



# VANGUARD CULTURE

ADVANCING SAN DIEGO'S CREATIVE INDUSTRIES



Ceviche Chef Showdown, 2018

## ABOUT US

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.

## OUR VISION

We work to advance San Diego's creative industries by producing quality 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:



SAN DIEGO  
PRESS CLUB

2018 WINNER

EXCELLENCE IN  
*Journalism*  
AWARDS

SAN DIEGO  
PRESS CLUB

2019 WINNER

EXCELLENCE IN  
*Journalism*  
AWARDS

# 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 - reviews and commentary about San Diego's arts and culture community
- Poetic License - photo essays of artist studio visits by Chi Essary
- Vanguard Culture Weekly - a curated cultural calendar with over 15,000 subscribers and close to 10,000 monthly website visitors

## PROFESSIONAL DEVELOPMENT FOR CREATIVES

- The Forum - workshops, lectures, and discussions to help creatives make a living doing what they love
- Foodie Soirée - cross industry mixers for creatives
- An Artist @ The Table - fine dining series featuring San Diego's most notable artists and chefs
- Meet the Winemaker - conversations and 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 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

# 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 375 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 1,700 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.**

# 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.

## 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.



"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, 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 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 tools, tips, and tricks 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 over 45 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.

Our bi-annual Avant-Garde Costume Gala envisions high fashion of the future and features immersive art installations, delicious food, amazing fashion, and live dance by some of the region's most innovative artists.



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



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.



Sucrée at Sensorium  
2018



Artwork by Sheena Rae Dowling  
at Sensorium, 2018

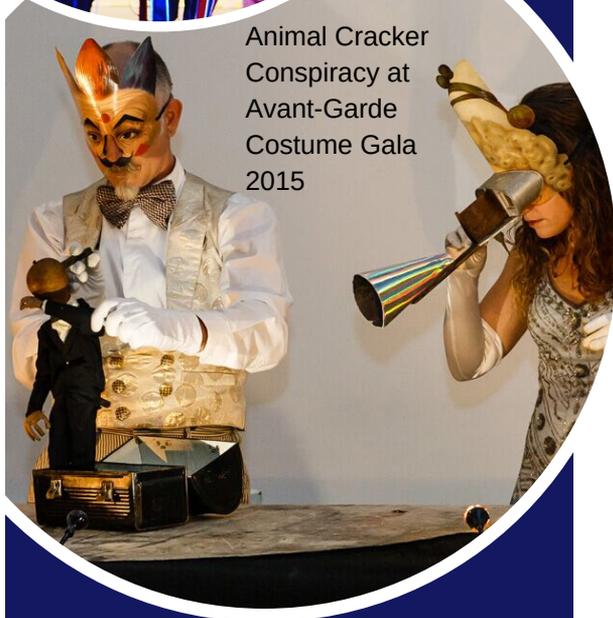
# VANGUARD EVENTS

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 450 local and international artists.**

Over half of our patrons are Creative Industry 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, actress, jazz vocalist, arts advocate, marketing/ public relations professional, and recent San Diego Magazine - Woman of the Year Nominee.



## MICHELE SACKS LOWENSTEIN

Actress, attorney, financial analyst, and arts advocate.



## CHI ESSARY

Visual artist, curator, exhibition specialist, photographer, and author of Poetic License.



## ANTONIO IANNOTTA

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



## DAN ATKINSON

Grammy-nominated producer, musician, and music curator; Director of Public Programs at UC San Diego Extension.



## HERBERT SIGUENZA

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



## KEITH MAUTNER

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



## TATIANA SIZONENKO

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



## FRANS VAN DER LEE

Technology professional, co-founder of Chef's Roll, and advisor for Chefs Cycle, raising funds for No Kid Hungry.



# CULTURAL PARTNERS

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



# ADVERTISE WITH US



Recently featured on:



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 15,000 culturally savvy, socially conscious individuals 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.

## ACHIEVEMENTS

- Featured on National Geographic Channel in 2018
- San Diego Press Club, Excellence in Journalism Award 2018
- Founder Susanna Peredo Swap Nominated for Women of the Year by San Diego Magazine 2018
- Full feature in San Diego Home and Garden for Foodie Soirée Series 2016

## DEMOGRAPHICS

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

110K

ANNUAL WEB  
VISITORS

15K+

NEWSLETTER  
SUBSCRIBERS

6.3K

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 [vanguardculture@gmail.com](mailto:vanguardculture@gmail.com)

# THANK YOU FOR YOUR SUPPORT!