

Is This the Rebirth or Death of *Star Wars*?

What Dave Filoni's rise to president of Lucasfilm could mean for a galaxy far, far away

[Emma Daffner](#) | Feb. 11, 2026



Dave Filoni and Kathleen Kennedy, Star Wars Celebration Japan Day 1; Christopher Jue via Getty Images

When Dave Filoni was announced as [Lucasfilm's new president](#), the *Star Wars* fandom did what it does best: erupted. Some fans celebrated the move as a long-overdue redemption, arguing that [Kathleen Kennedy](#) destroyed their beloved franchise. For others, it raised a question: is *Star Wars* already past saving?

Filoni is not new to the galaxy. He has played a key role in shaping modern installments of the franchise, including [Star Wars: The Clone Wars](#), [Star Wars Rebels](#), [The Mandalorian](#) and [Ahsoka](#). But moving from storyteller to studio president is a different kind of power.



Left: Dave Filoni (L) and George Lucas (R) at Star Wars: The Clone Wars Season 3 Premiere Event; Araya Doheny via Getty Images

Right: Hayden Christensen, Dave Filoni, Rosario Dawson and Natasha Liu Bordizzo pose with "Stormtroopers" at Star Wars: Ahsoka Emmy FYC Event; Jesse Grant via Getty Images

Fans like me — a 20-year-old whose dad introduced her to *Star Wars* at a young age and became the biggest fan in the house — have grown up with both Filoni's and Kennedy's versions of the franchise. I grew up watching *The Clone Wars* and *Rebels* with my brother, but the first *Star Wars* films I saw in theaters were the sequels. Despite their [flaws](#), I'm a Reylo fan — sorry not sorry.

My point is: Filoni and Kennedy are two different visionaries, both of whom have worked closely with George Lucas to preserve his original vision.

While some fans portray Filoni as a savior and Kennedy as a failure, Kennedy guided Lucasfilm into a new era of storytelling. She oversaw the sequel trilogy, but she also oversaw the release of [Rogue One: A Star Wars Story](#), which led to the creation of the Emmy-winning series [Andor](#) — one of my favorites. She's also continued the popular *Clone Wars* animation style with [Star Wars: The Bad Batch](#).



Left: Director J.J. Abrams, Producer Kathleen Kennedy, actress Daisy Ridley and actor John Boyega attend *Star Wars: The Force Awakens* premiere in Shanghai, China; VCG via Getty Images
Right: Actor Diego Luna (L) and Producer Kathleen Kennedy (R) at *The World Premiere of Rogue One: A Star Wars Story*; Jesse Grant via Getty Images

Still, the question remains: What does Filoni's leadership mean for the future of *Star Wars*?

Filoni's projects emphasize character development, emotional complexity and long-form storytelling over spectacle alone. Characters such as [Ahsoka Tano](#) — my favorite character — have evolved from controversial additions to fan favorites because of Filoni's careful, long-term development. For supporters, Filoni's presidential appointment represents a return to intentional storytelling after years of creative inconsistency.

Yet [critics](#) argue the franchise has become increasingly dependent on interconnected series and deep lore, making it difficult for casual viewers to engage. Others worry that *Star Wars* has reached a point of oversaturation, producing too much content too quickly.

So what do fans — and I — want to see from Dave Filoni's leadership?

For starters:

- A clear creative direction
- Quality over quantity
- A balance between nostalgia and new eras
- Stories that feel purposeful and cohesive

Is Dave Filoni's Lucasfilm presidency the rebirth or death of *Star Wars*?

Right now, it is neither. It is a turning point. Under Filoni's leadership, Lucasfilm has the opportunity to refocus and redefine the goals of the *Star Wars* franchise. Only then will its future be determined.

As for me, I will be rooting for Filoni as he begins leading a galaxy far, far away.