

# TFG OF CULTURE CURATORS

## 2025 YEAR IN REVIEW

A landmark year of signature activations that engaged over 20,000 people across sport, music, fashion, and community—positioning Baltimore as a destination for cultural innovation.



WHAT'S INSIDE

## Designing Culture. Driving Impact.

### *From the Curator's Desk*

Welcome to **Curators of Culture**, The Finn Group's quarterly dispatch spotlighting the people, places, and platforms shaping culture with intention.

We're launching this newsletter by reflecting on a **landmark year**. In 2025, our work spanned sport, music, fashion, and community—rooted in Baltimore, amplified nationally, and guided by a belief that culture deserves strategy.

**This Year in Review** captures the moments, momentum, and meaning behind our signature activations—and sets the stage for what's ahead.

Join us on this journey, and experience the impact of work that doesn't just follow culture—it helps design it!

— **LaRian Finney, Founder**





# CENTER COURT

Feb. 27 to March 1, 2025

Bringing sport, culture, and community into one dynamic civic experience. **Center Court** transformed downtown Baltimore into a multi-day cultural hub where athletics, music, art, and community engagement intersected. Designed to be accessible and inclusive, the activation welcomed residents, visitors, families, and creatives into a shared civic space.

**Impact Snapshot:**

- 10,000+ attendees over three days
- [15+] community partners and local vendors
- Regional media coverage and high-performing social content
- Free, public-facing programming designed to activate downtown

**Media Highlight:**

- [MORE THAN A TITLE AT CENTER COURT](#)



# JAZZY SUMMER NIGHTS FAREWELL SEASON

May–October

A farewell season honoring legacy, sound, and summer tradition. The 25th and Final Season of Jazzy Summer Nights celebrated a beloved Baltimore tradition while creating space for reflection, joy, and intergenerational connection. Spanning five months, the series honored its legacy while welcoming new audiences into its final chapter.

Standout performances from Kindred the Family Soul, Raheem DeVaughn, Go-Go All Stars (Feat. The Queens of Go-Go), Lady Alma, culminating in a once-in-a-generation homecoming performance from Dru Hill, set a powerful cadence for a star-studded farewell season that honored legacy, sound, and the city itself.

**Impact Snapshot:**

- Multi-month programming across the summer season
- Thousands of attendees (**4,500+ per show**) throughout the farewell run
- Featured local and national award-winning artists
- Nostalgia and strong community turnout marking a historic close

**Media Highlight:**

- WMAR's Ja Nai Wright [Bookends JSN 2025](#)



# AFRO PREAK

May 17

A bold celebration of Black creativity, fashion, and expressive freedom. **AFRO Preak** served as a platform for socialites, artists, and creatives to push boundaries and redefine contemporary Black expression. The event merged sports, fashion, culinary, and history, creating a high-energy experience that centered innovation and authenticity.

**Impact Snapshot:**

- 2,800 attendees, including celebrities, politicians, influencers, and athletes
- Strong social engagement driven by visual-first storytelling
- Amplified visibility for emerging Black creatives, entrepreneurs, and artists
- Positioned Baltimore as a destination for cultural innovation



**Media Highlights:**

- The Party is ON with [WBAL AT AFRO PREAK](#)



# ROAD TO BMG

March–July

A multi-phase storytelling journey—from concept to couture—designed to build momentum and meaning for the 2025 Baltimore MET Gala (**BMG**) **Road to BMG** redefined how cultural events are introduced and experienced. Through a series of curated reveals—including the Theme Reveal, VIP Kick-Off Reception, Designer Reveal + Faces of BMG, and Artist Reveal Art Soirée—The Finn Group sustained audience engagement and media visibility months ahead of the main event.

**Impact Snapshot:**

- Four major storytelling milestones over five months
- Consistent press and social media momentum leading into BMG
- Elevated designers, artists, and cultural partners through individual spotlights
- Demonstrated a scalable model for phased cultural storytelling

**Media Highlight:**

- Views from the [ROAD TO BMG](#)

# BALTIMORE MET GALA

September 13

A premier fashion and cultural moment elevating Baltimore on a national stage. The Baltimore MET Gala (BMG) stood as the pinnacle of The Finn Group's 2025 cultural programming. Bringing together fashion, art, philanthropy, and community leadership, the event positioned Baltimore as a city of style, creativity, and cultural excellence.

**Impact Snapshot:**

- 2,500+ guests, creatives, and cultural leaders in attendance
- National and regional media coverage
- Significant amplification for designers, artists, and partners
- Reinforced Baltimore's growing reputation as a fashion and culture capital

**Media Highlight:**

- [THE BMG MOMENTS](#) by Lee & Wesley BMG



## AWARDS + RECOGNITION

In 2025, the scope and intention behind The Finn Group's signature activations, guided by visionary leadership, extended far beyond production. As the work continued to shape conversations around culture, creativity, and community, it garnered meaningful recognition from respected institutions, affirming both the vision behind the work and the impact it generated.

- **2025 Black Marylanders to Watch** | Baltimore Sun (FEB. 2025)
- **2025 Most Influential** | Who's Who in Black Baltimore (APRIL 2025)
- **2025 Cultural Influence Award** | Downtown Partnership of Baltimore (Nov. 2025)

These honors reflect not just visibility, but impact, elevating The Finn Group's role as a trusted cultural convener and creative force.



**We Don't Chase Moments— We Build Movements!**

## The Finn Group Signature: How We Curate Culture

At The Finn Group, culture is not treated as a trend or an accessory— it is the foundation of our work. Our approach begins with culture-led strategy, ensuring that every activation is grounded in authentic narratives and lived experiences. We design with community at the center, building platforms that invite participation, honor local voices, and reflect the richness of the cities we serve.

Our work is intentionally multi-phase and momentum-driven, allowing stories to unfold over time rather than existing as one-night experiences. Through layered reveals, thoughtful partnerships, and integrated storytelling, we extend the life and impact of each activation. By bridging creative vision with civic collaboration, we create experiences that honor legacy while pushing culture forward with purpose and intention.

**Impact Snapshot:**

Throughout 2025, The Finn Group delivered multi-month cultural activations across Baltimore that brought together sport, music, fashion, and community in meaningful ways. Our work generated sustained regional and national media visibility while amplifying dozens of creatives, designers, and artists through intentional storytelling and platform-building. Most importantly, these experiences engaged thousands of people through a number of free and accessible programming, reinforcing the belief that culture thrives when it is shared, inclusive, and rooted in community.

# LOOKING AHEAD

**Curators of Culture** was created to share insight, elevate voices, and offer a behind-the-scenes look at how culture is designed with intention.

In future issues, readers can expect **Curators of Culture Award spotlights, creative perspectives, signature project updates, and opportunities to collaborate.**

**Culture  
is our  
Language.**

**Community  
is our  
Strategy.**

**STAY  
CONNECTED!**

**Let's keep in touch**

LaRian Finney  
Managing Partner  
The Finn Group

[info@thefinngroup.net](mailto:info@thefinngroup.net)  
[thefinngroup.net](http://thefinngroup.net)  
[@finngroup](https://www.instagram.com/finngroup)

