

new

superguide

York

arriving in new york always feels like you are arriving in the capital of the world – the world as it looked around 1950 that is. aesthetically it hasn't exactly changed all that much since then. this isn't dubai. but at street level, the worlds collide in an unmatched smorgasbord of mixed up exotic cultures and contemporary urban life. from the penthouses to the pavement anything can and does happen in this city. be totally prepared for the best and the worst.

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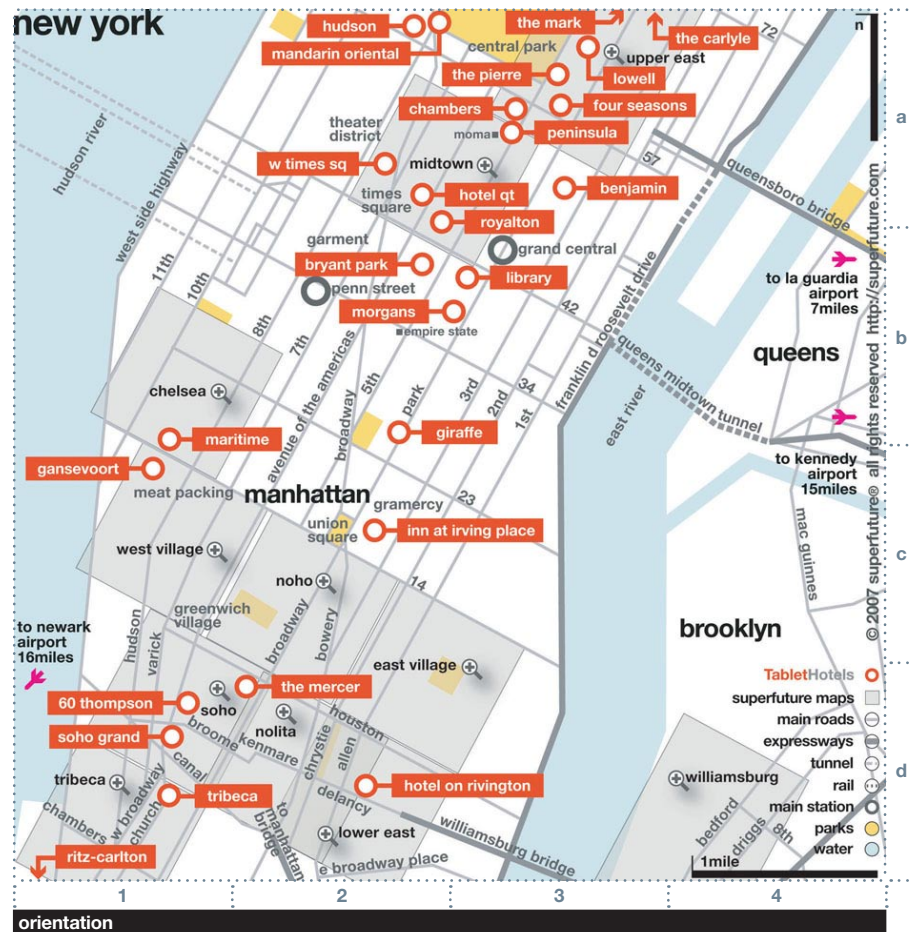
> itineraries

> superfuture®

ok. so you are planning on traveling to a superfuture city in the near future. it might be your first time, or perhaps the last time you visited this city was in 1997 and you think you know where to stay, where to go shopping and where to eat, drink and go out. chances are, a good proportion of the places you remember have renovated, relocated or terminated and you only know about the new places from random magazine articles published months ago. superfuture cities change weekly and it is almost impossible to keep up with this pace. that is why we have decided to produce a series of downloadable PDF city superguides that are as up to date as we can make them. information has been pared down to its essentials and packaged in the most convenient format. superfuture has been producing these reports for private clients since 1999, and we have now decided to make them available online and updated monthly. don't leave home without one.

superfuture®

welcome to new york



at first glance, manhattan can seem slightly daunting and deceptively monolithic. but when considering that most of the city is simply a combination of gridated streets and avenues surrounding a monumental park, suddenly traversing the island with pinpoint accuracy becomes quite realistic. new york is, for the most part, laid out fairly logically. when in doubt, home base should be union square 14th st where every train line in manhattan converges [also 42nd st times square]. it's also good to note that generally avenues run from north to south and streets from east to west. fifth avenue divides the east from the west. first avenue is far east and twelfth avenue is far west. also important to remember that broadway, being one of the main

retail strips, is a bit different. it cuts across town westward. other exceptions to the ny grid rule are the west village which is an older part of town and requires expert navigation, so don't be shy to ask a local, most folks in the area are fairly chirpy. and then brooklyn which is a separate city in its own right. when considering addresses, be aware of the cross streets. [for example 12th st & 2nd ave. or broadway & prince]. streetwise retail, dining and art will be downtown [chelsea and below] on both the east and west side. meatpacking district houses a growing number of innovative designer stores and trendy eateries. lower east is a thrifting/food/bar mecca. east village for laid back dining, drinking and music venues. tribeca for a calmer

atmosphere, obscure design and top notch nori rolls. soho for manic shopping expeditions and interior obsession. chelsea is home to the world of hybrid art and high end designer boutiques. midtown for flashy neon, evenings at the theatre, luxury accommodation, and institutional department store shopping. upper east side for miles of museums and international mega brands. and of course for a complete change of pace, cruise over the bridge to brooklyn for an entirely different perspective. often overlooked, brooklyn has some of the most picturesque neighborhoods, edgy street wear boutiques, galleries and eateries in town. williamsburg in particular maintains itself as a fully fledged micro city not to be missed.

accommodation

accommodation

new york is home to some of the worlds top hotels and also some of the most notorious. there is a plethora of options ranging from super slick boutique stays, old world luxury and the rock & roll hall of fame. prices vary dramatically depending on the time of year.

top

the mercer
downtown hotel of choice for the hip and fabulous. also houses the ever popular mercer kitchen.
147 mercer st new york
212 966 6060.
book via tablethotels.com
www.mercerhotel.com

soho grand
centrally located in downtown soho. perfect for shopping experts.
310 west broadway new york
212 965 3000.
book via tablethotels.com
www.sohogrand.com

tribeca grand
trusted tribeca boutique hotel. a fashion week favorite.
2 avenue of the americas new york
212 519 6600.
book via tablethotels.com
www.tribecagrand.com

60 thompson
a-list hotel haven. great rooftop bar and central downtown location.
60 thompson st new york
877 431 0400.
www.60thompson.com

maritime hotel
renovated 60's masterpiece. feels like you're in a luxury liner. mega disco and bars downstairs. great for entertaining.
363 west 16th st new york
212 242 4300.
book via tablethotels.com
www.themaritimemotel.com

hotel on rivington
lower east side boutique gem. centrally located in hipster heaven. great views.
107 rivington st new york
212 475 2600.
book via tablethotels.com
www.hotelonrivington.com

hotel gansevoort
newer addition to the meatpacking district. close to good high end shopping and popular local eateries.
18 9th avenue new york
212 206 6700.
book via tablethotels.com
www.hotelgansevoort.com

high

grammercy park hotel
ian schrage re-mastered lodgings with julian schnabel neo-expressionist interior.
2 lexington avenue. new york
212 920 3300
book via tablethotels.com
www.grammercyparkhotel.com

hudson hotel
philippe starck fans unite.
356 west 58th st new york
212 554 6000
book via tablethotels.com
www.hudsonhotel.com

the pierre
old school on the park.
fifth avenue at 61st street new york
212 838 8000.
book via tablethotels.com
www.tajhotels.com

the royaltan
more philippe starck
44 west 44th st new york
212 869 4400.
book via tablethotels.com
www.royaltonhotel.com

mid

there are plenty of mid-range hotels in new york, with legendary status and barely functional decor. here are some well seasoned options.

hotel qt
times square mid range boutique hotel. highlights include swimming pool with bar and simple, modern interior. quite popular recently. decent ammenities.
125 west 45th st new york
212 354 2323.
book via tablethotels.com
www.hotelqt.com

w hotel union square
choice central location surrounded by the essentials. shopping, restaurants, transport friendly. a definite no brainer.
210 park avenue south new york
212 253 9199
www.whotels.com

chambers hotel
located in the heart of 5th avenue retail. uptown meets downtown. fairly modern interior. good for big brand shopaholics and landmark sight seeing.
15 west 56th st new york
212 974 5656
book via tablethotels.com
www.chambershotel.com

le parker meriden
midtown medium rare boutique hotel. has a great burger joint tucked away downstairs that new yorkers swear by. ok rooms and good central midtown location.
118 west 57th st new york
212 245 5000
www.parkermeriden.com

cheap

gershwin hotel
reasonable and legendary ny accommodations from \$40/night.
7 east 27th st new york
212 545 8000
www.gershwinhotel.com

chelsea inn
economical accomodations/flea market chic. heart of chelsea. variety of good rates available.
46 west 17th st new york
212 645 8989
www.chelseainn.com

second home
from \$80 night. small quaint rooms. quirky but doable.
221 2nd avenue new york
212 677 3161
www.secondhomesecondavenue.com

howard johnson inn
really great location on east houston. right on lower east side. from \$109/night.
135 east houston st new york
212 358 8844
www.hojo.com

sohotel
pushing it, but very good location in chinatown near little italy and soho. from \$99/night.
341 broome st new york
212 226 1482
www.sohotel-ny.com

useful information

facts

population

city 8,000,000
metro 22,000,000

gps

40:40:11N 73:56:38W

altitude

1m / 6ft

time zone

eastern standard time [EST]
[UTC-5]

planning

weather

new york weather is famed for being as temperamental as its residents. however, january and february are by far the harshest cold months. july and august are sweltering. the most comfortable times to visit are in the summer - june/july/august or in the fall - september/october.

airlines

air france	800 237 2747
alitalia	800 223 5730
american airlines	800 433 7300
british airways	800 247 9297
continental	212 319 9494
delta	800 241 4141
japan airlines	800 525 3663
jet blue	800 538 2583
lufthansa	800 645 3880
nwa	800 225 2525
qantas	800 227 4500
singapore airlines	800 742 3333
united airlines	800 241 6522
varig	800 468 2744
virgin atlantic	800 862 8621

on arrival

airports

there are two international airports servicing new york city - **jfk** and **newark**

jfk airport is about 40 minutes from manhattan by taxi which costs about \$45 flat rate plus tip. taxi ranks are located outside most terminals and it's really the best option. although the wait for a cab can be a while at peak times. the local train is the economical option. it will take about an hour to the city and cost approx. \$7. it's a \$5 shuttle from jfk to howard beach station then \$2 local fare into manhattan.

newark is approximately 30-40 mins from manhattan and accessible by train and taxi. taxi fares are approx. \$38 plus tip. again, taxi ranks are located outside most terminals.

alternatively follow the signs to the airtrain from newark airport which connects to penn station manhattan. once at penn station manhattan connect to a local train which best suits your destination. this option costs around \$10.

transportation

taxis

taxi flag fall start at \$2.00-\$2.50 depending on the time of day. hailing cabs in new york is an articulate local sport and depending on the time of day, can be quite a challenge. fight to the death in bad weather.

best to have small bills on hand as most drivers won't break anything over \$20. it is always better to have a general idea of where you are going as most cabbies in new york will claim to have no idea of where they are going. be sure to ask someone at your final destination which route would be best to take from your starting point. if that's not an option, make sure you know the exact address and/or cross streets of where you're going.

car and limousine services

car and limousine services in new york are often the most practical and least stressful way to get around. there are a variety of different companies that offer plush town cars at reasonable rates which will pick you up at any destination throughout the 5 boroughs. the beauty of car services is that they charge flat rates [as opposed to meter rates which can be insane in bad traffic] and usually know exactly where they are going. you can also pre book a car the night before if you have to get up early.

trains

the MTA is the main rail transport company in new york. there are a variety of different lines which cover manhattan in entirety and then fan out into the outer burroughs. train lines are either numbered or lettered and color coded. MTA maps are available online at <http://www.mta.nyc.ny.us/> and maps are located at all stations on either a wall or platform poster stand. trains run 24 hours. the MTA are infamous for not having any particular timetable but run most frequently between 7am-11.30 pm. after midnight cabs and cars are usually the better option.

buses

best to avoid for a first time visit, but can be convenient once you figure it out. in general the train systems will get you there faster.

telecommunications

country code

the country code for the US is 1. there is no city code for new york. just the number as it appears. if dialing from overseas it is simply +1 and then the local phone number.

local calls don't require the +1 country code even from a mobile phone.

phones

public phones take coins or pre-paid telephone cards, available from convenience stores, pharmacies and deli's. pay phones in new york are often far and few between and in most cases don't work, so best to get a pre paid mobile phone from one of the many phone companies in the city.

mobile phones

pre paid phones are your best bet in new york. most phone carriers [t-mobile, sprint, verizon, nextel, virgin] offer inexpensive models with fairly cheap rates. usually a case of buying a pre paid card and topping your minutes up as you go. airtime can also be paid on a credit card in most cases.

you can purchase a prepaid phone from a variety of phone company headquarters and local pharmacies. avoid multiple carrier phone stores. they are always a rip off.

directory assistance

dial 411 and follow the instructions

international calls

prepaid international telephone cards can be purchased and recharged at convenience stores pharmacies and most deli's.

international direct dial calls can be made using the prefix 011.

internet cafés

stick to starbucks as they all offer wireless internet connections in new york and as is the case in most places...they are everywhere.

food

new york serves up some of the best food on earth. just depends on your taste and budget. there are probably more restaurants in nyc than there are people. and as

useful information

they say -there is something for everyone. local delis offer a variety of buffet style take out meals which can be good if you are on a budget. but there is certainly no excuse not to sit down at a local eatery and test out the cuisine. you can get away with \$20-\$50 at most places downtown. high end restaurants are also great for a splurge but can be difficult to get a table unless a reservation is made.

tipping

remember a 20% tip is required at sit down restaurants in new york. if you pay with a credit card, try and leave a cash tip, especially at smaller places. anything less than 20% and you can expect to be chased!

shopping

shopping hours

generally new york retail starts late and finishes late. most stores do not open till 11am [though a few open at 10am] and are open till 8pm or later 7 days a week, including public holidays. avoid soho and times square on weekends as it's just becoming too overcrowded.

seasons and sales

sale times are usually toward the end of each season. shortly before new season items begin to arrive in stores usually past season items will go on sale. dec-feb marks winter. march-may marks spring. june-august marks summer and sept-nov marks fall.

be sure also to visit outlet stores like century 21 [downtown manhattan] which offers major discounts on designer fashion and a variety of other retail items all year round. smaller boutiques will have standard as well as random sale times throughout the year and major departments store will usually have the best sales in late january, may, august and november.

fashion week

spring summer : mid september
fall/winter : first week of february

purchased too much?

best to make pitstops back to your hotel to drop off excess shopping. and keep your eye on stray shopping bags as things tend to vanish in new york if you

don't keep your eyes peeled. be especially alert on trains and in cabs. there is nothing worse than leaving \$2000 worth of fendi [or the superfuture laptop - as we did] in a cab or on a train. a lot of cab companies have a lost and found number so make sure you ask for receipts with the cab company name when exiting just in case you need to call. if you lose something on a train, kiss it good bye forever!

need more money?

most major banks accept foreign cash and credit cards. local ATM's located in deli's or other places can be a different story. if possible stick to the larger banks for cash withdrawals. travellers cheques can be cashed at most banks
all major US banks have 24hr ATM's that will work.

new york banking hours are from 9am-4pm mon-fri. some banks are open later. commerce bank for example is open later and also on the weekends.

other stuff

burn fat

if you are not in a hotel with a gym then try a local ymca. they offer reasonable short term memberships and day passes. located all over the city. or just go jogging around central park or along the west side highway running track toward trieca.

addresses

new york is grided which makes addresses pretty easy to understand. in general locals operate by cross streets when directing cabs or in basic discussion. eg. 23rd and lex = 23rd st and lexington avenue. or 16th and 5th = 16th st and fifth avenue. best to memorize the avenues first, get familiar with what is located west or east. makes things much easier as locals refer to west side and east side locations constantly. if in doubt try mapquest.com for pinpoint locations before departing your hotel. and don't forget after 59th st central park splits the city in 2. central park west and central park east. a word of warning - the west village is on a skewed scheme of its own. make sure to check out the superfuture west village map for a better idea of where you are going...or if you're feeling friendly ask a local to explain.

restrooms

all restaurants have bathrooms but unless you are eating there it might be awkward to ask. the corner starbucks is always a good bet. almost no subways in new york have public toilets anymore. since the late 80's public rest rooms are obsolete due to hookers and the homeless taking up residence. grand central station has a few well kept bathrooms as well as a few other main stations. but generally your local stop wont.

sex in the city

everything you have heard is true.

sick in the city

try duane reade pharmacy - the 'starbucks' of drugstores. they are open 24 hours

mugged in the city

unlikely, provided you are not out there looking for it. but just in case you somehow forgot, the emergency telephone number in new york city is 911.

meltedown in the city

not surprisingly, new york city has more psychiatrists than any other city on earth. so should you find yourself burdened with acute anxiety, paranoia, or some other random phobia just remember that you are in good company with many of the residents. it also helps to remember that all the shrinks go on holiday in august.

soho | nolita

plenty of major foreign brands have boutiques in this area as well as established local designers. many interior, furniture, cosmetic brands and specialty, multi brand stores also inhabit soho. the district is frequented by a mix of well weathered locals as well as international shoppers galore. there are a few new superbrand flagstores that have opened in the past few years, including the more radical interior design of the prada, longchamp and bathing ape stores. also the japanese chain uniqlo has just opened an amazing store on broadway well worth a visit. soho is home to the main flagstores of fashion icons yohji yamamoto, catherine malandrino, a.p.c. and costume national, as well as the next generation of hybrid designer stores including seven, atelier, opening ceremony, cloak, blue in green, and isa. all well worth a visit for a slick line up of more obscure designer brands, not to mention rare denim. plenty of cool interior showrooms as well including cappellini, moss, boffi and kartel.

orientation

basically soho is a clean rectangle - so not too tricky to navigate. don't miss both spring st and prince st and also greene st, mercer st and a bit further south to grand and howard. the area is compact but can be a bit confusing as everything looks alike. if you continue east on spring or prince st you will hit nolita. further east and you'll hit the lower east side. west bound on spring or prince takes you to the west village. north on broadway takes you to noho, south on broadway takes you to tribeca. don't worry about taxi's around here... best to stay on foot.

recently opened

amalga, phillip lim, the dressing room, noble food and wine, fr.o.g.

recently closed

cloak [closing soon!]

don't miss

odin, prada, seven, chanel, agent provocateur, yohji yamamoto, a bathing ape, deitch projects, opening ceremony, catherine malandrino, costume national, a.p.c., salvor kiosk, longchamp, bddw, kartell, bloomingdales, marc jacobs, uniqlo, moss, blue in green, phillip lim, matter.

coffee pitstop

dean and deluca b4 legendary gourmet heaven on the corner of broadway and prince. always full of high calorie pastries and best food and coffee downtown, not to mention chic, label clad customers. 212 226 6800

sullivans bakery c2 institutional high end home made pizza and pastry on sullivan st, west soho. also good coffee and cute clientele. 212 334 9435

caffè falai b1 white droogish space. iacopo falai's latest "casual italian" venture. try the di paolo ricotta with your latte and minimalist raf simons attire. chic. 212 274 8615

for lunch

bread b2 [nolita map] intimate space, good food, good wines. perfect for a quick snack. 212 334 1015

café gitane b2 [nolita map] local favourite. gitane is great for both lunch and dinner. good service, good food, very popular. 212 334 9552

lovely day b2 pan asian american cuisine. popular with locals. nice food, hot cocktails and good prices. cant go wrong here. 212 925 3310

café habana b2 [nolita map] another local favourite. best latin style cafe in the area. mean cuban sandwiches and great coffee. 212 625 2001

kelly and ping a4 spacious and well known asian

fusion. a local lunch favorite. fast service. 212 228 1212

for dinner

mercier kitchen a4 book in advance. the mercier is a must for dinner. great menu. good wines and expert people watching. 212 966 5454

balthazar b4 legendary mega french bistro. great food and best champagne in town. also clandestine mini coffee take out bar next door. not bad for breakfast either as they have a good pre fixe until midday. 212 965 1414

lucky strike d3 cozy franco-americana bistro. great burgers and a good selection of euro fusion dishes. moderate prices, nice atmosphere. 212 941 0479

café noir c3 laid back french-moroccan cantina. good drinks and a delicious array of interesting dishes. no reservations required. always packed. 212 431 7910

el portal c3 [nolita map] tasty, authentic mexican in basement location. good atmosphere and pretty inexpensive. best pork chops and mole in the city 212 226 4642

after dinner

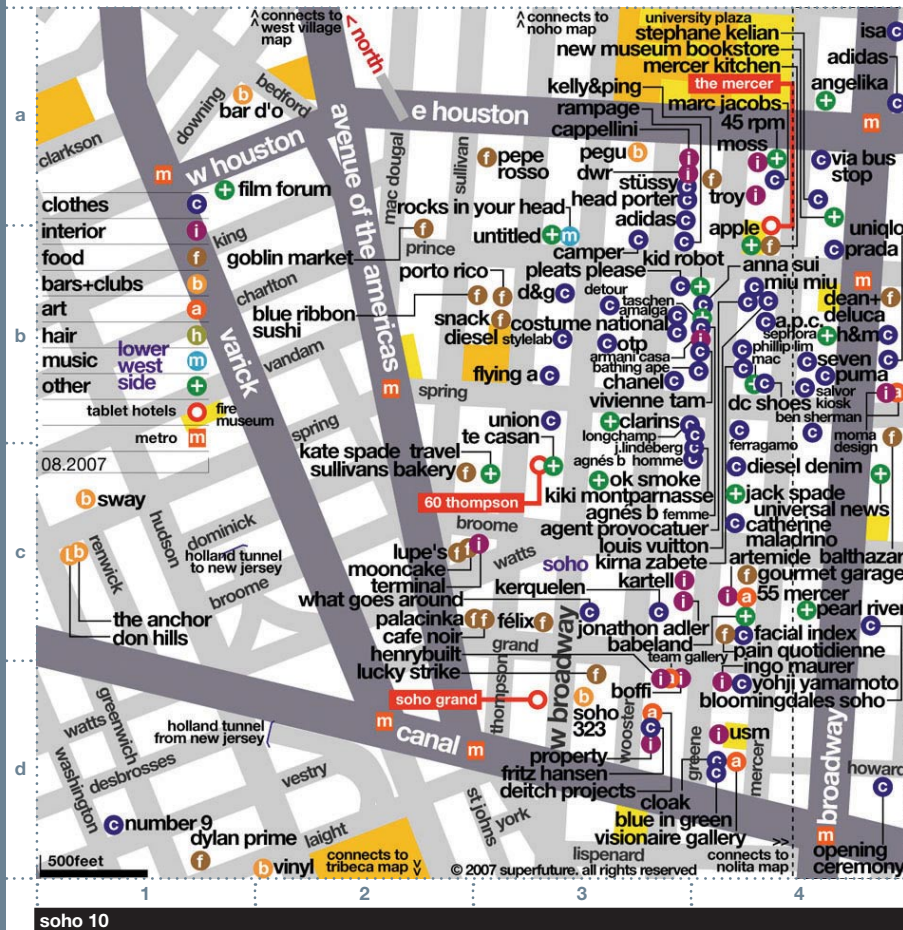
soho grand d3 cocktails on the second floor. good variety of top notch drinks and edgy locals.

sway c1 ever popular local bar/club brimming with budding socialites, hipsters and the odd celebrity. fun place to connect.

don hills c1 mega french bag brand flagship store fitted out with deluxe avante garde interior. worth a visit for the leather walls alone.

anchor bar c1 publicists, fashion designers, nautical antlers, trendy scenery. don't miss bijoux crack...

soho | nolita



soho 10

- a bathing ape** b4 ny flagship of the tokyo street brand cult. conveyor belt shoe display. quirky interior. think big refrigerator.
 - longchamp** b3 mega french bag brand flagship store fitted out with deluxe avante garde interior. worth a visit for the leather walls alone.
 - moss** a4 design store demi god. assorted items of industrial/interior interest. always good for interior addicts.
 - agent provocateur** b4 westwood family lingerie boutique well known for its high end kink and titillating obscurity. a must see for top shelf undie addicts.
 - salvor kiosk** b4 world class knick knack heaven. seasonal item line up based on different global locations. obscure and tempting.
 - uniqlo** b4 mega japanese street chain. slick, minimal interior and assorted essential items including decent cashmere for men/women.
 - yohji yamamoto** d4 ultra avante garde master of folds flagship palazzo. not to be missed.
 - deitch projects** d3 downtown new york shrine to cutting edge art, prime design openings and a good boozy crowd. regular events.
 - kiki monpernasse** c4 best bordello wear this side of 17th century paris. super luxe boudoir affairs start here. complete with whips, dildos, nipple stickies and sterling silver butt plugs.
 - costume national** b3 designer demi-goth essentials in black, black and more black. great onyx interior.
- + **visionaire gallery** d4
+ **phillip lim** b4



soho | nolita

noho is that elusive area north of soho. not quite soho not quite east village. it's the grey plot between the two. the area has a lot of university housing, being the main campus of nyu territory but noho is also home to essential streetwear shrines such as atrium, dave's quality meats, atrium, screaming mimi's and memes. also legendary book stores such as the strand and gallaghers fashion archives. noho also offers up a few old school new york nightclubs and bars but is mostly known for its proximity to the university. a little less blessed than other areas of new york but not to be missed none the less.

orientation
anything in noho is a stones throw from the next place, so stay on foot east of broadway. we are talking lafayette and north of east houston just over to the bowery. you'll want to avoid the west side of broadway in this area as its total student hell. there is a garrison of non eventful student bars and restaurants much better missed westward. both bond st and great jones st are essentials as is lafayette up to astor place. do not cross the dotted lines...

recently opened

sea salt, momofuku ssambar, bowery hotel.

don't miss

flight club, recon, dave's quality meats, mr black, the bowery hotel, memes, kiehls, other music, soba-ya, screaming mimis, the strand, gallaghers, lit lounge, metropolis, patricia fields, concrete.

for lunch

noho star d3
almost a diner, somewhat a restaurant. good for lunch or dinner. good cocktails and reasonable prices.
212 274 1864

stand a1
best burgers, beers, toasted marshmallow milkshakes, pickled eggs to die for. love the rye stateside cocktail and the fact the burgers don't leave you feeling like a blob. extra clean metal tables, sexy ruffian waitstaff.
212 488 5900

great jones cafe d3
bloody mary's, brunch cajun style. with blackened catfish and bowls of crawdads to eat while you sing along to old school vinyl jukebox, johnny cash style.
212 674 9304

for dinner

butter c3
owned by night club impresario richie akiva. this place is a celebrity favorite. also well loved by local restaurant sleuths.
212 253 2828

jacks luxury oyster bar c4
downtown new york oyster boutique. don't miss the oyster infused bloody mary's. always a cool crowd.
212 673 0338

quartino d3
top notch organic italian. don't miss the green lasagne. also have good cocktails and well done interior. great for quiet dinners with small groups.
212 529 5133

after dinner

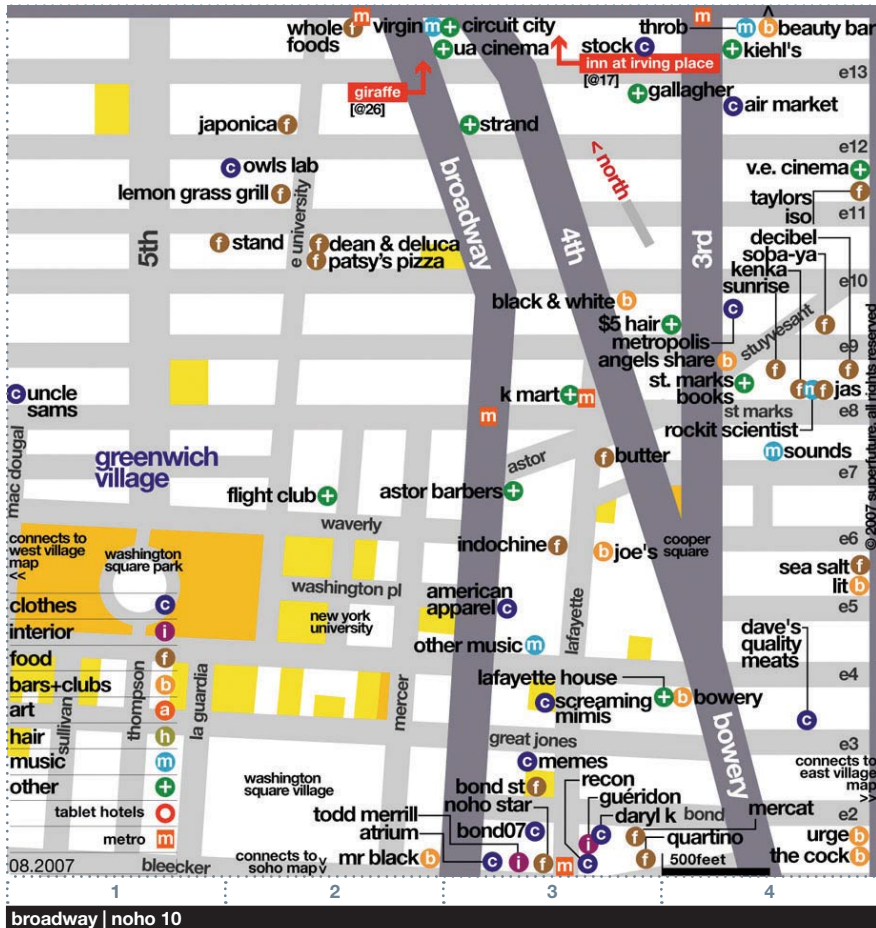
mr black d2
basement disco/bar bleeker and broadway. always packed but friday nights are best. think local fashionistas and major shenanigans.

nolita 10

- 1 **atelier a1**
essential mens high end euro designer store. the credit limit awaits.
- 2 **bddw d1**
quirky modern organic furniture and interior items. highly recommended for design and architecture fanatics.
- 3 **ksubi b2**
aussie denim du jour. this is the ny flagship store of ksubi. super edgy jet set jeans. great store.
- 4 **opening ceremony d1**
one of the best multi label boutiques in nyc. house a vast array of exotic international designer collections including topshop on the 2nd floor.
- 5 **café gitane b2**
nolita local favorite. gitane has the best cous cous this side of marrakech and a good local crowd.
- 6 **seize sur vingt a2**
modern tailoring for the urban dandy, this store is a one stop crisp city suit shop.
- 7 **supreme b1**
skater royalty and also a shrine to ny streetwear designer demi gods. somewhat of a legendary landmark amongst street wear fanatics.
- 8 **ressurrection b2**
think designer archive meets vintage valedictorian. original designer items from the past 60 years or more.
- 9 **matter 1c**
designer objet for the modern interior obsessive compulsive. sleek furnishings and a variety of one of a kind designer tid bits.
- 10 **clientele b1**
high end limited edition sneaks shrine. stock the best of nike, adidas etc. well respected shoe joint not to be overlooked. nice glass facade.

- + **odin c1**
hard edged brand line up for the modern urban fashion whore. odin has one of the most extensive ranges of sought after labels in the city for both guys and girls. total credit max.

east village



- broadway | noho 10**
- recon** d3
essential sneaker and street wear paradiso. recon recently re opened this store on lafayette st. very urban.
 - dave's quality meats** d4
quirky butcher style interior housing a vast array of designer t-shirts and street wear. great store guys and a fun place to spend your \$\$.
 - memes** d3
another local street wear mecca with a select line up of über cool brands and gadgets from all over.
 - other music** c3
best off beat music shopping in nyc. other music is home to a more experimental collection of modern music and a good range of well known labels and artists. quality tunes.
 - mr black** d2
of the famed brands cosmetic line. also a great vintage harley davidson display...who knew?
 - bamn!** b4
fuscha pink plastic food auto mart. coin slot service. don't miss anything containing melted cheese.
 - gallaghers fashion archives** a3
amazing selection of rare, out of print magazines from the 1920's onward. a veritable mountain of dated, categorised back issues of vogue, harpers, gq etc. a definite don't miss.
 - the strand** a3
the published mile. if it's in print, it's at the strand. heavily discounted array of just about every type of book on the market.
 - kiehl's** a4
skin care legend headquarters. testers galore and the full range
 - daryl k** d3
designer queen for downtown manhattan. androgyny with slickness. slouchy jersey pants with a blouson jacket and walk the urban beat in the finest.
 - todd merrill** d3
good line up of mid-century antique furniture, art and interior objects. a no brainer for a few one-off conversation pieces.

east village
broadway | noho

the east village offers some of downtown new yorks prime off beat venues. restaurants, small boutiques, bars, clubs and weekend markets. a great place for intrepid foot soldiers. in the past the area has been home to a much more bohemian type of character. poets, artists and musicians still flock to the village but these days things have stepped up a bit. there has been several property overhauls and it's now quite expensive to live around here. there are a plethora of new establishments. but the area still has a village feel to it and is hence a bit more laid back. great on the weekend for wandering around and getting lost in translation. if you are a thrifting sleuth then this neighbourhood will keep you on your toes...

orientation
the east village basically starts at astor place [lafayette and 8th st] and continues down to alphabet city [ave a,b,c,d]. the central point being tompkins square park. stick to 2nd ave down to ave c and from east 2nd street over to 14th. zig zagging through this area you'll be able to eat, shop, thrift and bar hop to your hearts content. but remember, the area is much more laid back so its definitely more of an independant spirit in terms of retail and general ambiance.

recently opened
east village yacht club, pdt.

don't miss
odin, famous friends, autumn, underdog east, mogador, hummus place, natori, 11a markets [on the weekends], fabulous fanny's, den, tarallucci e vino, setagaya, franks, rue st denis, cobblestones, jas mart, rockit scientist records, suzette sundae, pdt.

coffee pitstop
tarallucci e vino b1
great corner cafe with ballistic panini's and bowls of coffee. great local crowd and calm atmosphere. outdoor patio in summer.
212 388 1190

veniero's b1
legendary italian patisserie. major high calorie pastry and great coffee. take a number, pick your poison and get back to shopping
212 674 7070

for lunch
oyama b1
slick asian dining cubical on 1st avenue. great noodles and cute interior. fast service and full of power locals.
212 777 1989

veselka b1
well known local polish diner. best sausages and pierogi in the area. also good for people watching. thoughtful diet menu also available.
212 228 9682

hummus place b2
great for vegetarians and hummus fanatics alike. small buzzing cafe with a variety of hummus plates. also serve hardcore turkish coffee and tasty mid eastern desserts. super chick pea.
212 529 9198

supper d4
italian pasta comfort with a swank and swagger, good wine bar adjoins.
212 477 0823

for dinner
mogador b1
ever popular middle eastern restaurant. really great cous cous and a variety of other healthy dishes. a good wine list and always packed.
212 677 2226

hearth a2
upmarket seasonal menu with italyan edge. cozy, warm east village atmosphere. pricey but nicey.
646 602 1300

natori b1
authentic japanese home style cooking. interior leaves a bit to be desired but is what makes it so real. straight out of suburban tokyo. best chilean sea bass set on the planet.
212 533 7711

casimir c3
french/moroccan fusion. rustic euro brasserie interior with great brunch patio out the back for the weekends. front section reminiscent of an arabian tea room. good wines.
212 358 9683

pop a1
same owners as pop burger. upmarket basic eatery with a simple tasty menu, slick interior and rare warhol prints on walls.
212 767 1800

franks a1
super classic italian homestyle cooking. a local favorite with good wine list. outdoor seating in the summer. very good for people watching.
212 420 0202

after dinner
nublu c4
jazzy, live band bar type establishment. an institutional local favorite.

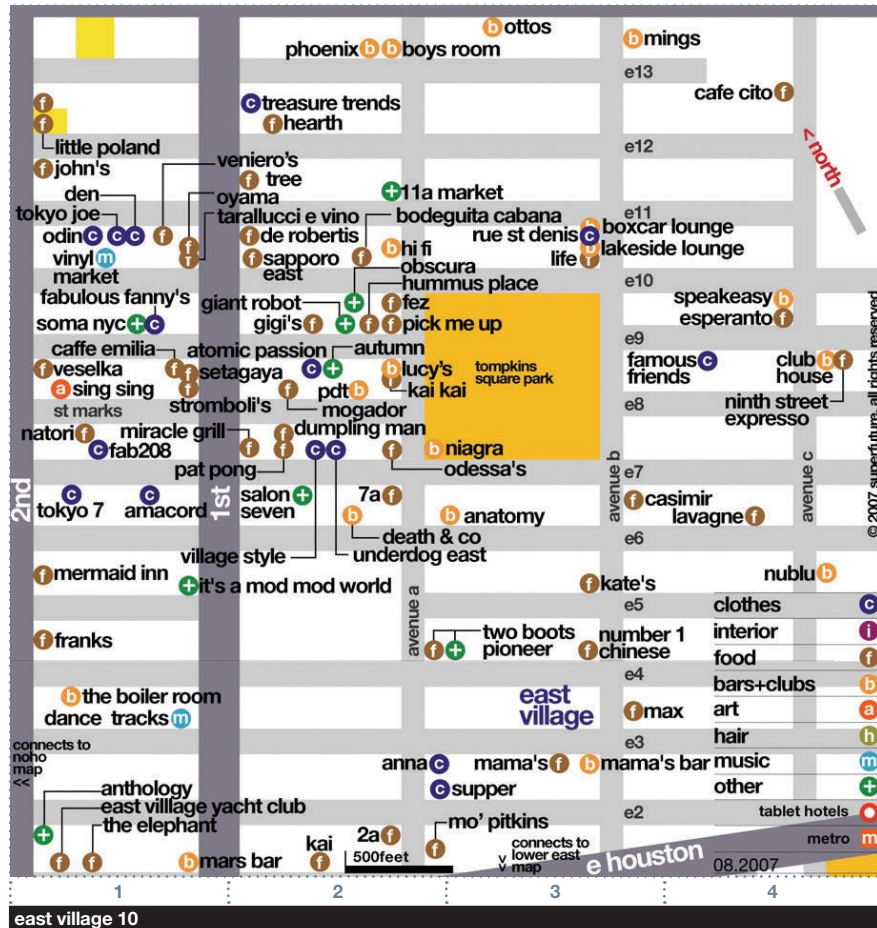
lakeside lounge b3
drink away your troubles, cry to caring bartend listen to jukebox, take naked photo booth pics. free live music.

niagara c3
rock and roll dudery at it's finest. bleached blond girls and ryan adams.

pdt b2
enter through vintage phone booth at crif dogs. speak easy - east village version. high velocity cocktails, low brow deep fried dogs.

lower east

east village
lower east



east village 10

- | | | |
|---|---|--|
| <p>1 odin a1
small store but extensive range of haute street wear. hard to leave empty handed.</p> <p>2 den b1
odin owned gallery-esque concept store. precision quest designs each month. cheap monday for den through july.</p> <p>3 underdog east c2
high end mens wear shrine tucked into a small victorian living room. great brands, good service.</p> <p>4 mogador b1
local favorite meeting place/restaurant. fantastic middle eastern cuisine and full of interesting villagers.</p> | <p>5 fabulous fanny's a1
the worlds best ever vintage frames. this place is chock full of obscure, rare and super cool optical attire. do not miss.</p> <p>6 anna d3
designer kathy kemp does parisian cool clothing with new york ass.</p> <p>7 casimir c3
french cuisine for hungry locals. great wine list, good people watching.</p> <p>8 tarallucci e vino b1
perfect coffee pit stop. on the corner of 10th st. always full of locals. don't miss the panini. best in new york.</p> | <p>9 autumn b2
slick street store. rare nike and vans and assorted designer mens wear.</p> <p>10 obscura b2
eclectic mix of interior/medical supplies and victorian oddities. don't miss the four headed pig jars and womens daggers.</p> <p>+ atomic passion b2</p> <p>+ pdt b2</p> |
|---|---|--|

lower east side is more a bar/music venue/restaurant mecca as opposed to full throttle shopping although recently quite a few edgy boutiques, bars and even a hard line hotel have opened up in the area. definitely a more downtown following around here. local gems include the sunshine cinema for great independent film, an assortment of local street wear shrines, small galleries and a hand full of trendy bars and restaurants such as 1492, schillers, stanton social and freemans. hotel on rivington is a good place to stay if the lower east side is for you. recently opened the hotel has great views of downtown manhattan, well designed rooms and minimal ambiance.

orientation

lower east side is a fairly compact area so it is pretty hard to get lost around here. orchard st and ludlow street are the main strips as well as stanton st and rivington. walk north on ludlow or orchard and you'll hit the east village. west on east houston will take you to nolita/soho. avoid going too far south of delancey as it's a fairly arid, non descript area with not much going on.

recently opened

clarabella, coat of arms, dear:55, mole', shopsins.

don't miss

freemans sporting club, bblessing, freemans, schillers, hotel on rivington store, alife rivington club, spec, bilbetroy, reed space, babeland, clarabella, grand opening.

coffee pitstop

schillers b3
upmarket local french style diner. great place to meet for coffee or drinks. good assortment of locals. 212 473 9406

for lunch

schillers b3
212 473 9406

katz's deli

legendary hardcore jewish delicatessan. gorge out on the corned beef, potato latkes and matzah ball soup 212 254 2246

rosarios

well known local pizza joint. not exactly the taj mahal, but if you're a pizza fan, this place will keep you happy. 212 777 9813

pink pony

ever popular local cafe. good selection of vegetarian dishes, daily specials and also serve champagne all day long which is a bonus. 212 529 3956

teany

moby owns this one. super healthy lunch with in-store brand of power drinks available locally. popular with the locals.for dinner. 212 475 9190

for dinner

freemans

supercool restaurant/bar down the end of freemans alley. wall to wall exotic taxidermy, great food and really good atmosphere. don't miss the cocktail bar. it's pretty special. 212 420 0012

1492

tapas, tapas and more tapas. delicious, good service and great sangria, red or white take your pick. 646 654 1114

fresh food

fresh food, fresh interior and loads of local patronage. this place is reasonable and fairly low key.

tides

seafood paradise. loads of lobster and fresh fish dishes. seafood fanatics most welcome. 212 254 8855

le pere pinard

french wine bar cum euro cuisine. pleasant atmosphere. local fav. 212 777 4917

el castillo de jaguar

killer south american style pork chops and high calorie latina delights. straight out of puerto rico. 212 982 6412

after dinner

hotel on rivington.

cocktails at the hotel bar. not bad for a more low key drink.

happy ending

local favorite/institutional watering hole. converted chinese sauna. worth a visit for the original spa fit out downstairs.

the pink pony

best on friday nights. also has subterranean bar downstairs for those who like to descend. local mixed crowd.

205

latest destination on the local hipster list. regular events nightly.

dark room

dark haired hipsters mingling in a cavernous dungeon on leather banquettes separated by 2 bars. best place to snag a musician who probably has some cash.

motor city

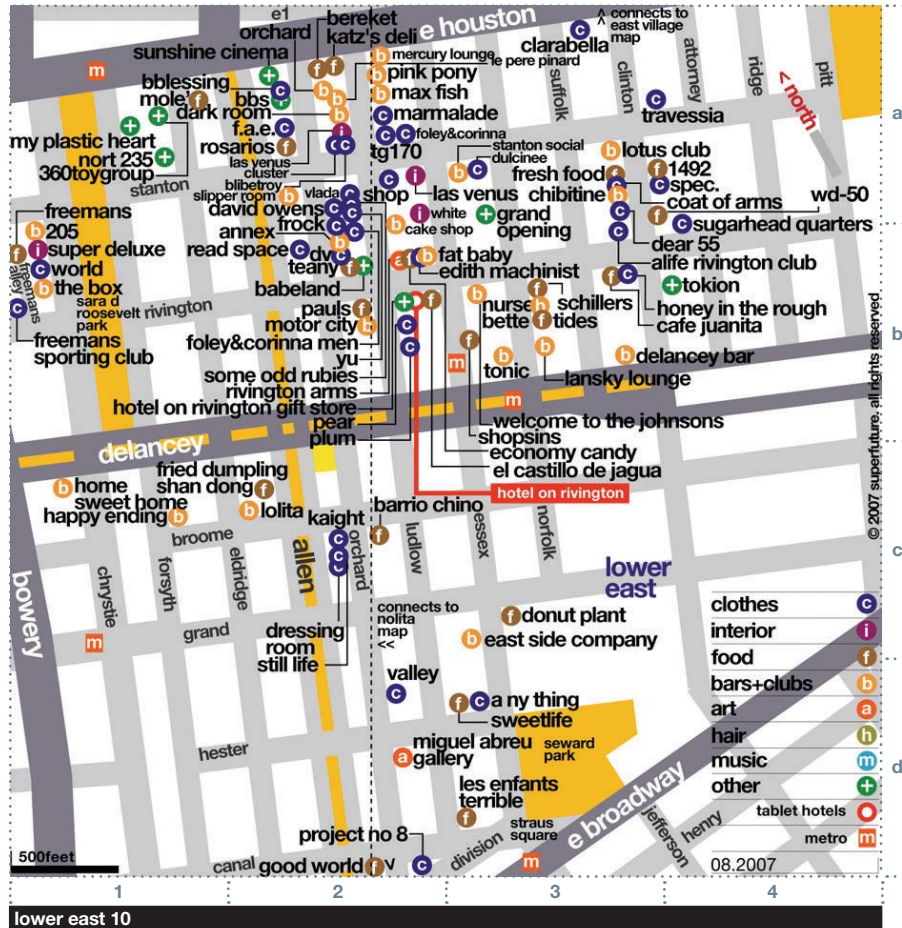
institutional local semi rocker bar. full of local bands and art types. wednesday nights are best.

cake shop

weird, slanted basement with bar, nightly bands. upstairs browse the record store for indie rock old and new. sober up with a coffee, and of course, cake before you leave.

tribeca

tribeca
lower east



lower east 10

- freemans restaurant** b2
- bblessing** a2
streetwear mecca. a-grade brand line up. everyone needs something from bblessing.
- read space** b2
streetwear, gadget galleria. this store has a great interior and is a must see. very lower east side vibe.
- freemans sporting club** b1
great menswear, antiques and even boasts an old school beauty salon for a quick beard trim or buzz cut.
- dear : 55** a3
minimalist white designer boutique. houses a large variety of high end designer demi gods as well as in house labels.
- las venus** a2
quirky but very cool vintage furniture. all serious interiorphiles have something from here. think 70's, designer garage meets tribeca loft.
- alife rivington club** b3
by far one of the best interiors in the area. decked out like a secret gentlemen cigar lodge. houses rare sneakers and a few pairs of jeans. ring the buzzer to get in.
- project number 8** d2
designer originals in a slick minimal cube cum fishtank. not to be missed for hard to find brand line up and assorted objects of obscurity.
- coat of arms** b3
tailored caps for the fashion concious hat wearer. vintage skate wear. exotic clientele on bmx bikes. not to be missed.
- edith machinist** b2
designer vintage shrine. often the best place to find obscure selection of vintage clothing, bags boots and shoes in all sizes.

+ **wd50** a4

loft living extraordinaire, tribeca is home to a variety of hard edged interior shrines, converted warehouse apartments and a small selection of good designer stores and restaurants. the area is much slower paced than neighbouring soho, but can be refreshing for that reason. tribeca is home to the issey miyake flagship store as well as the japanese brand number 9, also steven alan and rogan are in the game. recently opened the thom browne store is a real gem. well known eateries such as nobu, megu, 66, bouley and bread are also local attractions. best to make reservations in advance. also don't miss interior/furniture stores dune, r20, white, room, mondo cane and design within reach tribeca.

orientation

tribeca is an abbreviation for 'triangle below canal' referring to the area south of canal street. better known for its lofty converted living spaces and connection to the financial area, in the last 10 years the area has grown in popularity and general ambiance. start at canal st walking south toward chambers st and between broadway and greenwich. it's a fairly tight area and easy to get around on foot. stores, cafés and restaurants are scattered evenly over this small district split in half by west broadway [not to be confused with broadway proper]. zig zag your way through and keep your eye on the map.

recently opened

smith and mills, hermès

don't miss

issey miyake tribeca, thom browne, number 9, steven alan, nili lotan, rogan, bubby's, bouley bakery, mondo cane, dune, century 21, hermès.

coffee pitstop

bouley bakery a4
essential pastry and coffee in tribeca. best croque madame this side of paris. full of local cake fanatics
212 964 2525

kitchenette c3
quaint cafe, good for brunch and coffee stops. great daytime atmosphere and frequented by the local gourmet garrison.
212 267 6740

for lunch

bread a3
local lunch gem. great service, good food, nice looking locals and spacious interior. outside seating in summer.
212 334 2000

hoian b3
local essential vietnamese lunch restaurant. have great lunch sets and spring rolls. service is good and food tasty.
212 233 1339

bubby's a2
best all american style food on the block. bubby's is huge, warm and super tasty. always packed during the day. highly recommended.
212 219 0666

the odeon b3
think tuna steak burger with twisty fries in a chic gotham interior. this place is great for lunch and also dinner. reservations in the pm a must.
212 233 0507

province a4
mega efficient chinese canteen with dyi spartan, minimal interior. super budget, super tasty, super cute.
212 925 1205

for dinner

nobu b2
choice japanese restaurant. very well known. reservations always a must.
212 219 0500

nobu next door b2
the little brother of japanese king nobu. always good to reserve also.
212 334 4445

66 b4
chic, spartan richard meier interior. good chinese served on sleek crockery. perfect for impressing a date or business associate.
212 925 0202

megu b3
megu is well known for top notch japanese cuisine. very pricey but worth a try if you're into well established local legends

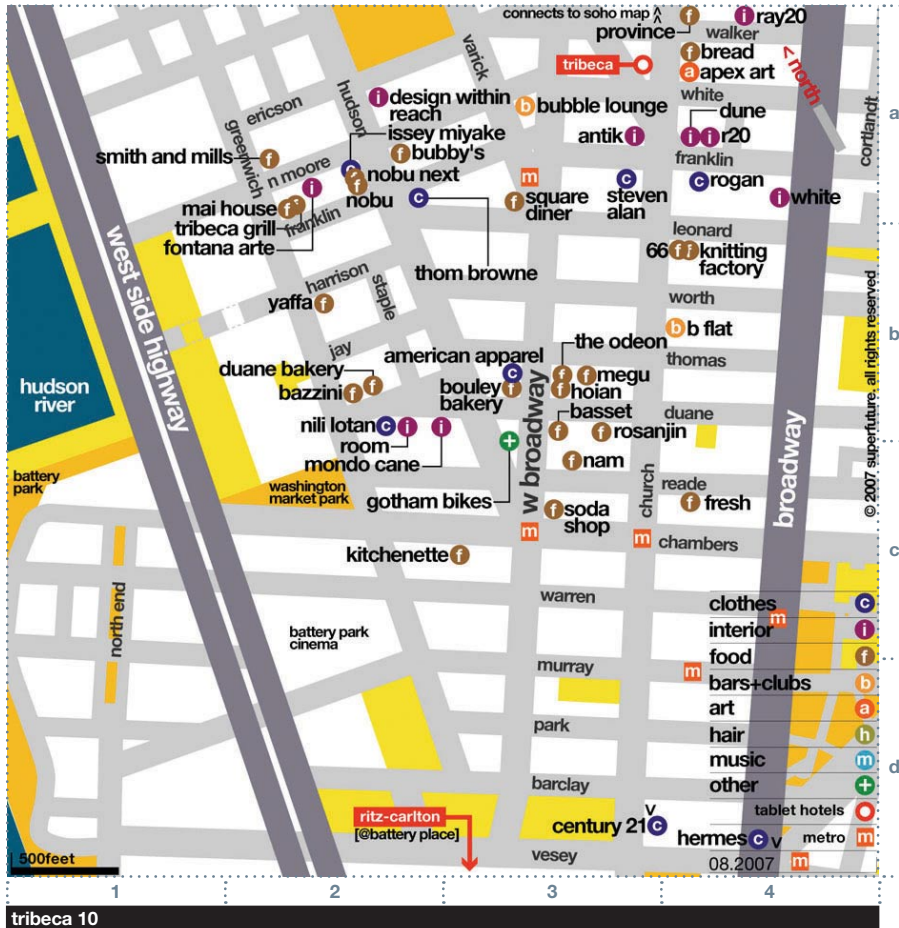
after dinner

bubble lounge a3
champagne and cocktails galore here. big comfortable sofas and a decent crowd most nights. smoking couches outside for that marlboro light moment.

knitting factory b4
great for local and foreign music and performances. knitting factory is a pretty constant venue for those who love live bands.

smith and mills a1
bar in a 200 hundred year old carriage, same owners as the beatrice inn. cold chicken, oysters, booze and apothecary detailing.

west village | meatpacking



tribeca 10

- 1 **issey miyake** b1
downtown ny headquarters of this japanese mega brand. quirky interior and overflowing with the ever famous miyake pleats and assorted fabulosity.
- 2 **number 9** d1 [soho map]
dark and sophisticated japanese streetwear labels kooky usa flagship store. interesting interior and clandestine location. don't miss.
- 3 **steven alan** c1
multi label mens and womens store wall to wall local and international streetwear deluxe. great cd booth up the back.
- 4 **dune** d1
space age interior solutions for modern loft dwellers. dune houses its inhouse furniture and interior products. think bright and modular.
- 5 **mondo cane** b2
high end vintage furniture heaven. carry rare and obscure rarities in great condition. a story behind every piece. perfect for collectors.
- 6 **bouley bakery** c2
- 7 **thom browne** a2
menswear legend. super sleek, 50's inspired interior. one of the best stores to open in the local area recently. a must see.
- 8 **66** c2
worth a visit for the richard meier interior alone. also quite tasty especially if you like chinese fusion. highly recommended chi chi dining.
- 9 **rogan** d1
super cool local designers. this place has a sleek onyx interior and the clothes aren't bad either. fairly unique ny shopping environs.
- 10 **bubby's** b1

tribeca west village | meatpacking

this area is full of high end boutiques, book stores, bars, restaurants and the odd interior store and hotel. originally a quaint residential area, the west village has become home to a plethora of shopping essentials. cutting edge designers such as martin margiela, marc jacobs, christian louboutin, earnest sewn, diane von furstenburg and lucien pellat-finet have chosen the west village for retail hq's. the recent opening of hotel gansevoort has also brought an influx of international shoppers to the area. there are many good restaurants and cafés in the area and of course vitra has its flag ship store on 9th avenue. there are also a few other good interior spaces such as design within reach and karkula. not to be missed.

orientation

the west village is somewhat of a geographic anomaly in relation to manhattans strict grid system. it veers off in its own, a skewed mish mosh of streets and alleys, completely oblivious to the rest of the surrounding areas. most locals still get easily lost around here so be sure to have your map on hand. start at 6th ave over to washington street. the west village and meatpacking area converge somewhere in the middle. meat packing being more toward 9th ave and 14th st and the west village further east of 14th down toward 7th avenue and bleeker st. bleeker st is the main strip cutting through the west village so best to stay on this one as a central point and veer off as you wish.

recently opened

diane von furstenburg, iris.

don't miss

maison martin margiela, christian louboutin, magnolia bakery, marc jacobs, earnest sewn, pastis, apt, dwr, gavin brown enterprises, vitra, carlos miele, florent, rubin chapelle, flight 001, waverly inn, diane von furstenburg, inn lw12, pearl oyster bar.

coffee pitstop

magnolia bakery b2
intense cupcakes and good coffee. this place is legendary for its long distance aroma and long distance lines that go around the block on weekends, addictive cupcake icing. delicious.
212 462 2572

little pie company

d3 [chelsea map]
good coffee and high calorie pastries/quiches to drool over and occasionally devour.
212 414 2324

tea and sympathy

a3
british style tea rooms on greenwich. well loved by locals.
212 807 8329

for lunch

florent

a1
a legend and the first upmarket eatery to hit the meatpacking area. perfect for weekend brunch.
212 989 5779

corner bistro

a2
local favorite. old style, rustic interior. best burgers in ny - period.
212 242 9502

the spotted pig

c2
grab a pot of pickles and an irish stout at the bar or sit down for gastro-pub takes on traditional comfort foods. less wanky, more laid back, recent high profile coverage makes for good people watching. sit in the sun, flowers and wobbly seats out front.
212 620 0393

for dinner

pastis

a1
ever popular french style local cuisine. always full of cool locals. great drinks list and relatively moderate prices.
212 929 4844

waverly inn

b3
good people watching, long waits but worth it for the mac and cheese with truffles.
212 243 7900

after dinner

movida

d3
current saturday night hotspot. chic locals, skinny jeans, good music, dirty dancing.

luke and leroy

d4
across the way from movida the venue hosts regular events and isn't a bad spot for a local drink with friends.

apt

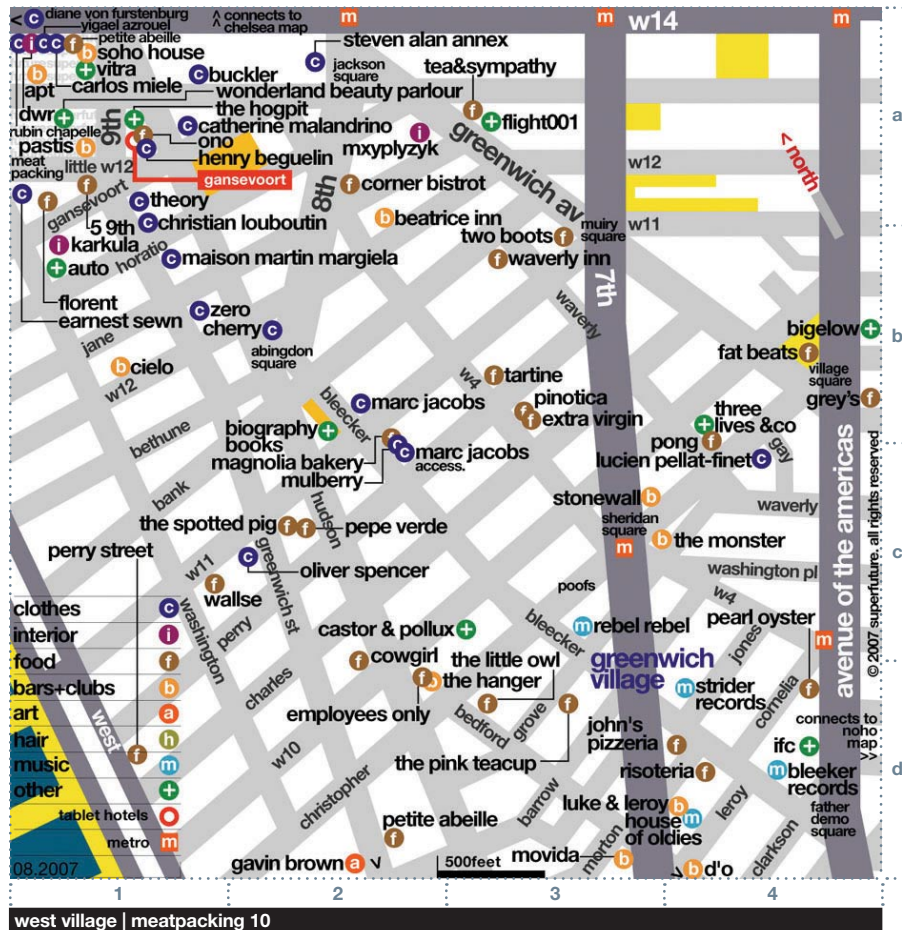
a1
packed every night. great on sundays. 2 floors. downstairs bar opens late. good times.

beatrice inn

a2
recently opened hipster haven. probably one of the best bar spaces to open in the area. great multi room space. feels like a houseboat.

chelsea

west village | meatpacking



west village | meatpacking 10

- 1 **maison martin margiela** b1
superfuture favorite. this is the margiel hq of nyc. whitewashed interior scattered with odd household items. in keeping with other flagships all over the world. really great store.
 - 2 **earnest sewn** a1
legendary custom jeans and great interior. this place smells of denim and leather and houses the ever popular denim brand. ready makes also available.
 - 3 **christian louboutin** a1
mega famous french footwear. isn't a single dame on earth that wouldn't want a pair of these. small and simple store. shoe focus.
 - 4 **vitra** a1
furniture megabrand. total interior overdose. minatures available for those on tight budgets.
 - 5 **marc jacobs** b2
several stores on bleeker st. mens, womens and an entire accessory store down the road. always good for a handbag or two.
 - 6 **flight 001** a3
essential designer travel gadgets and accessories. always at least 10 things in here you suddenly need.
 - 7 **gavin brown** d2 [off map]
slightly off the map but worth the detour, this gallery is top notch. further down on greenwich st near the UPS docks.
 - 8 **shelly steffe** b1
unique minimal new york chic. this is the designers flagship store. think functional ny girls who jetset.
 - 9 **design with reach [dwr]** a1
shrine to eames, mies van de rohe, jacobsen and an assortment of other mid century design masters.
 - 10 **oliver spencer** c2
multi label, raw minimal menswear. great brand line up. something for everyone. not to be missed. cool military hospital lighting.
- + **beatrice inn** a2
 - + **waverly inn** b3
 - + **inn lw12** b1

the chelsea area is home to the cities best, cutting edge art galleries, major designer brands, as well as popular local hotels, gay bars, clubs and restaurants. if you are a modern art/design fanatic then this area is paradise for you. there is also a major gay contingency in chelsea, which generally gives it an upmarket feel and certainly defines the local flora and fauna. there is plenty of interesting architectural moments such as the comme des garçons store, balenciaga, morimoto and both the maritime hotel and hotel gansevoort. also don't miss the alexander mcqueen and stella mcartney flagship stores. most of the galleries are on the far west side, down toward the hudson river, which is also a pleasant place to stroll and check out the locals.

orientation

generally stick to between west 14th st up to about 25th st and between 7th avenue down to 10th avenue. chelsea is fairly easy to navigate. you have galleries galore between 10th and 11th ave. 22nd street being the main gallery strip. the majority of retail is down toward west 14th st and 9th ave. good restaurants are not hard to find in chelsea but are scattered rather than clustered. gay bars are pretty much on every corner with a few mixed places thrown in for good measure. 9th ave above 14th st is fairly non eventful so best to veer over to the far west side and move down to 14th st at your own pace.

don't miss

comme des garçons, balenciaga, morimoto, mcqueen, stella mcartney, the maritime hotel, printed matter, jeffrey, matthew marks, dia center, bette, del posto, hasted hunt, barneys co-op.

coffee pitstop

empire diner b2
old school corner diner. good pit stop for everything.

chelsea markets d2
great market mall on 10th ave. good coffee places in here as well as a variety of pastry and grocery stores. up market market

billy's bakery b3
super cupcakes and coffee. billy's is not to be missed for anyone with a serious sweet tooth.

for lunch

pop burger d3
the name says it all. tiny pop burgers that can be ordered in multiples of 2. local favorite. reasonable prices. fast food joint in the front. restaurant/cocktail bar out the back.
212 414 8686

peppe giallo a1
brother eatery of peppe rosso in soho. budget pasta/vino and great when in need of hard earned pitstop while gallery hopping in chelsea.
212 242 6055

cafeteria c4
swanky gay friendly restaurant on 7th ave. decent food and a-grade people watching. cocktail pit downstairs if you're there in the p.m.
212 414 1717

viceroxy d4
great brunch venue in chelsea. big open space full of local scenesters. good food and reasonable. perfect for mid day hunger attacks.
212 633 8484

for dinner

bette b2
amy sacco's [bungalow 8, lot 61] newie on 23rd. very good dining atmosphere and great food. enjoy the scenery.
212 366 0404

morimoto d2
designer japanese deluxe. more hand made nori than you can poke a stick at. book in advance. near the hudson/chelsea markets.

888 354 8842
la bottega@ the maritime d3
rustic italian dining street level at the maritime. pop downstairs to hiro on sundays for the weekly gay mega disco.
212 243 8400

buddakan d2
ultra chic chinese on 9th ave. victorian dining tables and chandeliers meet modern asian fusion. good fun.
212 989 6699

rocking horse c4
gourmet mexican on 8th avenue. super tortilla.
212 463 9511

le singe vert c4
popular local french. perfect steak frites and good cocktails.
212 366 4100

after dinner

passerby d2
local bar frequented by local barfly's. flashing sat night fever floor an added bonus. highly recommended.

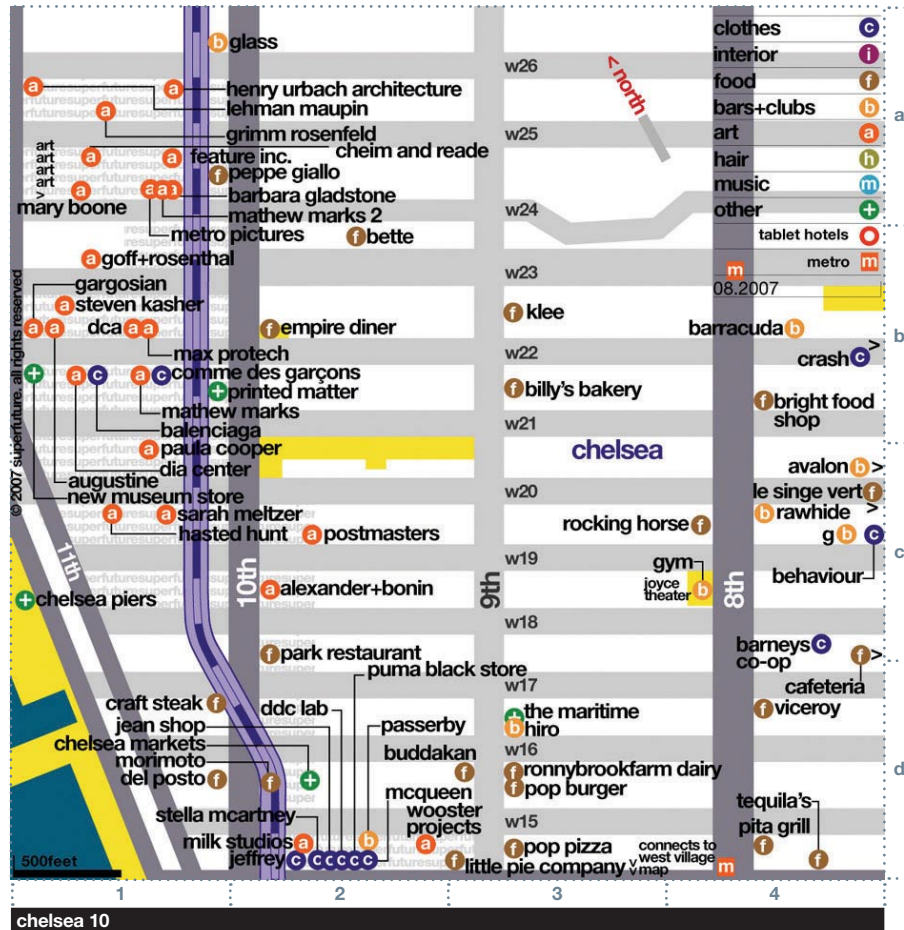
hiro at the maritime d3
split level gay mega disco on sundays. housed in an enormous japanese restaurant. always packed with hot talent.

crash b4 [off map]
thugged out gay mega disco on fridays for those inclined. hot men of color galore.

avalon [off map]
formerly limelight and housed in an old church, avalon is the most recent gay mega disco du jour.

midtown

chelsea
midtown



- 1 **comme des garçons** b1
ny flagship store with ultra interior. do not miss this store. feels like a spacecraft meets a super minimal gallery. fits right in with the locals.
- 2 **balenciaga** b1
chicest shop on the block. interesting interior and super pricey designer clothes. nice shop kids. well worth a visit.
- 3 **barneys co-op** d4
loads of affordable brands packed into the little brother of barneys. well weathered locals and foreigners alike frequent this shrine to diffusion attire.
- 4 **dia centre for the arts** b1
cutting edge gallery for cutting edge art lovers. great interior. one of the many good galleries on the block.
- 5 **maritime hotel** d3
old port authority hq redesigned into a hotel. houses several good bars, a restaurant and mega dance club in the basement. also a good place to stay. rooms have porthole windows. feels like being on a cruiseship.
- 6 **matthew marks gallery** b1
good gallery, state of the art art, nice openings. do not miss.
- 7 **alexander mcqueen** d2
flagship store. hybrid interior with even more hybrid designs for both men and women. curved walls and recessed lighting give this place an other worldly ambiance. top notch shopping experience.
- 8 **jeffrey** d2
one of the better multilabel boutiques in nyc. miles of high end designer excess for men and women. have great sales seasonally and good line up of desirable designers.
- 9 **bette** b2
- 10 **behaviour** c4
multi label mens store. compact store with not so compact brand line up. loads of cool local stuff as well as international designer goods.
- + **printed matter** c2

times square/midtown is the hotel, theatre and tourist centre of nyc. most locals tend to avoid this area at all costs although upon closer observation there are some interesting places to see around here. a good central location for lodgings also. there are several decent hotels in the area including hotel qt, the royalton, the paramount and w times square. a few galleries start to emerge around here such as moma and the international centre for photography. let's not forget the neon signage flashing away 24/7 and an array of cinemas and theatres. if you happen to be in town for fashion week, the area is the centre of high end fashion attractions with the main tents being around 42nd st/bryant park. also don't miss versace and of course saks fifth avenue, an institutional new york department store experience.

orientation

midtown is a chaotic centrifuge of flashing lights, street vendors, big shows, mega chainstores and family restaurants. best to stick to the main drags for full effect. from 5th ave over to 7th ave starting at 42nd st up to about 53rd. avoid on weekends as the area is completely bombarded. best to visit in the evenings for a movie and light show. very blade runner. also don't miss a quick trip to the empire state if you are into vertiginous view points.

don't miss

new york public library, bryant park, moma, moma design store, ferragamo, china grill, top of the rock, kinokuniya, dean and deluca, sephora, icp, versace, saks fifth avenue, the empire state building.

coffee pitstop

dean and deluca c1
institutional new york gourmet everything...including coffee. a certified caffeine oasis in any part of town.

for lunch

the modern @ moma a3
book well in advance as this recently renovated addition to the MOMA is one of the most popular restaurants in town. a must for serious diners.
212 333 1220

for dinner

the modern @ moma a3
bryant park grill d3
top notch new york grill house. superb food and high end service. a little pricey but worth a visit.
212 840 6500

top of the rock b3
30 rockerfeller center observation deck. not the highest point in the city but certainly a great place to view manhattan at large. also contains top of the rock restaurant. not to be missed.
212 698 2000

china grill a3
in the cbs headquarters this place will blow your socks off. super delicious pan asian eatery full of gotham charm.
212 333 7788

after dinner

the library @ the paramount c1
chic local bar always full of die hard new yorkers. quite elegant and a good place for a cocktail or two.

therapy a1 [beyond map]
local upmarket gay club. great place to meet the boys and female companions alike.

the whiskey @ w hotel c1
well known midtown high end cocktails. always an easy option for evening refreshments.

vlada a1 [beyond map]
another local gay hotspot. packed full of fancy twinkles filling up with drinks. good for haute homo's.

upper east



- midtown 10**
- moma** c1 legendary, world class new york art mecca. based in queens for the past 10 years at ps1, this is the newly renovated and highly anticipated MOMA. the gallery houses a variety of brilliant exhibits that change constantly as well as stationary collection. a must see.
 - versace** a4 italian designer excess in its true form. great lavish store for lavish spenders.
 - saks fifth avenue** b4 all roads lead to saks in midtown. good line up of local and foreign designers plus every cosmetic brand known to mankind. don't miss.
 - new york public library** d3 beautiful architecture and exhibitions. this building is a must see for anyone in the area. a must, must see.
 - kinokuniya** b3 essential asian magazine/manga heaven. loads of interesting asian versions of everything published plus more.
 - sephora** d2 miles of cosmetic excess for everyone. buckets of creams, exfoliants, fragrances and everything in between. sephora is happy to donate generous samples and testers flowing to your hearts content.
 - paramount hotel** c1 both the library and paramount bars always good for a hard earned cocktail. thanks philippe.
 - therapy** a1 [off map]
 - moma design store** a3 great place for souvenirs for trendy relatives and designer friends. always something obscure and functional in here.
 - hotel qt** c2 watch semi nude guests swim whilst sipping on vodka tonics. chic ground floor bar overlooking pool area. a great place to stay also.
 - the modern @ moma** a3



- major brand mecca in this area. the upper east side is home to the world of high end excess like no where else. fifth avenue/madison literally ooze luxury out onto the pavement. there is a constant stream of mega brands opening stores, the most recent addition being mulberry usa... also many world class galleries including moma, the guggenheim and the whitney.**
- orientation**
the upper east side basically refers to the area east of central park from 56th st up to 78th st. the main avenues to stay on are 5th ave, madison ave and park ave. check the map for pin point locations.
- recently opened**
tom ford, feraud.
- recently closed**
valentino, tse, d&g.
- don't miss**
tom ford, the metropolitan museum, dior + dior homme, bergdorf goodman, barneys new york, apple store, hermes, ysl, the whitney museum, the guggenheim museum, bang and olufsen, jil sander, henri bendel
- coffee pitstop**
juan valdez c3 the world of columbian coffee. best cappuccinos in the area.
- for lunch**
burgers @ parker meridian d1 well kept upper east side burger haven tucked into a nook on the ground floor of the parker meridian hotel. good burgers and fries.
- for dinner**
lever house d2 marc newson barbarella style capsule restaurant. a must for the interior design obsessed.
aquavit d2 nordic nibbles, lobster rolls, foie gras ganache.

williamsburg



upper east - north
williamsburg

just across the bridge from manhattan, williamsburg is fast becoming the outer burrough shopping mecca of new york. certainly an area of interest in brooklyn, its a great place to get a well earned dose of outer burrough charm and sensibility. littered with restaurants and independant boutiques, the area offers a variety of good retail alternatives, eateries and a much more relaxed atmosphere and pace. williamsburg is well known for its more artistic, bohemian residents and is recently a destination for some of the cities most prominent real estate. as a result the area has experienced an influx of business. be sure to explore the areas off beat furniture and interior gems such as the future perfect, fresh kills and mc&co. also don't miss the local cuisine and fashion. a bit further down and off the map also is broadway in williamsburg which has some gems such as the mens store yoko devereaux and dressler or moto restaurant.

orientation

best place to start is on north 7th street and bedford avenue. continue north or south on bedford detouring off to the right or left over to berry and wythe on the west or driggs and roeboling on the east. go down to broadway [furthest south on bedford], take a left and walk up to the local stores and restaurants. or traverse over to metropolitan [going east on nth 7th st] for a good dose of local brooklyn shopping and dining. cabs are always a good idea if you want to fan out a bit. even better, grab a car service from northside cars on bedford ave. its cheap and reliable.

recently opened

landaus, spuyten duyvil grocery, mollusk.

recently closed

union picnic

don't miss

yoko devereaux, the future perfect, acqua santa, relish, junk, supreme trading, kc&c, union pool, fresh kills, dumont, bonita, supercore, spuyten duyvil, moto, dressler, oak,

spoonbill and sugartown.

coffee pitstop

café st helens b1
chic, clandestine coffee house with turtle aquarium out the back. feels like a victorian boudoir.
718 302 1197

coffee fix a2
brooklynite, neo-folk ,chic coffee.
718 388 8087

for lunch

café st helens b1
supercore e2
superfuteur croissant of the month. good pan franco japanese sandwiches and refreshments. a little bit of tokyo in brooklyn.
718 302 1629

fette sau d3
sip bourbon on john deere tractor seats and eat succulent bbq by the pound.
718 963 3404

dumont burger e2
best burgers in brooklyn. fast service and full of local lunch royalty.
718 384 6127

marlow and sons d1
if you like oysters, you'll love marlow. also well known for good brunch and great coffee. local lunch haven. always full of interesting natives.
718 384 1441

for dinner

dressler f2
dressler is like a little slice of parisian dining tucked into brooklyn. just off bedford on broadway. packed 7 days a week...but not a long wait.
718 384 6343

dumont b4 [off map]
franco diner style with superior dining. great outdoor patio in summer. always a good option.
718 486 7717

diner f1
institutional williamsburg eatery well known for a hearty local crowd and good food. packed 7 nights a week.
718 486 3077

bonita e2
mexican style cantina set in a 50's style interior. original retro facade and signage. good quesadillas.
718 384 9500

after dinner

union pool b4 [off map]
local favorite. this place is packed

with native williamsburgers 7 nights a week. good bar, good times.

spuyten duyvil d4
best wine/beer bar on the planet. the most exotic array of wine, beer and local hotties imaginable.

doc bar b1
wine bar extraordinaire. frequented by a dedicated local crowd. good atmosphere.

larry lawrence d4
super non descript but fantastic bar. looks like a swedish sauna with fishtank patio on upper level.

the metropolitan c4 [off map]
well loved local brooklyn gay bar. cute, mixed crowd. cheap drinks and cheap thrills. always busy.

williamsburg 10

1 **the future perfect** c2
alternative, cutting edge homewares for local loft dwellers. good selection of avant interior items. not to be missed.

2 **fresh kills** b1
retro chic furniture store. many classic items of interior obsession. really knowledgeable store guys.

3 **junk** b3
classic thrift store and hipster hangout. think ram's horns next to helmut lang raincoats. prepare to dig.

4 **5 in 1** c1
ny based designers gallery located near the water. think black lacquer chic.

5 **dressler** f2
6 **n7** c3
cute sneaks and a good selection of designer street wear. high traffic hipster.

7 **mccarren pool** a4
great summer events in empty 1938 pool.

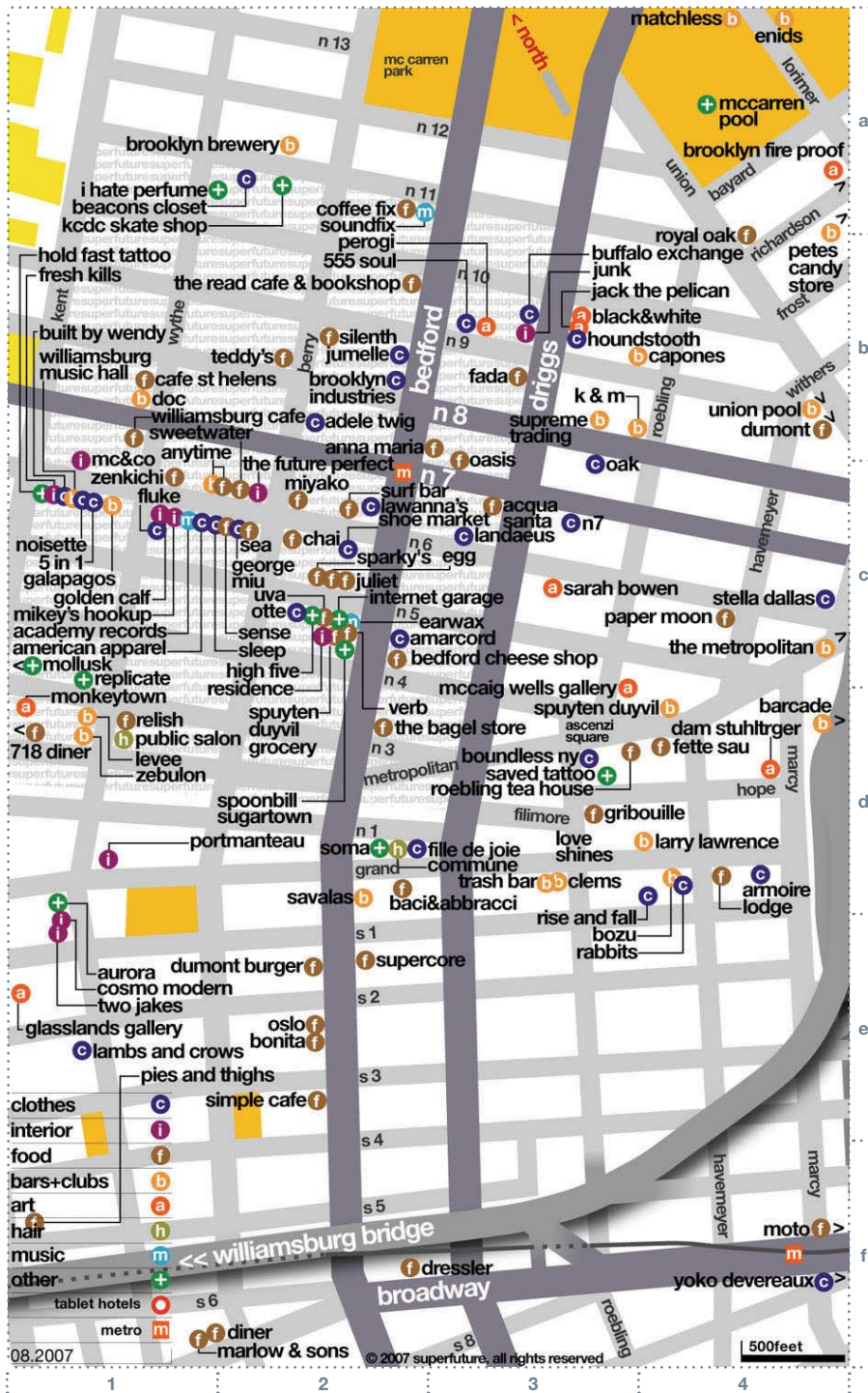
8 **oak** b3
slick concrete cube with great unisex brand line up.

9 **beacons closet** a1
the place to shop for vintage in brooklyn. loads of labels, everything color coded.

10 **spoonbill and sugartown** c2
best book store in brooklyn. always full of interesting magazines, hard to get books and spunky locals.

upper east 10

- moma** d1 [south]
legendary, world class new york art mecca. based in queens for the past few years at ps1, this is the newly renovated and highly anticipated MoMA. the gallery houses a variety of brilliant exhibits that change constantly as well as stationary collections. a must see.
- dior homme** c2 [south]
essential elegance for the modern stream lined gentleman. very pricey, very chic and incredibly slick interior. top dollar debonaire.
- bergdorf goodman** c1 [south]
bergdorfs is an institution in and of itself. prime new york shopping haven and home to a hard line selection of designer debauchery. floors of excess await.
- barneys new york** b2 [south]
barneys ny is the must see department store. the type of shopping environment that begs major amex expenditure. old world meets fashion renegade. mens entrance on east 60th st.
- apple store** c1 [south]
apocalyptic, 32 ft glass cube monument to macintosh. mac users unite.
- hermés** b2 [south]
ultra elegant french brand hermes ny headquarters. a must see for fans of the brand and high end shoppers alike. the fit out is other worldly.
- ysl** c2
designer excess extraordinaire. a must see for ysl fanatics. beautiful interior and old world service.
- the guggenheim**
[off map. 5th at 89th]
essential art for the discerning gallery sleuth. the guggenheim is well known for its extraordinary line up of creative genius and of course its amazing architecture. think spiral cocoon.
- the metropolitan museum of art** [off map. 5th at 82nd]
obviously one of the planets most superb selections of art across the board but also don't miss the rooftop for the stellar views and cocktails. this is probably one of the most incredible view points in new york.
- tom ford** c2
the ex guru of gucci goes solo in this lavish shrine to high end mens wear. not to be missed.



williamsburg
supertinerary

supertinerary

if you plan things carefully you can get to see all the main shopping areas of new york in 3-4 days. after 3 solid days shopping even the most expert shoppers hit overload. we usually recommend day 4 be spent in williamsburg, central park or just getting a massage.

planning factors

check the weather
bad weather
 if raining or too hot and humid it is better to stick to the department stores or galleries. so either head for chelsea or the upper east side. avoid the subway in the rain as its not at all pleasant. cabs are the way to go.
good weather
 if sunny outdoor foot tour of anywhere in manhattan, williamsburg or possibly even central park.

starting times
 if you are up early and want to get going before the usual 11-12am boutique opening then start at department stores, which usually open between 10-11am

+++++
august weather report
 august is one of the warmest months. a pleasant 75-90 degrees fahrenheit [25-32 celcius] - it is cooler and drier than july with occasional rain and humidity.

+++++
august 2007 recommended exhibitions

neue galerie
 berlin street scene. german expressionism. kirchner, dix, grosz etc.
 until september 17th.

cheim and reade
 lynda benglis and louise bourgeois works circa 1970.
 dildos, feminism and surrealism.
 until august 31st.

whitney
 summer of love. art of psychedelic era. hendrix, warhol, yayoi kusayama. mushrooms.
 until september 16th.

yvon lambert
 mario testino curates a bedroom wall boudoir style, fashion related photo, sculpture and prints.
 until august 21st.

day 1
 soho | noho | nolita | east village | lower east

what you will see
 good chainstores and multi label designer boutiques in soho/noho/nolita. street wear stores and cafe's galore in the east village and lower east side.

starting point
 start at bloomingdales soho [on broadway between broome grand] and work your way through soho, then north onto noho/nolita followed by an east turn into the east village at astor place and then down to the lower east side.

getting there
 train [N/R to prince st or the 6 train to spring st] or taxi to bloomies soho.

mode of transport
 stay on foot for the duration of day 1. you'll have the most energy and also these areas are pretty much all back to back with many coffee pit stops in between. if you get weary jump in a cab from noho over to the east village and get out at astor place. don't forget that broadway traffic runs south so if you want to go north from downtown get a cab on lafayette st.

detours
 china town or little italy close by soho for adventurous eateries and street vendors. also canal street for big name fake brands and hot dog stands. walk or cab down to east river park from the lower east side for great views of brooklyn and the east river.

paceing
 40% soho
 10% noho
 25% east village
 25% lower east side

stress factor 8/10

day 2
 chelsea | meatpacking | west village | tribeca

what you will see
 edgy galleries in chelsea, major brand and multi label designer stores, cafes and restaurants in the meat packing and west village. designer boutiques and restaurants in tribeca

starting point
 west 14th st and 9th avenue
getting there
 train [A/C/E or the L to 8th ave] or cab to west 14th and 9th ave

mode of transport
 best to stay on foot in chelsea, meat packing and west village then a quick cab down to tribeca if you get fatigued. the west side walk down to tribeca is pretty dreary anyway.

detours
 walk or cab down to battery park, west of tribeca, for views of new jersey and passing ferries on the hudson river. very nice down there in good weather.

paceing
 30% chelsea
 40% meat packing/west village
 30% tribeca

stress factor 7/10

day 3

midtown | upper east

what you will see

cinemas, billboards, hordes of crazed tourists buying souvenirs and major department stores in midtown up to central park south. mega luxury brands, fancy hotels, mega museums and galleries on the upper east side..

starting point

42nd st times square for billboards and general mayhem. 53rd st and 5th ave if you want to get right into department store heaven, high end fashion and the legendary museum mile.

getting there

train [1/2/3 or F or 6 to 42nd st] or cab to times square. if you want to avoid midtown just jump on the 6 train to 51st st or a cab to 53rd and 5th ave.

mode of transport

cabs are everywhere in midtown but depending on the time of day can be tricky to flag down. if you really just want to see the mega brands and dept stores and galleries its best to start a bit higher than 42nd. would be better to rendezvous at 53rd st & 5th ave. you can then stroll up beside the park to the museums and galleries or head more east for luxury brand central.

detours

short walk over to central park. time permitting, try to make it up to the roof top at the metropolitan museum as the views of the park are spectacular at any time of the year...as are the cocktails! alternatively the empire state building isn't far and also offers incredible views of the city.

pacing

50% midtown
50% upper east side

stress factor 6/10

day 4

williamsburg

what you will see

smaller boutiques, book stores, cafes and restaurants on bedford avenue and surrounding areas. a much more relaxed pace and feel to this area. good to wander.

starting point

best to start at north 7th st and bedford avenue and then work your way around the area and then down to broadway. then a left up broadway for a few good stores if you have the energy to explore.

getting there

take the L train to bedford avenue. it is the first stop into brooklyn and takes minimal effort. alternatively a cab over the williamsburg bridge, taking the first exit and a right turn on broadway over to bedford ave.

mode of transport

stay on foot. williamsburg is definitely a place to stroll and meander. loads of interesting locals and places to see.

detours

a cab or car service to mc carren park which is nearby and good for a lazy afternoon. pick up some pizza on the way on bedford avenue.

stress factor 2/10

other options

f.o.b. [fresh off the boat] tour

souvenir stores, cinemas, family restaurants and department store chains in midtown... and don't forget times square
stress factor 10/10

art tour

cutting edge galleries and hybrid designer boutiques in chelsea. mega museums and high end galleries on the upper east side. check the most comprehensive art guide at <http://chelseaartgalleries.com/>
stress factor 5/10

oxygen tour

parks and gardens, namely central park and/or east river park or battery park in tribeca.
stress factor 0/10

architecture tour

all the highlights from the woolworth building to the guggenheim museum. for more nyc urban discussion check <http://www.tropolism.com>
stress factor 5/10

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send us an email at concierge@superfuture.com and we can give you more details.
stress factor 0/10

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my hotel address

my new york cell phone number

my hotel phone number

my embassy phone number in new york

my credit card company phone numbers

my wireless internet passwords in new york

my freight company account number

my currency converter

\$US 1 =

\$US 5 =

\$US 20 =

\$US 100 =

my time difference

other

profile

superfuture was launched in september 1999 by wayne berkowitz as a side project to the design activities of his tokyo based design studio. the website was developed as a practical solution for design and fashion related shopping professionals who were unable to successfully navigate around tokyo. since then it has spread to over 150 cities worldwide with a review database of almost 5000 establishments. the project is now assisted by a growing network of correspondents, advisers, researchers, and consultants around the planet. current activities include shop reviews, cartography, content syndication and licensing, report writing, online travel bookings, specialized city guides and other concierge services.

superfuture's major clients include Nike Diesel H&M and Nokia. superfuture appears regularly in magazines around the world including Wallpaper*, i-D magazine, Very styleguide, Oyster, Dutch, German GQ, Viewpoint, Popular Mechanics, Pulp, CARGO, CondeNast TravellerUK, Australian Vogue, and CondeNast Traveller USA as well as newspapers including The Financial Times and The Australian.

concierge

superfuture provides a tour service for creative professionals visiting certain cities in asia [tokyo, shanghai, hong kong, taipei] i.e. fashion buyers, retailers, designers, advertising, press, fashion, design, art, marketing and trending executives and so on. it is service tailored to your exact needs and budget requirements. the customised tours are designed to maximise your time in a particular city and minimise the confusion. please feel free to contact us at any time to discuss tour options. also note we offer extended services including travel outside of these cities, hotel and restaurant booking service, mobile phone hire, fully planned itineraries and so on... let us know how we can help you.

feedback

we always appreciate any feedback you may have to help make this report more useful. please report any discrepancies.

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