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**MEDIA KIT**

# 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 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.



Ceviche Chef Showdown, 2018

## 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.

Recently featured on:



SAN DIEGO  
PRESS CLUB

2018 WINNER

EXCELLENCE IN  
*Journalism*  
AWARDS



"Thought Forest" by Crystal Daigle  
at Sensorium, 2018



California Ballet Company  
Avant-Garde Costume Gala, 2018

# 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
- Vanguard Culture Weekly - a curated cultural calendar with over 15,000 subscribers and close to 10,000 monthly website visitors
- Poetic License - photo essays of artist studio visits by Chi Essary

## 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 350 pieces of original arts journalism.**

## VANGUARD CULTURE WEEKLY

A curated selection of San Diego's best, most exciting, and unique cultural and culinary events.

**Since 2012, Vanguard Culture Weekly has promoted over 1,600 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 14 Poetic License features.**



# PROFESSIONAL DEVELOPMENT

## AN ARTIST @ THE TABLE

Now in its 4th 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 inspiring 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 1,500 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

**By the end of 2019,  
Vanguard Culture will have  
hosted over 30 free or  
low-cost professional  
development workshops.**



# 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



Foodie Intuition  
2016



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

**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 4,000 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



Veteran  
Couture at  
The SPACE  
2018

Since 2012, Vanguard Culture has collaborated with **over 400 local and international artists.**

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



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:



BREAD & SALT



MALASHOCK  
DANCE

SD OPERA

CALIFORNIA BALLET  
COMPANY



medium  
photo



CHEF'S ROLL  
PRESENTATION IS EVERYTHING



SAN DIEGO  
SYMPHONY



E.P.I.C.  
EMPOWERING PEOPLE  
INSPIRING COMMUNITY

Arts for  
Learning  
San Diego  
An Affiliate of Young Audiences  
Arts for Learning



ART SAN DIEGO  
CONTEMPORARY ART SHOW  
SAN DIEGO CONVENTION CENTER  
OCTOBER 10 - 13, 2019



collateral  
collective  
MAKE ART HAPPEN



signking.com



eLiveLife.com  
Supporting Local Charities™



# 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!



# TESTIMONIALS

"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 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**

"I appreciate Vanguard Culture's coverage of exhibitions and other cultural events, written and video. I look forward to weekly recommendations. Reviews care about the San Diego community."

**Alessandra Moctezuma | Gallery Director  
& Head of Museum/Gallery Studies at  
San Diego Mesa College**

"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's cultural calendar is vital in uncovering some of the most exciting culutral events... I look forward to recieving it each week to learn about events off the beaten path. It is a major component to my weekend planning as it provides cultural events of a very high caliber that many other mainstream event calendars miss."

**Edward Wilensky | Director, Media  
Relations, San Diego OPERA**

"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 Vangaurd helps to foster, as it brings artists and great thinkers together to form intelligent creativity."

**Theresa Fulton | Visual/Installation Artist**

# TESTIMONIALS

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I support Vanguard Culture because it fills a much needed void in the San Diego artistic community by encouraging collaboration in the arts - providing synergy and energy to artists from various artistic disciplines. This year's season is aptly titled "Catalyst" since Vanguard Culture events spark dynamic and exciting arts experiences.

**- Michele Lowenstein | Actress, Attorney,  
Financial Analyst & Vanguard Culture  
Board Secretary**

Vanguard Culture is an amazing organization that supports all forms of art: writing, culinary, performance, and more! I support Vanguard Culture because they create a unique community, and a safe, fun space for all artists."

**- Natalie Neece | PR Professional &  
VC Cultural Correspondent**

I originally got involved with Vanguard Culture because I wanted a publication to hang my hat on and also wanted to get more involved in San Diego's arts and culture scene. I have gotten even more than that—I got a second family. What inspires me about VC is that I love having a space to run with my creativity and fully get to express my soul in writing. I also love being around so many individuals who are so unique and creative in their own ways.

**- Cori Wilbur | Freelance Journalist, Dancer & Vanguard Culture Cultural Correspondent**

I absolutely love the idea of creatives getting together, and having a venue to "try things on" to create things without limits/boundaries that allow them full license to explore a concept/idea outside the box without the constraints of social norms/values or pressures of the necessary monetization of the arts. We all have to make a living and we live in a world where all too often our ability to express ourselves is foreshortened.. Vanguard Culture represents an enlivened space of full color/full expression. There is so much value in play!

**- Tara Graviss | Executive Director of Arts for Learning San Diego & Vanguard Culture Advisor**

"I noticed that the arts coverage had writer voices that were accessible and distinctive. It made me smile. I liked that Vanguard Culture was bringing people and artists together in thoughtful, fresh events and it inspired me to get more involved in the creative side of the conversation."

**- Miguel Gongora Jr. | Theatre Professional & Vanguard Culture Events Manager**

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# 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**

Vanguard Culture inspires me because it is a confluence of diverse artists. By bringing culinary, performance, written, and visual arts into one supportive space, San Diego creatives get to collaborate in a whole new way. At the same time, art lovers receive a robust understanding of the local scene! I've loved being a part of this organization for nearly five years and VC's growth is a testament to the city's hunger for partnership, education, and beauty.

**- Kristen Schweizer | Theatre Professional & VC Cultural Correspondent**

"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**

Vanguard Culture inspires me to dream big and see vast creative potential in everyone. Susanna Peredo Swap's passion and creativity makes me believe that our greatest work can only come from doing what we love."

**- Chris Kowynia | Vanguard Culture Public Relations & Marketing Intern**

Vanguard Culture is one of the most innovative social enterprises I know, constantly redefining what we know about the arts. It enriches the community through collaborative creativity, bringing together the best of local cuisine, dance and media. -

**Dorothy Leonard | Author, Professor Emerita at Harvard Business School & Vanguard Culture Advisor**

It was an honor to work for such a dynamic organization that puts together innovative and collaborative events and professional development workshops for artists and art enthusiasts... I will go into the next chapter of my life confident because of my experience with Vanguard Culture!

**- Jasmine Reyes | Vanguard Culture Public Relations & Marketing Intern**



# TESTIMONIALS

"Your approach to the arts and your active participation in the cultural life of San Diego aren't formulaic. You look at creativity with fresh vision. Many of Vanguard Culture's stories aren't being told elsewhere and that is a plus."

"Vanguard Culture is really good at illuminating exciting programs and events that are off the mainstream radar and have a strong local character."

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"An Artist @ The Table provides a unique dining experience like no other events I have been to. It is an excellent mix between learning from an influential artist and learning about their vision and their work, along with a delicious food and wine pairing to end the night. It is rare that you get to make that personal, one-on-one connection with such notable artists."

"Vanguard Culture has been a very welcome addition to the creative arts scene in San Diego. I've been especially pleased to witness their flexibility and growth as they've settled in, seamlessly folding the culinary arts and special events into their mission along with the performing and visual arts.

Of their varied goals, most notable for me has been their approach to seeking out and promoting unusual events and programs that do not often get noticed in San Diego's traditional arts coverage. They have a penchant for highlighting the truly unique. Vanguard Culture creates space for creative innovation to grow-- for events to come into the light -- for creatives to gather--and for communities to intersect."

**Lizbeth Persons Price | SDSU Public Affaris for the Arts,  
College of Professional Studies & Fine Arts (PSFA)**

"Vanguard Culture is creative in its presentation of information about arts events. They avoid the usual pro forma approach to the description of visual, performances, and culinary arts. The off-beat and the traditional are celebrated on Vanguard's digital pages---really refreshing"

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"Vanguard Culture provides a much-needed gap between San Diego 'fine art,' the street, and everything in between. I like that it is almost like the Vulture publication for San Diego and a great resource for art lovers who are open-minded to new experiences."