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City of San Diego Announces 2025 Arts, Culture & Creativity Month

CELEBRATION EMPHASIZED THE ESSENTIAL ROLE OF ARTISTS AND ART WITHIN LOCAL COMMUNITIES

SAN DIEGO – State and local leaders joined working artists this morning to kick off Arts, Culture & Creativity Month with a special celebration at El Salon Theater at Casa Familiar in San Ysidro. As a program of [California for the Arts](#), the month-long initiative aims to raise awareness of the impact of arts, culture and creative industries in communities across California.

"The arts are a vital part of California's identity, strengthening our communities, driving economic growth and preserving our diverse cultures," said Assemblymember Chris Ward. **"Arts, Culture & Creativity Month is an opportunity to recognize the incredible contributions of artists and creative leaders across the state. I am proud to join this celebration and remain committed to advancing policies that support and sustain the creative sector. Here in San Ysidro, the arts tell the stories of our past and inspire our future, and I look forward to uplifting this important work."**

This year marked the second time since 2019 that the City of San Diego has commemorated Arts, Culture & Creativity Month. During Friday's event, policymakers and artists announced legislative priorities that support arts and culture in California, while advancing the economic benefits of an inclusive creative economy in San Diego and across the state.

"Arts and culture are not just expressions of creativity—they are economic engines, job creators, and vital components of San Diego's identity," said Councilmember Raul Campillo. **"As we celebrate Arts, Culture & Creativity Month, we recognize the essential role that artists and cultural organizations play in driving economic growth, strengthening our communities, and addressing the challenges we face as a city."**

2025 Arts, Culture & Creativity Month programming revolves around the theme "Health, Healing, Hope" and explores the vital intersection of arts with community wellness and recovery, building on advocacy for artists as essential workers in California's communities. The theme is especially close to San Diego's efforts to be recognized as a cultural center through its first [Creative City Cultural Plan](#).

"Because of its designation as World Design Capital San Diego Tijuana 2024, San Diego is in a unique position to be the first city in California to join the global ranks of cities and countries that

participate in World Creativity Day,” said Cultural Affairs Department’s Executive Director Jonathon Glus. “This bolsters the City’s reputation for innovation and creativity and elevates the importance of creative economy and vitality of our trans-border region.”

Following the event, guests had the opportunity to experience Visions of Future, the 18th annual Día de la Mujer exhibition at The Front Gallery, located at Casa Familiar. The exhibit highlights the future of binational women and non-binary people through powerful artistic expression within real or imaginary realities.

“I am thrilled to be joining advocates in San Diego for the launch. This year’s Arts, Culture, & Creativity Month focuses on the vital role of the arts in promoting ‘Health, Healing, & Hope.’ We call artists ‘second responders’ because after a first responder comes in and saves a life, artists and creative workers step in to help people heal and rebuild,” California for the Arts Chief Executive Officer Julie Baker said. “Research shows that not only do the arts help people cope, find their voice and agency, and build compassion and empathy, they are also essential drivers for community health and economic wellbeing.”

“The decisions we make today as we put in the work for the next generation are an essential component of community curating,” said Johnny Bear Contreras, Sculptor and Cultural Bearer of the Kumeyaay Nation. “As we kick off the City of San Diego’s Arts, Culture & Creativity Month, we are reminded of the beauty of the city and its people through the work we do collectively for the land on which we stand.”

The City of San Diego Department of Cultural Affairs advances and drives an equitable and inclusive creative economy and cultural ecosystem by investing in the work of artists and creatives and the institutions and systems that amplify creative work and experiences. To learn more, visit sandiego.gov/cultural-affairs.



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