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# HIDDEN HILLS

COMMUNITY REGISTER & RESOURCE GUIDE



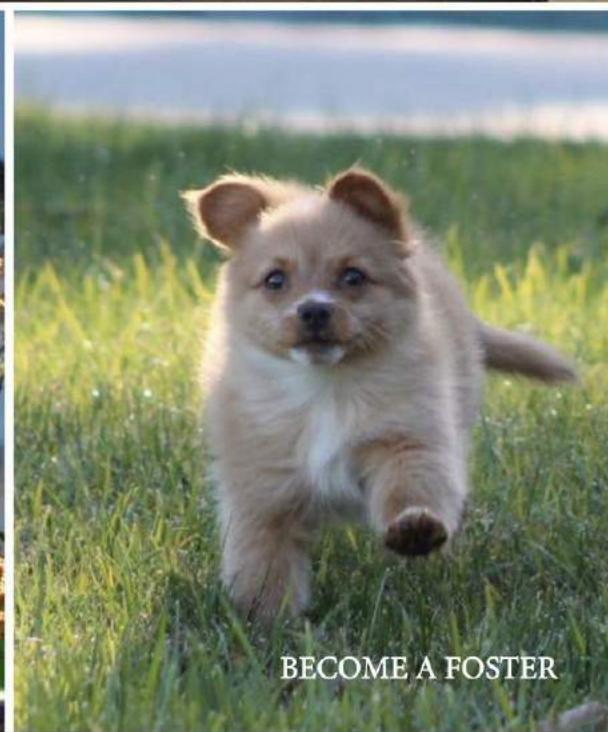
SCENES FROM  
THE SUMMER



A QUICK HISTORIC GETAWAY



FIESTA 2021 TICKET  
& SIGN-UP INFO



BECOME A FOSTER

# The historic HOTEL FIGUEROA

## DOWNTOWN LOS ANGELES

QUICK GETAWAY

written by Elyse Glickman

**P**icture yourself in a hotel in the heart of Los Angeles, just as it is revving up to go into its prime as a destination and a place to do business. You are in the heart of things, from shows and sporting events to some of the most talked-about restaurants and bars in town and a percolating arts district. The area is alive with creative people, entrepreneurs and others wanting to test out what the largest city on the West Coast has to offer. The interiors and private rooms, representing the height of sophistication and quality parallel the exciting things happening beyond its front doors.



The Gran Sala's historic fireplace provides a warm welcome for visitors and those stopping by for a day or for a special event.

OPPOSITE: Past, present, and future come together in the Hotel Figueroa's public spaces, with sunlight providing the mood lighting.



Throughout the Hotel Figueroa, an eclectic mix of local art is always in residency.

That's the way things were when the Hotel Figueroa opened its doors in 1926, as a safe but stylish place for women coming to the city to find their future and fortune. Making this even more of a landmark is the fact that the hotel was originally opened by the YWCA operated by women who understood their guests' needs and wanted to bridge the gap between making the place both a home-away-from-home and a jumping off point into a modern L.A.--whether it was for a vacation or for good. It was the dawn of American suffrage, when women at last had won the right to vote yet were still prohibited from checking into most hotels without a male chaperone. So much of what attracted the hopefuls to L.A. was within reach.

This is also what Hotel Figueroa guests from all walks of life today can expect when they stay at the landmark property, which

reopened this past August after an extensive restoration starting with its Spanish Colonial structure before transforming the space into an urban oasis for the current century. Green Oak Real Estate and Urban Lifestyle Hotels purchased the almost century-old building in 2014 and devised

the new iteration to fuse historic elements and present-day tastes in its lobby, public art gallery, dining venues, meeting venues, rooms and suites.

While the lobby's green, botanical backdrop is a definitively 21st century



Each guest suite is uniquely appointed to reflect the Hotel Fig's deep connection to culture.



LEFT: Cafe Fig's All Day Spread is a fusion of culinary influences.

BETWEEN: The chic but timeless poolside makes one feel they are away, yet still at the heart of it all.

OPPOSITE: (TOP) The "Tia Rosa" signature cocktail blossoms at La Casita.

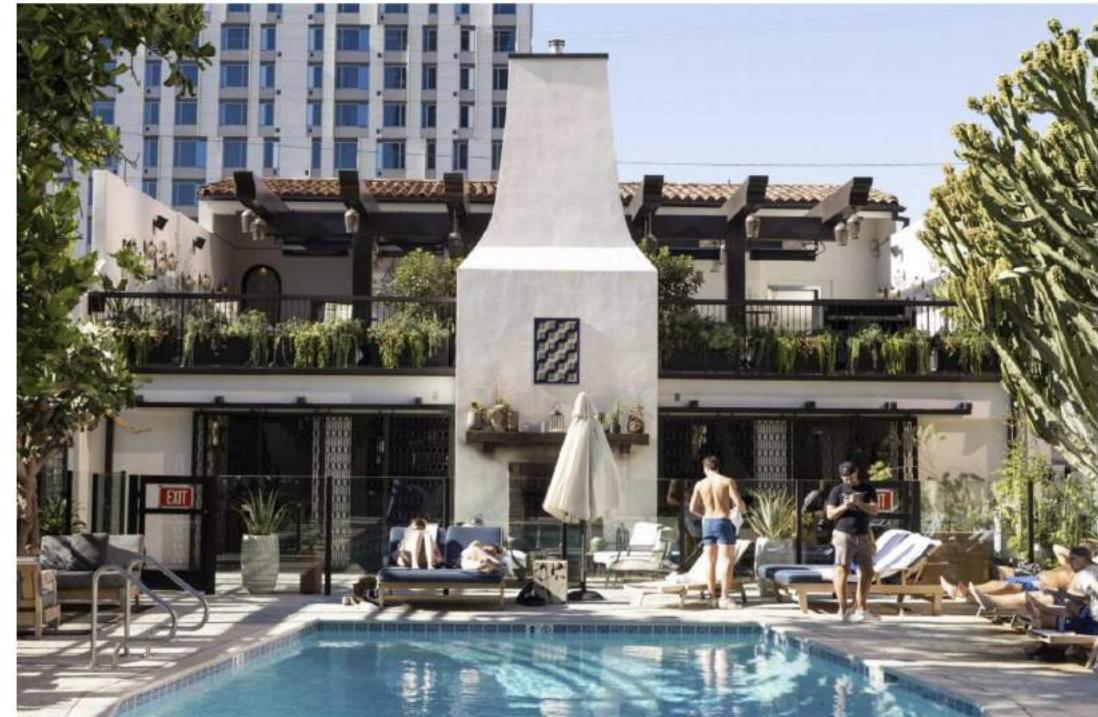
(BOTTOM) Hotel Figueroa's California Spanish architecture tucked amid downtown is as quintessential L.A. as it gets.

touch, Hotel Figueroa as a whole boasts many innovative amenities and perks appealing to staycation guests as well as those coming from around the U.S. and internationally. This includes a special "Micro Wedding" venue and package for hassle-free nuptials; home-y but technically appointed "Work Perk" suites; chic team workspaces with all the tech necessities; a progressive fitness and wellness program for guests created in

partnership with The Bridge Mind and Body Movement; "Daycation" passes you can purchase to enjoy the hotel's pool and amenities, and nearby neighborhood; and four bespoke luxury suites (Featured Artist Suite, Parador, Casa Suites, Casablanca and Figueroa) with one-of-a-kind artwork and furnishings.

The two onsite restaurants, meanwhile, encapsulate downtown Los Angeles'

metamorphosis into a true city center. La Casita, an intimate two-story Spanish-Mediterranean resort-within-a-resort, features a coastal inspired menu by Chef AJ McCloud with an ocean-inspired organic menu listing offerings such as Ceviche Classico, poke, and elevated street tacos and healthy bowls that do not skimp on spice and inventiveness. Its world-class cocktail program is right in line with the mixology/craft cocktail boom which has



been unfolding in downtown L.A. for the past decade, and is further distinguished with an expansive agave program and day and nighttime events tapping into the current art district renaissance of the area. The Cafe Fig, meanwhile, is perfectly appointed for business meetings and date nights, but gives that traditional format a twist with Chef Jan Claudio's artful blend of Mediterranean, Southwest, and Continental influences in his treatment of organic and sustainable products for everything from steakhouse-type fare to vegan

and gluten free options made with an equal emphasis on flavor and artistry. As a historic landmark, Hotel Figueroa (a.k.a. The Fig") has that "if these walls could talk" aspect to it as it continued operating during the Great Depression, World War II, and most recently, the COVID-19 pandemic. It is also worth mentioning that back in 1926, pioneering aviatrix Maude Boulard oversaw the hotel, making her the first-ever female managing director of a hotel in the U.S. With a determination to make the property a place that could be a benchmark



for social change, the space served as a meeting place for practically every woman's club in Los Angeles, press conferences and political rallies against sexism, racism, and other social issues. The tradition continues today, now under the leadership of Connie Wang, the hotel's current managing director. While it's easy enough to say the hotel is a monument

to perseverance, hope, and change as it closes in on completion of its first century, it is also a gateway to the world of cultural expansion and possibility Downtown L.A. is evolving into. **HH**

*For reservations (with rates starting at \$197/night) and information, call (213) 627-8971 or visit [hotelfigueroa.com](http://hotelfigueroa.com).*

**ABOVE:** Cafe Fig's Malted Waffles.

**BOTTOM:** Hotel Figueroa's Artistry Wall.

**RIGHT:** Ceviche Blanco at La Casita

