



ARTS DISTRICT

LIBERTY STATION

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Arts District Liberty Station Rebrands to Reflect Growth and Commitment to Creativity, Community & Culture

-Arts District Liberty Station's rebrand signals a new era for San Diego's premier cultural destination, deepening its commitment to artists, community, and cultural innovation.

SAN DIEGO, CA (XXX , 2025) – [Arts District Liberty Station](#), previously known as NTC Foundation, proudly announces an exciting new chapter in its mission to transform 26 buildings in Liberty Station into a thriving arts and culture destination. Arts District Liberty Station now serves as the unifying name for both the expansive cultural campus and the face of the dynamic programming that takes place within it. This refreshed identity reflects the organization's continued commitment to creativity, community, and culture while honoring its deep historical roots and vision for the future.

This reimagined brand reflects Arts District Liberty Station's dedication to preserving its rich historical legacy while embracing its exciting future. Since its inception in 2000, the NTC Foundation has worked alongside other organizations and owners to breathe new life into Arts District, an 100-acre section at the north end of Liberty Station, committing to the preservation of 26 historic buildings. Now rebranded as Arts District Liberty Station, the organization will continue to serve as the backbone of this dynamic cultural center, providing a space where art, culture, and innovation can flourish. The rebrand, which unifies the expansive cultural campus and the diverse programming it hosts, signifies the organization's ongoing commitment to fostering creativity, community engagement, and cultural enrichment.

"As we embark on this new chapter, we are reaffirming our dedication to being a premier arts and culture hub where creativity, culture, and community thrive," said Lisa Johnson, President and CEO of Arts District Liberty Station. "Our rebrand is a reflection of the growth and potential that Arts District Liberty Station holds for artists, cultural organizations, and the public alike. Now, our new identity reflects both our historical roots and our vision for the future, as we continue to innovate and inspire."

Arts District Liberty Station will continue to support and elevate local artists and cultural organizations by offering a space for expression, dialogue, and connection. Some of Arts District Liberty Station's key programs include:

- **Emerging Artists Residency Programs** – Supporting up-and-coming visual and performing artists in the San Diego/Southern Baja Region by offering free studio space and fostering career development.
- **Arts District Collaborative Program** – Encouraging tenant organizations to collaborate and create public-facing projects that emphasize diversity, creativity, and cultural expression.
- **Installations at the Station Program** – Commissioning and showcasing significant works of outdoor public art installations to attract visitors and highlight the cultural essence of the San Diego–Baja California transborder region.
- **Liberty School** – A transformative educational initiative providing underserved students with opportunities to engage with arts & culture organizations and enhance their creative skills.
- **First Friday** – Guests are invited to explore Arts District Liberty Station on the First Friday of every month, meeting artists, discovering public art installations, and enjoying the historic campus.
- **Summer Arts Fest** – Summer Arts Fest is bringing the heat with an unforgettable celebration of music, creativity, and community. Taking place on the North Promenade in Liberty Station, the 2nd Saturday in July, August and September.

Over the years, Arts District Liberty Station has transformed from a physical space into a dynamic ecosystem that nurtures creativity, community, and culture. As the organization continues to expand its programming and offerings, the rebrand captures this evolution, highlighting both the exciting initiatives in place and those yet to come. While deeply committed to preserving the historical significance of Liberty Station, the rebrand also signals a forward-looking vision that embraces innovation. Now, Arts District Liberty Station will continue to cultivate a space where emerging artists can thrive, local businesses can grow, and visitors can experience one-of-a-kind cultural events.

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About Arts District Liberty Station

Arts District Liberty Station is a premier destination in San Diego dedicated to enriching the city's vibrant arts and cultural scene through the revitalization of 26 historic buildings in the former Naval Training Center. Spanning 100 park-like acres in Liberty Station, Arts District Liberty Station is home to over 100 museums, galleries, artist studios, dance companies, fine dining establishments, creative retail spaces and other organizations. Visitors experience the arts, culture, creativity, and cuisine that are the hallmarks of the San Diego region and enjoy innovative experiences in a historic setting at Arts District Liberty Station that inspire lives for generations to come. www.artsdistrictlibtystation.org