program partners: [Baja Wine + Food](#), [CA Lawyers for the Arts](#), [CA Poet Laureate Nominee Gill Sotu](#), [Chef's Roll](#), [CityFX](#), [La Cocina Secreta](#), [Collateral Collective](#), [Jazz Icon Gilbert Castellanos](#), [FLEET Science Center](#), [Fashion Week San Diego](#), [HESTIA](#), [La Jolla Historical Society](#), [Malashock Dance](#), [O Xperience](#), [Pacific Arts Movement](#), [The Kitchen Project](#), [The PGK Dance Project](#), [San Diego Art Institute](#), [San Diego Dance Theatre](#), [San Diego Italian Film Festival](#), [San Diego Symphony](#), [SPACE 4 ART](#), and many more to come.

PHOTOS: Digital images of past Vanguard Culture events are available at <http://vanguardculture.com/press-room-2/>

ABOUT VANGUARD CULTURE: Vanguard Culture is an inclusive nonprofit dedicated to advancing San Diego's Creative Industries. We provide [quality arts journalism](#), industry mixers, public events, and [professional development](#)

that work to create arts jobs, bring diverse communities together, and [inspire creative collaboration](#) among industry professionals from the visual, performing, and culinary arts.

ABOUT IDEA1: IDEA1 is a new community concept developed by Lowe, LaSalle Investment Management and I.D.E.A. Partners. With a total of 295 apartment homes, more than 5,000 square feet of retail and restaurant space, and 7,700 square feet of creative office on the street level and a variety of common areas, IDEA1 was designed to help grow a community of entrepreneurs and fuel change makers, visionaries and professionals with inspiration. IDEA1 marks the first step to establishing the IDEA District's vision of becoming San Diego's innovation, design, education, arts and technology hub, which aims to create thousands of design and tech jobs in the coming years, across 35 city blocks in Downtown San Diego's East Village.

www.VanguardCulture.org

@VanguardCulture - @CulturallySavvy

###