

# VANGUARD CULTURE

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## **VANGUARD CULTURE CLOSES ITS 2020 SEASON WITH A PUSH FOR RADICAL COLLABORATION AMONG SAN DIEGO'S CREATIVE INDUSTRY WORKFORCE**

***Season featured over a dozen events, including business workshops, artist talks, and creative industry roundtables with over 70 executive level arts leaders.***

SAN DIEGO, CA (December 3, 2020) When the global pandemic first hit, Vanguard Culture, a local nonprofit dedicated to advancing San Diego's creative industries, wondered how best they could continue to inspire the region's creative sector. Vanguard Culture's 2020 season, 'RIPPLE EFFECT' was programmed as "a year-long conversation with San Diego's creative community about the human capacity to effect positive change." The timeliness of this theme became apparent as the pandemic closed theatres, event spaces, and museums, devastating San Diego's creative sector. **Vanguard Culture was among the first arts groups in San Diego to go virtual in response to COVID-19 but little did they know that this would prove to be the new normal for creative organizations.**

**The Vanguard Culture team quickly went into overdrive, producing over 16 professional development events specifically geared to support San Diego creatives.** Workshops included Marketing & Branding, Financial Management for Creatives, Money-Making for Creatives, and a Creative Industry Symposium, MOMENTUM which attracted viewers from across the globe including New York, New Mexico, and even Australia. Participants heard arts leaders share how their industry can affect positive change. The event showcased 14 local and national creative industry leaders representing fashion, dance, museum science, photography, theatre, music, dance, culinary arts, visual art, and even spoken word.

"We knew that San Diego's arts community would continue to create cultural content, even with little or no means to do so... because that's what artists do. We wanted to step up to support them so that they can continue to inspire our community and learn

to be sustainable while doing so,” stated Vanguard Culture Executive Director, Susanna Peredo Swap.

**Last month, Vanguard Culture expanded its efforts to support individual artists by launching the ART SHOP, featuring artists whose work responds to current societal themes.** Works by mixed media artist Bridget Rountree address 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. **A virtual artist talk with San Roman is taking place on Wednesday, December 9th at noon. More information [here](#).**

**The final two events of the season were easily among the most impactful Vanguard Culture has hosted to date. In October, the organization gathered over 70 executive-level arts leaders from over 40 organizations across dozens of industries to participate in a new form of radical collaboration.** Participants discussed programmatic successes and failures they experienced in 2020 and brainstormed innovative ways in which they can support one another through the pandemic and beyond.

“It became clear after our first two roundtables that San Diego’s arts community is hungry for a new approach. With eight months of virtual programming, our creative sector is hanging on by a thread. Realistically, it will be at least another year before we start to feel a sense of normalcy in the creative sector. **“Arts leaders expressed a sincere eagerness to initiate radical, cross-industry collaboration so that when the world reopens, arts patrons will have a thriving arts community to come back to,” stated Peredo Swap.**

Roundtable participants included some of the region’s most notable groups such as the San Diego Symphony, Californians for the Arts, San Diego Film Consortium, San Diego Diplomacy Council, San Diego Ballet, ART San Diego Contemporary Art Fair, San Diego Architectural Foundation, and many more. The Vanguard Culture team collected the ideas and resources generated from these sessions to draft a living document that highlights varied opportunities for collaboration and potential partnerships. The organization plans to continue bringing arts leaders to the virtual table through 2021 in order to facilitate relationships that will empower San Diego’s creative community to thrive.

“We are very proud to be bringing creative leaders together during this critical time. Our relationship to dozens of arts industries has given us a unique perspective on the needs of our creative sector in this new global climate, and we are very motivated to meet the challenge”, stated Peredo Swap.

**Despite the uncertainty that occurred at the beginning of the global pandemic, Vanguard Culture was still able to persevere and bring national and international attention to San Diego's arts and culture scene. As the pandemic continues, the organization aims to continue its radical approach to bringing together cross-industry creatives for meaningful conversations, events, and workshops.**

**Video links to select Vanguard Culture Professional Development events in 2020:**

- 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://vanguardculture.com/4-14-story-circle-the-future-of-the-arts/>
- 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://vanguardculture.com/6-24-brain-candy-the-curators-a-virtual-salon-series/>
- 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://vanguardculture.com/8-31-9-1-the-forum-marketing-branding-for-creatives/>
  - <https://vanguardculture.com/6-12-the-forum-money-making-for-creatives-with-shaun-cassidy/>
- MOMENTUM, a two-day creative industry symposium that brought people together from all over the world to hear arts leaders from 14 different industries share their unique ability to effect positive change in the world.
  - <https://vanguardculture.com/8-17-9-7-momentum-a-creative-industry-symposium/>

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