

How This Downtown Los Angeles Hotel Is Staying True To Its Feminist Roots With An Exciting Art Partnership



Theresa Christine Contributor

Travel



Hotel Figueroa is just as trendy as it is steeped in LA history. HOTEL FIGUEROA

“Never forget where you came from”—and [Hotel Figueroa](#) certainly hasn’t. Today, this trendy getaway in Downtown Los Angeles has two acclaimed restaurants, a bar serving fine craft cocktails and a refreshing pool oasis. But this chic lodging has a female-forward history that’s still going strong, and its past as a feminist hub and center for social change has led the hotel join forces with online art marketplace [Society6](#). They’ve established a year-long partnership to feature the works of local independent female artists for the next year, putting one-of-a-kind works into the spotlight while celebrating the hotel’s feminist roots.

In the 1920s in the United States, most women were not allowed to check into a hotel without a male chaperone. [When Hotel Figueroa came onto the scene in 1926](#), it completely shook things up. It was the first hotel in the country to have a female managing director, and not only was it funded by women, but it opened exclusively for women and solo female travelers as a safe place to stay. But the artistic aspect to the hotel plays an equally important role in its women-centric past.



The Fig was built by women, for women. Many of them were patrons of the arts and humanities, which ... [+] HOTEL FIGUEROA

Today In: [Travel](#)



“It was built for women travelers, and these women were also great supporters of both the humanities and the arts,” explained Bradley Hall, ownership for Hotel Figueroa. “They hosted poetry readings, book readings, debates and even artists themselves. It really all goes back to the history of the hotel.”

Bradley mentioned that Hotel Figueroa—lovingly called The Fig—wants to broaden its reach to up-and-coming artists, and Society6 has deep connections in the art world with a full spectrum of talented artists. The program includes an onsite exhibition which will refresh every quarter, special event programming, a [shoppable Hotel Figueroa collection featured on Society6.com](#) and the artist's work will be available for sale. This will not only foster an artistic and creative atmosphere on the premises, but Bradley hopes to get these artists who identify as female additional exposure by having a place at the hotel.

View the full story [here](#)