

Ritz-Carlton Looks to Attract Visitors with a Slice of Downtown Art

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Ed Fuentes [Flickr]

The Museum of Neon Art is one of the attractions featured by the Ritz-Carlton's package.

DOWNTOWN LOS ANGELES — Just in time for L.A. Arts Month, the Ritz-Carlton hotel at L.A. Live has launched a package aimed at attracting out-of-towners to take in some Downtown art. The luxurious hotel offers visitors a “Downtown Los Angeles Art & Architecture in Style” package in partnership with Quick Culture, an art appreciation tour company founded by two museum-trained art guides.

In addition to an overnight accommodation, the package provides visitors with a customized art aficionado's experience. Each tour is "tailored to the guest," says Ritz-Carlton PR Director Brigid Finley. "A family with three children under the age of ten would obviously have a tour different than a couple in their 30s."

"We try to encompass a little bit of history and what's unique to LA--things you can find in L.A. that you can't find anywhere else," says Quick Culture's co-founder Ellen Greenberg. While Quick Culture features tours for all ages in Culver City, Beverly Hills, and Santa Monica, Greenberg said, "Younger people are more interested in the revitalizing and the gentrifying of Downtown."
