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Dive Into Downtown Los Angeles’ Explosive Art Scene With The Ritz-Carlton, Los Angeles’ New “Downtown Los Angeles Art & Architecture In Style” Package

The Ritz-Carlton, Los Angeles Gives Guests an Inside Perspective on the City’s Emerging Art & Cultural Center

LOS ANGELES, CA—January 6, 2011– Dive deep into the explosive art and culture scene that is Downtown Los Angeles, visiting vibrant art galleries that showcase L.A.’s emerging artists and discovering the city’s many “insider” historical landmarks with The Ritz-Carlton, Los Angeles’ new “Downtown Los Angeles Art & Architecture in Style” package in partnership with QUICK CULTURE. End the journey with an insightful tour of the permanent collections at the Museum of Contemporary Art (MOCA) and later, the awe-inspiring views of the City of Angels from unparalleled accommodations at the recently opened Ritz-Carlton, Los Angeles.

QUICK CULTURE, an art appreciation tour company, founded by two museum-trained Art Guides, provides small, private, personalized tours, appropriate for all ages with an entertaining approach to understanding art. Together with The Ritz-Carlton, Los Angeles, QUICK CULTURE has created a Downtown art and culture experience that can be personalized to fit the individual interests and demographic of each guest.

With QUICK CULTURE, Ritz-Carlton guests may visit an established gallery in Gallery Row, conversing with the gallery owner; tour the historic core of Los Angeles, visiting old movie theatres and legendary Art Deco Buildings and stop by the Neon Museum, discovering vintage neon signs and art.

The Ritz-Carlton, Los Angeles, Downtown Los Angeles' only luxury hotel, features 123 well-appointed guestrooms, including 14 suites and the 3,000 square-foot The Ritz-Carlton Suite and is home to WP24, the latest restaurant concept by celebrity chef Wolfgang Puck. Guests enjoy the best views in Los Angeles from virtually any part of the hotel, including the 3,400 square-foot signature Ritz-Carlton Club Lounge and the exclusive, private rooftop pool and bar on the 26th floor.

All guests will be escorted by QUICK CULTURE in a chauffeured car for the duration of the tour and will enjoy overnight accommodations at The Ritz-Carlton, Los Angeles. To book, please visit <http://www.ritzcarlton.com/en/Properties/LosAngeles/Default.htm> and enter code E0N when booking, or call (213) 743-8800. Rates start at \$659.00, based on double occupancy.

About The Ritz-Carlton, Los Angeles

Opened in April, The Ritz-Carlton, Los Angeles at L.A. LIVE features 123 well-appointed guestrooms, including 13 suites and one 3,000 square-foot The Ritz-Carlton Suite. The hotel is home to WP24, the latest restaurant concept by celebrity chef Wolfgang Puck, and The Gallery Collection, more than 100,000 square-feet of meeting and event space. Guests will enjoy the best views in Los Angeles from virtually any part of the hotel, including the 3,400 square-foot signature Ritz-Carlton Club Lounge and the exclusive, private rooftop pool and bar on the 26th floor. The Ritz-Carlton, Los Angeles shares the distinctive, 54-story tower with sister hotel The JW Marriott Hotel Los Angeles at L.A. LIVE and The Ritz-Carlton Residences at L.A. LIVE. Steps away from STAPLES Center, Nokia Theatre L.A. LIVE, The GRAMMY® Museum and an array of restaurants, venues and nightspots, The Ritz-Carlton, Los Angeles is at the center of one of the most exciting parts of the city.

About The Ritz-Carlton Hotel Company, L.L.C.

The Ritz-Carlton Hotel Company, L.L.C., of Chevy Chase, Md., currently operates 73 hotels in the Americas, Europe, Asia, the Middle East, Africa, and the Caribbean. More than 30 hotel and residential projects are under development around the globe with future openings including Dubai International Financial Centre, United Arab Emirates; Shanghai, Pudong; and Hong Kong, Kowloon. The Ritz-Carlton is the only service company to have twice earned the prestigious Malcolm Baldrige National Quality Award, which recognizes outstanding customer service. For more information, or reservations, contact a travel professional, call toll free in the U.S. 1-800-241-3333, or visit the company web site at www.ritzcarlton.com.

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