

Center for Creativity

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Center for Creativity: A New Era of Arts and Culture in San Mateo County

Launches Temporary Arts Hub at Historic Hotel Sequoia in Redwood City

Redwood City, CA – Dec. 3, 2024 – The dream of a vibrant visual and performing arts center in San Mateo County is finally coming to life. After more than five years of planning, community engagement, and invaluable input from supporters, the [Center for Creativity \(CfC\)](#) announced a dynamic, two-year temporary arts space located at the historic Hotel Sequoia in downtown Redwood City – the first phase of its vision for a permanent art center in San Mateo County.

The opening of Hotel Sequoia marks a milestone for both the historic building and the Redwood City community. Closed to the public for over 50 years, this iconic landmark will now be transformed into a thriving arts and cultural hub for a two-year proof-of-concept period. The Center for Creativity will utilize the rotunda and downstairs section of the hotel, breathing new life into these historic spaces. This transformation not only revitalizes a key part of the city's past but also marks the beginning of a new chapter for downtown Redwood City. The arts space will play a pivotal role in bridging the city's rich history with its exciting future, and further positions Redwood City as a dynamic cultural and economic destination.

This is an Exciting Win-Win Opportunity! The team behind *Hotel Sequoia* has long awaited the right moment to begin transforming the property into a boutique luxury hotel. While that vision is in the works, they are equally committed to supporting the arts and culture in San Mateo County. To that end, *Hotel Sequoia* has generously offered its space to the *Center for Creativity* to launch an exciting new initiative through 2026. Hotel Sequoia and the Center for Creativity will help revitalize the end of Broadway, infusing the area with fresh energy and cultural vibrancy.

Dani Gasperini, Partner at Hotel Sequoia and a driving force behind the redevelopment of downtown Redwood City, shared, "*I am fiercely passionate about revitalizing this community,*

and I believe the arts are a key part of that transformation. Now, more than ever, the arts have the power to heal and unite. I want to see the arts flourish in San Mateo County, and this partnership is a step toward that brighter, more vibrant future."

Joining Forces with Local Partners to Expand Arts Education and Community

Engagement: The Center for Creativity will also collaborate with a diverse range of community partners to offer an exciting variety of arts classes and programming. Some of the key organizations include Art Bias, Art in Action, BraveMaker, and Casa Circulo Cultural, each bringing unique expertise and resources to enhance the creative offerings. The Center will also work alongside Fuse Theatre, the Redwood City Arts Commission, and the Redwood City Library Foundation, all of which are committed to delivering high-quality educational experiences that inspire and empower participants. Additional guidance from the San Mateo County Office of Arts and Culture and Thrive, The Alliance of Nonprofits for San Mateo County, will help ensure that the programming reflects the vibrant cultural landscape of the region. Through these valuable partnerships, the Center for Creativity aims to create a dynamic environment where artistic expression and community engagement can flourish.

"The two-year program at Hotel Sequoia will provide a diverse range of arts experiences, showcasing the growing demand for cultural programming in San Mateo County," said Susie Peyton, Visionary and Creative Founder of the Center for Creativity. "In collaboration with our community partners, the space will host engaging arts classes, live performances, art exhibits, and collaborative studio spaces. With a focus on inclusivity, the Center for Creativity is committed to providing both established and emerging artists with a platform to create, connect, and collaborate, all while enriching the cultural vibrancy of downtown Redwood City."

The Center for Creativity at Hotel Sequoia plans to open its doors to the public in Spring 2025. This exciting new initiative will serve as a proving ground for a permanent arts center, demonstrating the potential for arts and culture to thrive in San Mateo County. The project aims to create a lasting impact on the local economy, while also serving as a cultural beacon for the community and visitors alike.

A Hub for Arts, Culture, and Community

During its two-year run, the Center for Creativity at Hotel Sequoia will offer a range of arts and cultural experiences, including:

- **Engaging Arts Classes** for all ages and skill levels
- **Art Exhibits** showcasing local and visiting artists
- **Live Performances** featuring musicians, dancers, and theater artists
- **Cultural Events** celebrating the rich diversity of the local community
- **Collaborative Studio Spaces** for artists to create and collaborate
- **Open Studio Events** that invite the public to interact with artists
- **Retail Space** for local artists to showcase and sell their work

Join Us in Making This Vision a Reality

To bring this bold vision to life, the Center for Creativity is seeking support from individuals, philanthropists, businesses, and government leaders who believe in the transformative power of the arts. Every contribution, large or small, will help create a space that will inspire generations to come.

The immediate fundraising goal is to raise **\$75,000 by the end of 2024**, which will support critical startup costs and enable the launch of the program and services at Hotel Sequoia. Additionally, the Center for Creativity is aiming to raise an additional **\$275,000 by June 2025**, which will cover operational costs and programming for the two-year proof-of-concept phase.

How You Can Help

The Center for Creativity invites you to be part of an exciting new chapter for the arts in San Mateo County. Your support can help bring this vision to life. Donations can be made directly through the [Center's website](#).

Take a Tour: A Sneak Peek Before the Sparkle! The Bay Area media is invited to tour Hotel Sequoia before we begin updating the space in preparation for its transformation into the Center for Creativity.

To set up a tour, kindly contact:
Email: centerforcreativitysmc@gmail.com
Phone: Jill Asher at 650-520-8512

About Center for Creativity

The Center for Creativity is dedicated to providing a dynamic and inclusive space where artists, performers, and community members come together to create, learn, and collaborate. With the long-term goal of establishing a permanent visual and performing arts center in San Mateo County, CfC seeks to make the arts accessible to all, fostering a vibrant cultural community for all to enjoy.

Visit our Website: [Learn more about our mission](#)

Support our Cause: [Make a donation](#) to help us open our doors and bring creative opportunities to everyone in the community.

Discover More: [Check out our CfC brochure](#) for an inside look at our work.

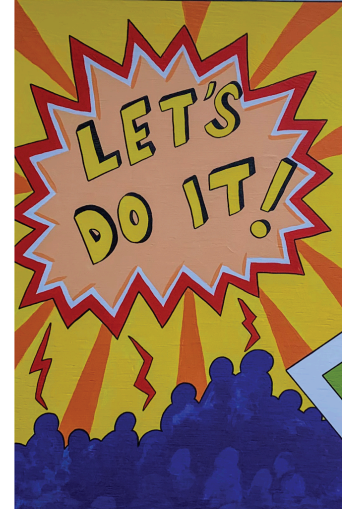


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