

BRANDED CONTENT
AUGUST 24, 2026

L . A . C O U N T Y
Arts & Culture
G U I D E



LOS ANGELES BOASTS ONE OF THE WORLD'S MOST DYNAMIC AND DIVERSE ART AND CULTURAL SCENES, WITH museums and galleries reflecting the city's extraordinary creative energy. From the expansive collections of the Getty Center and Los Angeles County Museum of Art to the contemporary works showcased at The Broad and the Museum of Contemporary Art, LA offers something for every artistic taste. Beyond major institutions, galleries throughout West Hollywood, Culver City, Downtown LA and the Arts District spotlight emerging artists and innovative exhibitions. Together, these museums, galleries and cultural institutions make Los Angeles a global destination for art, creativity and cultural discovery.

This section goes off the beaten track to share profiles of some of the most fascinating museums and cultural centers that the region has to offer.

THE HUNTINGTON

HUNTINGTON.ORG

THE HUNTINGTON

YEAR FOUNDED
1919

ADDRESS & PARKING
1151 Oxford Rd.
San Marino

Free parking available in lot.

HOURS OF OPERATION
10AM – 5PM,
closed Tuesdays and select major holidays.

KEY EXECUTIVES
Karen R. Lawrence
President

Janet Alberti
*Anne and Jim Rothenberg Senior Vice President
and Chief Financial Officer*

Randy Shulman
*Senior Vice President for Advancement
and External Relations*

MUSEUM MISSION & VISION
Founded in 1919 by Henry E. and Arabella Huntington, The Huntington supports research and promotes public engagement through its expansive library, art, and botanical collections. By cultivating dynamic scholarship, creating innovative programs for students and lifelong learners, and sharing its extraordinary resources, The Huntington invites all on a journey of discovery, insight, and connection.

The Huntington shares its world-renowned collections to support scholarship, foster learning, inspire creativity, and offer transformative experiences for diverse audiences.

SOCIAL MEDIA HANDLES
INSTAGRAM: @thehuntingtonlibrary
FACEBOOK: @thehuntingtonlibrary
TIKTOK: @thehuntington



What sponsorship, partnership, naming, or philanthropic opportunities are available for organizations looking to make a lasting impact?
Organizations can support The Huntington through sponsorships or membership in the Corporate Partners program. Sponsorship opportunities range from a single event to a series of programs to major exhibitions. Each sponsorship package is customized to meet a company’s visibility and community relations objectives and includes unique access and entertainment opportunities at The Huntington. Corporate Partners receive special benefits for employees, executives, and clients while building authentic connections with Huntington audiences. Naming opportunities remain available for the Library/Art Building modernization. For more information, contact advancement@huntington.org.

Does the museum offer opportunities for corporate events, executive gatherings, client entertainment, or private functions? If so, what types of experiences are available?
The Huntington offers more than 30 indoor and outdoor venues, including historic galleries, gardens, and auditoriums. Options range from executive meetings and retreats to receptions, corporate dinners, weddings, and private celebrations. The Special Events team helps clients select a setting suited to the occasion. Visit huntington.org/special-events to explore venues and submit an inquiry.

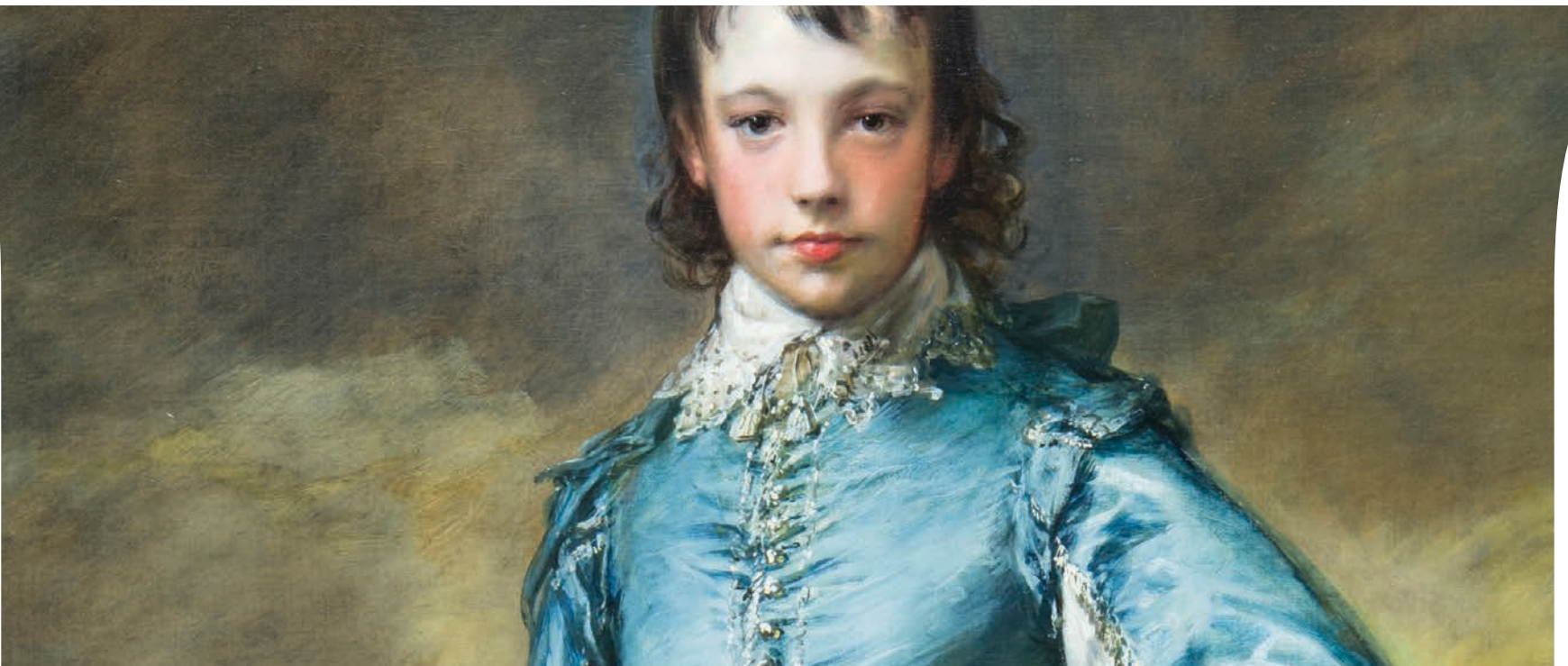
What membership opportunities are available for individuals and organizations, and what benefits do members receive?
Individual memberships range from Sustaining through Benefactor. Benefits include free admission, invitations to events and programs, savings on select lectures and classes, and Huntington Store discounts. The Society of Fellows is The Huntington’s premier philanthropic community. Depending on membership level, Corporate Partners benefits may include complimentary employee admission, discounts on venue fees, on-site and online recognition, invitations for executives to exclusive openings and programs, VIP tours, and volunteer opportunities. For more information, visit huntington.org/corporate-partners.

What upcoming exhibitions, special events, or initiatives over the next year are you most excited about?
This year remains anchored by THIS LAND IS ..., The Huntington’s sweeping multiyear initiative exploring the relationships among land, U.S. history, and American identities. The namesake exhibition brings together two rare, annotated July 1776 printings of the Declaration of Independence, Woody Guthrie’s 1936 guitar, and artworks, documents, and artifacts that examine nature, nation, and the American project. It remains on view through Jan. 11, 2027.
This fall also brings “Doyle Lane: Master of Clay,” the first major museum retrospective devoted to the Los Angeles ceramic artist. “Laura Aguilar: Day of the Dead” (Sept. 20, 2026–March 1, 2027) presents the pioneering photographer’s images of artists, couples, and families participating in Día de los Muertos celebrations across Los Angeles in the 1980s and early 1990s.
Oak Meadow, a key part of THIS LAND IS ..., serves as a central gathering space connecting the American art galleries, gardens, and visitor experience. Later this year, it will host the public debut of Robert Indiana’s monumental LOVE sculpture.
In 2027, “Petromania: Obsessing about Stones in China, Japan, and California” examines stone appreciation across those cultures, while “David Hockney: The Four Seasons” centers on an immersive multiscreen digital work depicting the English countryside across four seasons. Together, these projects ensure there is always something new to discover at The Huntington.

What makes your museum a must-visit destination for both local residents and visitors to Southern California?
The Huntington offers an experience found nowhere else in Southern California: an independent research library, an art museum, and botanical gardens in one setting. Across 130 acres, visitors can explore 16 themed gardens, encounter art spanning nearly 2,000 years—including Gainsborough’s The Blue Boy—and discover rare books and manuscripts in rotating exhibitions. That combination draws more than one million visitors annually, while each season brings new blooms—and new reasons for residents and travelers to return.



THE HUNTINGTON



Across 130 acres, The Huntington brings together history, literature, art, and the natural world—12 miles from downtown Los Angeles. huntington.org

MUSEUM OF LATIN AMERICAN ART (MOLAA)

MOLAA.ORG



YEAR FOUNDED
1996

ADDRESS & PARKING
628 Alamitos Ave., Long Beach

HOURS OF OPERATION
Tuesday – Sunday, 11AM – 6PM

KEY EXECUTIVES
Lourdes I. Ramos-Rivas, PhD
President & CEO

MUSEUM MISSION & VISION
The Museum of Latin American Art expands knowledge and appreciation of modern and

contemporary Latin American and Latino art through its Collection, ground-breaking Exhibitions, stimulating Educational Programs, and engaging Cultural Events.

KEY BOARD MEMBERS
Robert N. Braun, MD
Co-Chair, Board of Directors
Mike Deovlet
Co-Chair, Board of Directors

SOCIAL MEDIA HANDLES
INSTAGRAM: @molaa.art
FACEBOOK: @MuseumofLatinAmericanArt
LINKEDIN: @museum-of-latin-american-art
YOUTUBE: @MuseumofLatinAmericanArt

Founded in Long Beach in 1996, the Museum of Latin American Art (MOLAA) celebrates 30 years of advancing modern and contemporary Latin American and Latino art.

How can businesses, corporate partners, and business leaders get involved with and support the museum?
Businesses can support MOLAA through donations, sponsorships, employee volunteer programs, and funding for exhibitions, education, and operations. Corporate groups can also participate in private tours and workshops.

What sponsorship, partnership, naming, or philanthropic opportunities are available for organizations looking to make a lasting impact?
Opportunities include exhibition and program sponsorships, philanthropic gifts, and support for MOLAA's expansion project. The expansion will increase art storage space, introduce open-storage areas, expand educational capacity to serve more students annually, and create naming opportunities for new spaces. For more information, email info@molaa.org

Does the museum offer opportunities for corporate events, executive gatherings, client entertainment, or private functions? If so, what types of experiences are available?
Yes. The Robert Gumbiner Sculpture & Events Garden and other museum spaces are available for corporate and private functions. MOLAA's rental and banquet teams help create distinctive experiences enhanced by art. For more information, email events@molaa.org

What membership opportunities are available for individuals and organizations, and what benefits do members receive?
MOLAA offers membership levels from Individual to Patron level, with benefits including admission, MOLAA publications, and exclusive member experiences and events. For more information, email memberships@molaa.org.

What upcoming exhibitions, special events, or initiatives over the next year are you most excited about?
MOLAA's 30th anniversary features exhibitions with the Cisneros Fontanals Art Foundation, Tanya Capriles de Brillembourg Collection, and MIA Art Collection; Lucha Libre programs, September 25–27; the Gala & Auction, October 3; and Day of the Dead Festival, October 25. Visit <http://molaa.org> for the calendar of events and exhibition schedule.

What makes your museum a must-visit destination for both local residents and visitors to Southern California?
MOLAA offers direct access to Latin American and Latino art, exhibitions, and cultural experiences in a welcoming Southern California destination.

How does the museum contribute to the economic, educational, and cultural vitality of the Los Angeles region?
MOLAA connects audiences with artists and culture through exhibitions and education while supporting local businesses, artists, and Latino creators through cultural events and the MOLAA Store.

Where Culture Inspires Opportunity

Discover the **Museum of Latin American Art (MOLAA)**—the only museum accredited by the American Alliance of Museums (AAM) in the United States dedicated exclusively to modern and contemporary Latin American and Latino art.

Located in the heart of Long Beach, MOLAA offers inspiring exhibitions, unique event spaces, and unforgettable cultural experiences that bring people together through creativity, innovation, and connection.

Visit **MOLAA.org**

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L.A. COUNTY ARTS & CULTURE GUIDE

Why the Next Generation Needs Museums

By JIM WILSON

In an age when young people can summon virtually any piece of information with a few taps on a phone, the idea of spending an afternoon wandering through a museum might seem almost quaint. But that may be precisely why museums matter more than ever.

Museums offer something a screen cannot: the opportunity to encounter history, art, science and culture in a physical space, at a human pace, while forming questions and connections that don't necessarily have an immediate answer.

For the next generation, that experience is increasingly important.

Museums are not simply warehouses filled with old paintings, artifacts and objects. They are laboratories for curiosity. They ask young people to look closely, make observations, consider different perspectives and form their own conclusions. The Smithsonian, for example, describes its early-learning approach as one designed to help children develop active observation and questioning skills that can foster curiosity, critical thinking and creative problem-solving.

That may be one of the most important benefits of a museum visit: learning how to think rather than simply learning what to think.

Research backs that up. A large-scale randomized study examining students who visited the Crystal Bridges Museum of American Art found that museum tours improved students' critical-thinking skills, historical empathy and tolerance. Students who visited also demonstrated a greater interest in visiting museums

and consuming art and culture in the future.

The findings are particularly striking because the benefits were not confined to children who already had an interest in art. Students from disadvantaged backgrounds often experienced substantially larger gains than their peers.

That suggests museums can be more than enriching destinations. They can be equalizers.

LEARNING TO SEE THE WORLD DIFFERENTLY

Perhaps the most valuable lesson a museum can teach is perspective.

A painting created 500 years ago, an ancient tool, a photograph documenting a painful chapter in history or an exhibit about another culture can transport a young person beyond his or her immediate experience. Suddenly, history isn't just a chapter in a textbook. It is something tangible and human.

Museum educators have long recognized that connection.

Writing for the American Alliance of Museums, educators from the Smithsonian's National Museum of African American History and Culture and other institutions noted that museums give children opportunities to explore authentic objects and engage in multisensory learning. They also argued that museums can help children begin to understand complex ideas such as identity, fairness, history and their own role in society.

That kind of exposure can cultivate empathy — an increasingly valuable quality in a world where young people will work, communicate and compete across cultures and continents.

Research into museum experiences has found evidence of precisely that effect. Students who participated in the Crystal Bridges study demonstrated increased "historical empathy," meaning a greater ability to understand what life was like for people who lived in different circumstances, places and eras.

Museums can also encourage young people to become comfortable with uncertainty. Standing in front of a painting and asking, "What do you think is happening here?" is fundamentally different from being told the correct answer.

BEYOND THE FIELD TRIP

The challenge is making museum visits more than an occasional school field trip.

A museum should become a place young people return to as they grow — and discover differently each time. A 10-year-old might be fascinated by dinosaurs. A teenager might become captivated by photography, space exploration or social history. A college student might suddenly see a work of art through an entirely different lens.

That evolution is part of the magic. Museums themselves are also changing. The American Alliance of Museums says museums have increasingly embraced self-directed, experiential and social forms of learning that can help develop critical thinking, creativity, collaboration and innovation — skills that are essential in the 21st-century economy.

And the next generation shouldn't merely be passive museum visitors. Increasingly, museums are inviting young people to participate in conversations, tell stories and help shape pro-

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gramming. A 2026 American Alliance of Museums report highlighted youth-driven programs in which teenagers explored cultural identity, colonial history and contemporary issues while developing cross-cultural communication, empathy and critical-analysis skills.

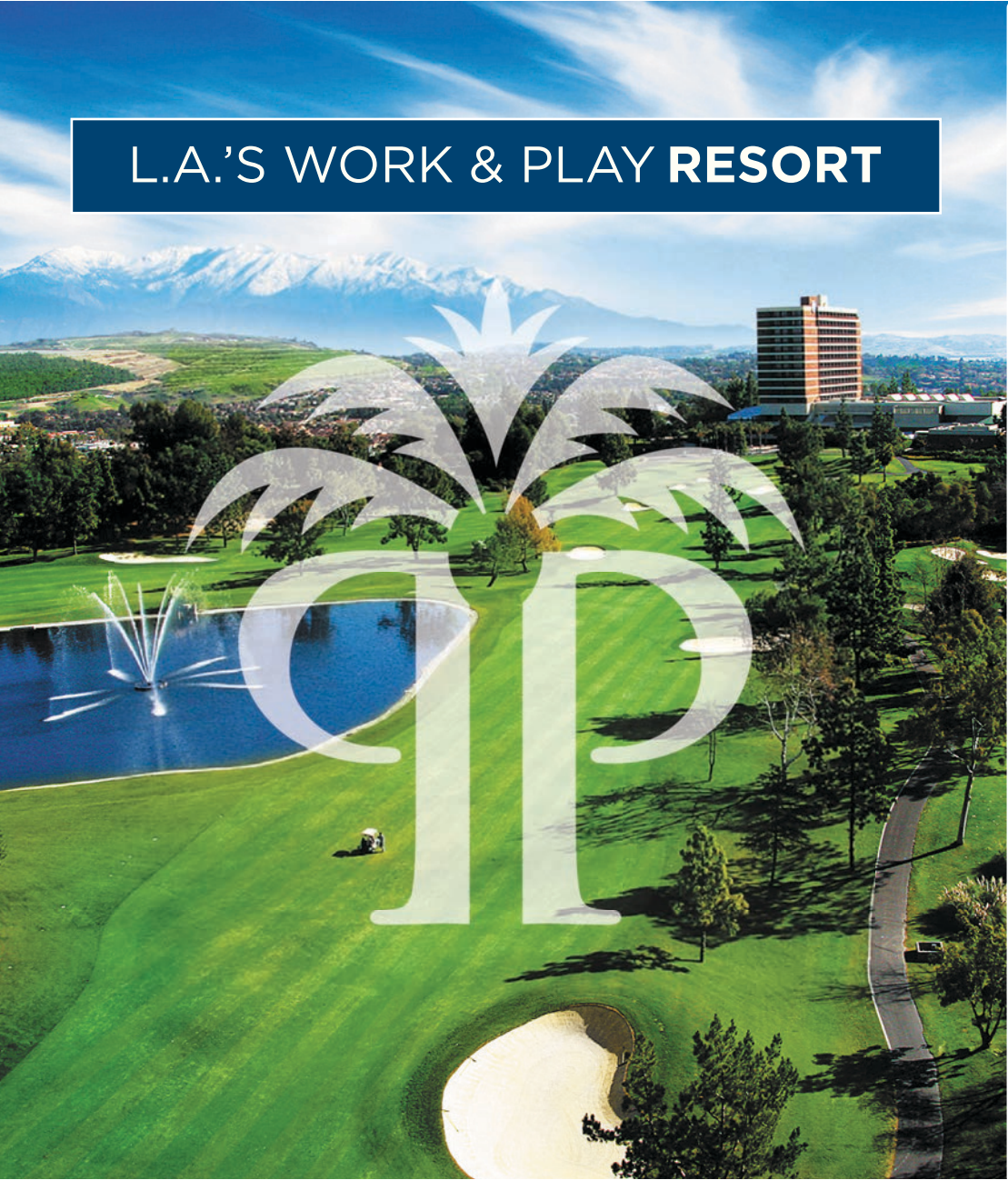
That is perhaps the ultimate argument for getting the next generation through museum doors.

The goal isn't simply to create future art historians, scientists or museum curators. It is to create curious adults — people willing to look closely, question assumptions, appreciate beauty, understand history and consider perspectives different from their own.

In a world increasingly dominated by algorithms that predict what we will watch, read and buy next, museums offer something wonderfully unpredictable.

They invite us to wander. And sometimes, wandering is where learning begins.

Jim Wilson is a freelance writer and retired art teacher.



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