



**2024 SPRING
EDITION**



THE DISTRICT TEA

Puttery



Sip. Savor. Score.

Located right by the High Line on West 14th Street, Puttery brings 21+ immersive mini golf, specialty cocktails, and upscale eats to the iconic Meatpacking District.

Sip, savor, and score your way into an unforgettable night.

Planning your next event?

Puttery offers two captivating mini golf courses, the Lodge and Museum, multiple cocktail bars, and a rooftop lounge, all complemented by chef curated culinary creations and specialty cocktails.

Scan the QR code to see how we can make your next event a hole-in-one.



Book Event

DEAR READER:

It's great to be out with the first edition of The District Tea for 2024. We consistently contemplate what marketing moments stick with people. Hundreds of thousands of maps were once printed specifically for this little corner of Manhattan. But Apple and Google bring maps and mapping to your fingertips. So, as more and more social media floods our phones, it's a trusty paper that you can turn to for an out and to know what's in.

The paper. It is an escape from the endless scroll that comes with the urge to spy on your ex's stories. It will also prevent you from adding to cart-in-one-click what looks sexy on the model but not at all on you once it's arrived at your apartment 6 months after you've ordered it. Maybe that's just my experience with IG push ads? I digress.

Instead of clicking, crack open a fresh version of the District Tea, a perfect read for the plaza, coffee shop, or the subway. While you don't have to worry about your battery level or light screen intensity, ink will be on your thumbs from turning the actual page. And it smells distinct, too. A memory made.

There's a lot going on this spring. The Whitney's 81st Biennial, "Even Better Than The Real Thing," is in full swing, and it requires multiple visits to comprehend the breadth of what's defining art today in America. And it'll be easy to return, too: for the first time, the show features 20+ films that will be screened at the museum throughout the exhibition. So plan accordingly.

We've outlined all the fashion trends you'll need to know. After consuming all the Tea, look around outside and see if you spot any of the season's trends (then let us know about them!). We like hearing from you, and we're easy to reach, too. If you haven't already done so, follow us at @meatpackingNY or shoot us an email at hello@meatpacking-district.com. We accept comments pre-and post-wine, which is something else you'll enjoy reading about in this issue.

Feel free to press send on that email you've been sitting on since this morning. Oh, and wash your hands – you've got ink on your fingers.

See you around the neighborhood,

Jeffrey LeFrancois
Executive Director



MEET MEATPACKING

The Meatpacking District is a neighborhood like no other: a fusion of grit and glam, where old New York meets the frenetic pace of the 21st Century. It has a magnetic appeal. Nestled into the western corner of Lower Manhattan, before the chic boutiques and upscale bars, it was home to industrial slaughterhouses, public markets, and a bustling working waterfront. Its evolution has been layered, giving the district a rich, interesting, often contradictory charm. And while we have the best guides for whichever journey you chose in the Meatpacking District, a curious wander might be the best way to experience it. Day and night, the cobblestone streets are alive with culture. You're bound to stumble onto something delicious, stylish, thought-provoking, and very likely, all of the above.

Artist **Ru Jing Liu** created the illustrations that appear throughout this issue. Liu was inspired by the greenery in our planters and the neighborhood's iconic red umbrella.



SPRING SCHEDULE

More information about each program, including the cost, RSVPing, and event times, can be found at meatpacking-district.com and [@meatpackingny](https://www.instagram.com/meatpackingny).

SATURDAY, APRIL 13

What: Return of the Red Umbrellas

Where: Gansevoort Plaza

In partnership with Graham 2, The Old Yew Plant Shop, STK Steakhouse, maman, Greenwich House Pottery, Terremoto Coffee, Whitney Museum of American Art, + more

FRIDAY, APRIL 19 - TUESDAY, APRIL 30

What: High School of Fashion Industries Industry Art Show

Where: Visit our website for location details

MONDAY, MAY 6

What: NYC Business Improvement District (BID) Day

Where: 14th Street Square

SATURDAY, MAY 11

What: Gansevoort Street Crawfish Boil

Where: Gansevoort Street

In partnership with Krewe

THURSDAY, MAY 16 -

THURSDAY, MAY 23

What: NYCxDesign Festival

Where: Throughout the District

In partnership with NYC x Design

THURSDAY, MAY 29

What: High School of Fashion Industries 36th Annual Fashion Show + Fundraiser

Where: Gansevoort Plaza
In Partnership with Whitney Museum of American Art and the Gansevoort Hotel

GIRL, PUT YOUR RECORDS ON

Addison Hillman, Meatpacking's residential AV expert, has created the ultimate playlist for a taco-takeout date from Dos Caminos. Grab a friend or go solo while listening to:

1. *Amor Mio* by Frank Sark
2. *Tangerine* by Herb Alpert & The Tijuana Brass
3. *Historia de un Amor* by Eydie Gormé, Los Panchos
4. *Amor Eterno* by Rocío Dúrcal
5. *Murmullo* by Buena Vista Social Club
6. *Señora Diana La Vía* by Eduardo Mateo, Diane Denoir
7. ベサメ・ムーチャ by Lisa Ono
8. *Bruca Maniguá* by Ibrahim Ferrer
9. *Days of Wine and Roses (Jazz Guitar)* by David Veslocki
10. *Perdido de Amor [Lost in Love]* by Luiz Bonfá
11. *Soledad y el Mar (feat. Los Macorinos)* by Natalia Lafourcade, Los Macorinos
12. *La Puerta* by Los Tres Ases

ABOUT ADDISON HILLMAN: Addison Hillman (@addihill) is a producer and songwriter with a fondness for the slower moments in a busy lifestyle. Hillman believes food, art, and friends create the pockets of intimacy that make living in the city worth it. Hillman's favorite places in the city are the Metropolitan Opera House, the Brooklyn Museum, and the New York Transit Museum.



PUBLIC MARKETS AS A PLACE IN THE CITY'S HISTORY

The Meatpacking District's connection to food extends back to the 1880s when New York City upgraded its public markets and relocated them to the neighborhood. The first was the open-air Gansevoort Farmer's Market, located between Washington and West Streets, which featured fresh produce grown in the region, followed by the West Washington Market, which sold wholesale meat, poultry, and dairy across West Street. The ten two-story buildings of the West Washington Market featured broad metal canopies that extended over the sidewalk, protecting goods and shoppers from the sun and rain and allowing vendors to present their goods to passersby.

The Farmer's Market and the West Washington Street Market began to decline. They were ultimately demolished in the 1950s as refrigeration, trucking, and the emergence of supermarkets changed distribution and shopping patterns. As meatpacking was consolidated in the neighborhood, the Gansevoort Market Meat Center was built on the former Farmer's Market site. The Gansevoort Market Meat Center is still in operation today.

Learn more about the history of the neighborhood at meatpacking-district.com.



BRAKETHROUGH MEDIA

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SANITATION SPOTLIGHT

In the Meatpacking District, we love talking trash but hate seeing it on our sidewalks. We tagged along with Larry Sweeney, Associate Supervisor, while on his route and asked a few questions.

Meatpacking District (MTPK): How long have you worked in the Meatpacking District?

Larry Sweeney (LS): About seven years.

MTPK: In those seven years, I'm sure you've seen a lot of celebrities and famous people in the District. Who has been your favorite to see?

LS: I saw Chris Rock one time going into Soho House right here on West 13th Street. Yeah, I couldn't get his name out in the moment, but it was him!

MTPK: What is your favorite part of working in the Meatpacking District?

LS: I like making a difference. When I first got here, everything was just gradually

coming along. I like being a part of that. Also, one of my favorite parts of working down here is meeting people.

MTPK: What's your favorite event that we've done in the neighborhood?

LS: The Flower Show is one I enjoy a lot. I like doing the Lights on the Cobbles. That was niiice!

MTPK: You play a big part of Lights on the Cobbles, right?

LS: Yeah. I make sure all the lights work and light up at night. It's good to see when the lights are up. I normally work in the morning, but I get to see it better at night.

MTPK: What do you like to do in your free time?

LS: In my free time, right in the district? I might come through here every now and then. Nobody will know I'm coming here, but secretly I am.



PASTRY PERFECTION



Let's get buttered up! ALF, Frenchette Bakery at the Whitney, and maman have you covered for all your croissant needs. From savory to sweet, you don't have to leave the neighborhood to live your croissant dreams. In this neighborhood, our love for croissants will never go stale.



MENAGE A TROIS

The next time you and 3-7 of your friends wander the cobblestone streets of the Meatpacking District, make a beeline to **Common Ground Bar** for a new, towering triumph on its menu. Regarding appetizers, why settle for ordinary when you can reach for the stars... or at least, the top of the (trio) tower? Common Ground is located at **63 Gansevoort Street**. @commongroundbar

PLACES TO BREAK UP

Hot girl summer is right around the corner. It's time to let go of the relationship holding you back. Here's a list of places to break it off in the Meatpacking District.

GANSEVOORT LANDING: You'll already be screaming over the cars on the West Side Highway, so it's an excuse to yell when emotions arise.

HECTOR'S DINER: Pretend you're in an episode of Seinfeld with a classic diner breakup.

CORKBUZZ: Order a glass of wine to calm your nerves. If the breakup goes badly, drown your sorrows in Chardonnay.

ROSETTA PIZZA: End it over a slice of New York pizza. If you need to leave, hop on the A train at Eighth Avenue and escape to Brooklyn.

APPLE: Practice your breakup in a different reality with the new Apple Vision Pro Glasses.

A BURST OF BRILLIANCE



We tapped artist and friend of the BID, Ru Jing Liu (@a_doodleroo), to reimagine her "illustration girls" for spring in the neighborhood. Ru has worked on many of the BID's seasonal installations, including Lights on the Cobbles, L.E.A.F Festival of Flowers, and the Treats in the Streets scarecrows that hauntingly loomed over our planters last October. "This piece is inspired by the shops, pottery, food, and florals of the Meatpacking District," says Liu. "I tried to be inspired by the new asphalt mural [at Gansevoort Landing], with its bright colors and flower patterns."

Sonny Seltzer



Same day delivery now available in Manhattan or Brooklyn at DRINKSONNY.COM



DISCOVER GANSEVOORT MEATPACKING

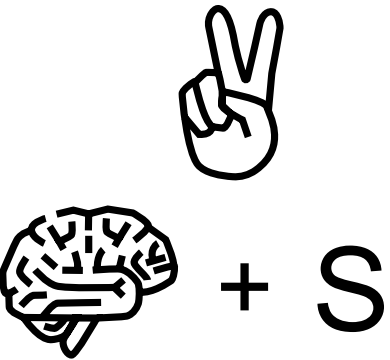
With 20% off all rooms + suites. Dine al fresco on the historical cobblestone streets at our European-inspired café with \$25 to spend on cocktails and fine fare. The best part: You won't have to leave the neighborhood to discover all that NYC has to offer: from luxury shopping and museums to fine dining and nightlife - the Meatpacking District has it all. This package includes:

- 20% OFF OUR BEST AVAILABLE RATES
- \$25 TO SPEND AT COFFEE + COCKTAILS (PER STAY!)
- ACCESS TO OUR ALL-SEASON HEATED ROOFTOP POOL WITH CITYSCAPE VIEWS
- CANCEL UP TO 48-HOURS PRIOR WITH NO PENALTY FEE

This package is bookable for stay dates March 22nd through May 23rd, 2024, and cannot be combined with any other offers. This offer is non-commissionable. Subject to availability, blackout dates and restrictions may apply.

NAME THAT BUSINESS!

Decipher the puzzle by sounding the images out to reveal the name of a Meatpacking District business. Find the answer key on the back page.



CAVIAR BUMPS WITH PETROSSIAN



Discover the world’s finest caviar right on West 13th Street at Petrossian. We chatted all things caviar with Inés Rodriguez.

Meatpacking District (MTPK): Tell us about yourself!
Inés Rodriguez (IR): My name is Inés Rodriguez, the Boutique Manager at Petrossian Caviar NYC. I consider myself a food enthusiast at heart, and I really love representing one of the best caviar brands in the world. Before Petrossian, I spent over 20 years working in the retail industry in NYC and Florida.

MTPK: What do you love about your job and working in Meatpacking?
IR: I love the people I work with, and I love selling such high-quality products that I use in my own kitchen almost every day. Interacting with our truly amazing clients from NYC and all over the



world is a daily pleasure. Since relocating to the Meatpacking District, the boutique feels infused with new energy, and I love that. There seems to be something happening outside every weekend, especially during warmer weather, and it’s always exciting to be in the neighborhood.

MTPK: How did you get started in this line of work?
IR: Retail has always been my passion. I started off in fashion and eventually worked with several luxury brands. A few years ago, I was looking to pivot into a new industry, and I connected on LinkedIn with one of the leaders at Petrossian, who invited me to interview. And the rest is history.

MTPK: If Meatpacking was a caviar, what caviar would the neighborhood be?
IR: Tsar Imperial Kaluga Huso Hybrid would be

the caviar equivalent of the Meatpacking District, embodying an elegant and sophisticated essence that appeals to the adventurous spirit, much like the neighborhood itself.

MTPK: What are your top three caviar pairings?
IR: Blinis and crème fraîche, Potato chips (Preferably unsalted), Champagne
MTPK: What’s a unique caviar pairing that not enough people participate in?
IR: I’m a sweet tooth. I don’t think caviar on dessert gets enough love, like the Petrossian Caviar Mille Crêpe collaboration with Lady M. It was a scrumptious cream-filled pastry topped with a subtle taste of caviar.
Petrossian Caviar is located at
419 West 13th Street. @petrossiannyc

PEOPLE OF MEATPACKING

Our People of Meatpacking series delves into the lives and experiences of the vibrant individuals who contribute to the unique tapestry of the Meatpacking District. Here are some of our most recent highlights. Read the full profiles on meatpacking-district.com.



JIMMY DONG | THE UNOFFICIAL NEIGHBORHOOD AMBASSADOR FROM TWO : MINDS

“I love how it’s so family-oriented. Seeing the smiles on little kids’ faces when I say hi and wishing them a nice day is priceless. Also, working with everyone associated with the Meatpacking District, from management to cleaners and workers, is a fantastic experience. We’re all in this together, working for each other, not against each other.”

TWOMINDSNYC.COM @TWOMINDSNYC



IBRAHIM ELDOMYATI | FEAST ON US OWNER

“The reason I got into the food business is because of my love for creativity. Putting together ingredients to make a dish that is filled with flavors and tells a story is one of my favorite things. I’ve been in Meatpacking for over thirty years and what I’ve enjoyed most is getting to know people. I’ve had a laundromat as a neighbor, a community center, and many butchers that have all gone now, but their impacts on my time in this neighborhood will always be a part of the Feast On Us story.”

FEASTONUS.COM @FEASTONUS

UNCOVERING MEATPACKING WITH UNCOVER MORE



Meatpacking District (MTPK): Tell us about yourself!
Arianna Sartzetakis (AS): Hi! I’m Arianna Sartzetakis, the founder of Uncover More, a recommendation-based platform that redefines discovery by curating hyper-local experiences tailored to the curious traveler. Growing up in Brooklyn, I’ve always loved exploring my own backyard. You can find me at your nearest local cafe, cool art installation, or checking out a design-forward hotel.

MTPK: What inspires you to uncover more?
AS: People! Whether it’s witnessing someone capture a moment on the street, hearing the stories behind actions, or stumbling upon unique finds, I love seeing the world through a different lens.

MTPK: Where is your go-to spot in Meatpacking?
AS: Kobrick Coffee for getting work done + meetings!
MTPK: How would you spend a day in Meatpacking?
AS: A day in Meatpacking would begin with a visit to Maison Sisley for their beauty services. Following that, I’d order a coffee from Kobrick and a cardamom bun from Fabrique. The next item on the agenda would be a mini art crawl, exploring Fort Gansevoort, Ivy Brown Gallery, and ending at the Whitney. To wrap up the day, a leisurely walk along the High Line at sunset!

MTPK: How can readers uncover more?

AS: By being curious, open to new places, spaces, and ideas, and always wanting to get to know the “why” behind something.

MTPK: What are the top 3 trends in NYC? What are some activities, flavors, etc, you’re seeing?
AS: Experiential Dining: Pop-up dining experiences, themed immersive dinners, and interactive culinary events that go beyond traditional dining are gaining popularity. Artisanal and Locally-Sourced Flavors: There’s an increased interest in locally sourced, seasonal ingredients and artisanal products. Interactive Culinary Displays: Elaborate martinis, table-side presentations, and playful dessert options.

MTPK: Most recent Meatpacking purchase?
AS: A latte from Frenchette at the Whitney + Le Phyto Gloss from Sisley!

About Uncover More: Uncover More is a dynamic online recommendation-based platform that redefines discovery by curating hyper-local experiences tailored to the curious traveler. Uncover More produces engaging content across numerous verticals, including Instagram, TikTok, a weekly newsletter, and the soon-to-launch Uncover More app, a curated directory of the best of what to eat, see, do, where to shop, and where to stay.
[@uncovermore](https://uncovermore.com) uncovermore.com



GINA LE | GINA LE SALON OWNER

“This neighborhood never lets me feel forgotten. My entire career I have been so wonderfully held by Meatpacking. As for my job- it’s not just what I do; it’s who I am. Nothing brings me more satisfaction and joy than to give back to the community that supports me -and in such a fabulous way! I am so grateful for all the clients who have become dear friends and the powerful family I have created within my little pea-sized salon.”

GINALESALON.COM @GINALESALON



ANNE KASSI | SERAFINA MANAGER

“The Meatpacking District holds a special place in my heart. Its architecture is enchanting, but what truly captivates me is the unique energy, vibrant atmosphere, and camaraderie among its residents. Over the years, the District has evolved, yet it remains my home.”

SERAFINARESTAURANT.COM @SERAFINANEWYORK



PICNIC SNACK ESSENTIALS

Victoria Wasserman from Chelsea Market Baskets (CMB) is the queen of snacks in Meatpacking, so it was only right to ask her to share a list of her favorite snacks. She shared a list based on their portability and stability, acknowledgment of dietary restrictions, and the fact that many are hard to find except at CMB.

Pipers Cheddar and Onion Chips (England): This is CMB's own import from the heartland of England, featuring a zesty cheese flavor.

Mr Filbert's Chili Rice Crackers (England): Mr Filbert's Chili Rice Crackers (England): This spicy, crispy, and a slightly sweet snack is popular in England. It is perfect with a cold drink.

SUPERBON Pimenton Chips (Spain): The playful packaging says *BAM!* They resemble American BBQ chips but have smoky, world-renowned De la Vera Paprika (DOP). (GF)

TORRES Black Truffle Chips (Spain): A sophisticated classic from Barcelona that CMB imports from the producer. The chips are sold worldwide; they are the best truffle chips on earth! (GF)

Paso Almonds Almond Bark (California): Paso Almonds Almond Bark (California): A tiny manufacturer that uses local homegrown almonds to make brittle with three ingredients: butter and sugar, and you know what, to make the perfect snack. (GF)

Island Bakery Lemon Melts (Scotland): Tobermory on the Isle of Mull is home to this organic, sustainable, family bakery with charming international appeal.

Griffs Toffee (North Carolina): A homegrown treat made from an old family recipe. It is similar to New York Butter Crunch or English Toffee and has been flying off our shelves for over a decade.

Mitica Caramelized pecans (Spain): Mitica Caramelized pecans (Spain): American-grown pecans are perfectly caramelized in Spain and then brought back home.

Jealous Sweets (England): Vegan gummies that are a perfect combination of neither too sour nor too sweet.

Chelsea Market Baskets is located at 75 Ninth Avenue. @chelseamarketbaskets

FLORAL FAVORITES



It's that time of year for graduations, dinner parties, and celebrating Mother's Day! To help you choose the perfect blooms for each occasion, we've consulted with the expert team at Damselfly Flowers in Chelsea Market.

Rose: A rose with its vast array of colors makes a meaningful graduation gift by the dozen or the stem, reflecting the bright future ahead!

Peony: The peony, with its seasonal bloom in spring has a distinctly feminine appeal with its soft lush petals. This makes it an especially fitting choice for Mother's Day, which celebrates the beauty and strength of motherhood.

Anemone: An anemone, with its unique and captivating appearance is an excellent choice for a dinner party, adding a touch of whimsy and a conversation starter to the table setting.

Damselfly Flowers is located at 75 Ninth Avenue. @damselflyflowers



SEVEN24
Collective

A Look Inside Seven24 Collective, New York's Newest Membership Club.

The club's first location has opened inside the Gansevoort Hotel and plans to expand to the Hudson Valley and beyond.

For more information email: Membership@seven24collective.com

Member Perks

- ✓ Member's Only Cafe + Study
- ✓ Gym + Locker Rooms with Showers + Infrared Sauna
- ✓ Rooftop Terrace Views + Year-Round Heated Pool Access
- ✓ Members-Only Evenings at DIMES Seven24: A 70s Inspired Speakeasy
- ✓ Wellness Offerings & Fitness Classes
- ✓ Priority Dining Reservations at All Property Restaurants
- ✓ Bespoke Programming and Events: including Curated Culinary, Wellness, Music, Film Screenings, and more.
- ✓ Gansevoort Hotel Room Member Rates

362 WEST 13TH STREET NEW YORK, NY 10014 | @SEVEN24COLLECTIVE

SEVEN24
Collective

POUR DECISIONS

Evan Sweet, our Director of Neighborhood Planning + Operations, bravely volunteered to sip around the neighborhood with his friend for you, our dear readers. Read on to discover the best wines in the neighborhood.

Once slicked with animal blood, the gritty streets of the Meatpacking District now flow with deep cabernets and crisp Sancerres.

The neighborhood’s trendy establishments are also increasingly pouring skin-contact orange wines from biodynamic vineyards. In this fashionable corner of the city, wine courses as freely as the nearby Hudson River, whether at buzzy restaurants like Pastis, Corkbuzz, and the new Mediterranean stunner Mēdüzā Mediterranea, or chic retailers such as Petrossian, Le Vault, and Little West Wines.

Though, with so many choices navigating the offerings can feel daunting. So I linked up with my longtime friend Harrison Spelman, a seasoned West Side sommelier who has poured at local hotspots The Standard and Corkbuzz, for a tour of the neighborhood’s top wine destinations in search of perfect spring and summer sips.

Spoiled for choice, our first stop was the Corkbuzz, master sommelier Laura Maniec’s sanctuary tucked away in bustling Chelsea

Market. Corkbuzz provides a tranquil escape from the Market’s buzz, with a sleek bar up front and relaxed seating in the back. For those who prefer to stay in the thick of the action, there’s outdoor seating by the bar’s window overlooking the market’s main corridor. The wine list is extensive, a notion that the menu poignantly underscores with a quote from the Sufi poet Rumi: “There are thousands of wines that can take over our minds.”

Harrison steered us towards crisp whites and rosés made for warm weather. The Soalheiro Granit Alvarinho ‘22 vinho verde tasted like a Portuguese sea breeze through an olive grove. Oregon’s The Feeder Pinot Noir Blend ‘22 rosé, however, drank more like a light red bursting with fresh cherry and baking spice notes “perfect for any time, cheers fuckers!!!” - as the irreverent tasting note advises.

Following Corkbuzz, Harrison revisited an old account that had been relocated to the District — Petrosian. A recent District arrival on West 13th Street deals in caviar and other luxe French goods. With help from their “caviarologists” (yup, that’s a job title), we indulged in buttery caviar pearls alongside a glass of crisp champagne deemed fitting for the lavish snack. Sometimes, you just have to drink what’s poured without questions.

For dinner at the perpetually stylish Pastis, we tackled their hefty, leather-bound wine list loaded with classic French reds. Hesitant to uncork an entire bottle, we opted for one of Pastis’s small format (375 - 500 ml) options. In the mood for rouge, we went with the 2014 Médoc Château Potensac. This svelte, medium-bodied Bordeaux blend layered berry, earth, and delicate rose petal aromas, complementing our steak frites and chicken paillard.

Forget prestige or pricing - drink what you enjoy without letting others dictate your taste. You don’t need to splurge on the most expensive bottles for a great drink. There are gems at every price point, and a sommelier’s role is to help you have fun, not just sell pricey options. When overwhelmed by choices, lean on the neighborhood’s knowledgeable wine folks. Sommeliers aim to guide and enlighten, not judge. Trust their recommendations to discover bottles and pours that excite your palate. The “best” wine is simply what tastes best to you.

When you need that bottle for home, pop into Little West Wines and grab a few to go.

Cheers fuckers!



SPRING IN BLOOM

DISCOVER SISLEY’S IRRESISTIBLE FRAGRANCE LINE! @SISLEYPARISOFFICIAL

As spring brings renewed energy and warmer days, it’s the perfect time to embrace a new fragrance. To embark on our scent-seeking adventure, we

decided to take a fragrance journey in the District and met with Cecile Dennis, the seasoned boutique manager at Sisley. With nine years as a part of the Sisley family and a hand in launching the new Hudson boutique, Cecile’s guidance was delightful, educational, and full of Parisian elegance, reflecting her French heritage.

While Sisley initially gained recognition for its makeup line and later became known for its luxury skincare, the fragrance offerings are equally remarkable. Crafted to evoke various moods, from playful citrus to refined woody notes, Sisley’s fragrances offer more than just scent; they encourage experimentation and self-expression. Cecile notes that clients often become addicted to these unique European scents, appreciating their niche appeal.



Les Eux Revees is a recently introduced line from Sisley that encourages you to dream your way into discovering your fragrance match. These six fragrant waters offer fresh, invigorating scents ranging from floral to warm and spicy, reminiscent of tropical

landscapes with hints of rum ideal for welcoming spring’s adventures. Discover your favorite Eux on the Sisley website and add a perfect new addition to your spring collection.

For those seeking classic elegance with a twist, *Soir de Lune* delivers a sophisticated experience. The nose behind this fragrance is Dominique Ropion and was born out of a sketch-out project from Sisley’s founders Isabelle and Hubert d’Ornano in 2006. Described as a carnal, sophisticated fragrance, *Soir de Lune* is a fragrance for those in the know. It is intense, mature, yet modern and romantic.

Another spring recommendation from Cecile is *Izia*. With notes of rose, cedar, and bergamot, *Izia* is feminine, airy, and appropriate for any occasion. The scent is centered around a rose that blooms once a year and only then for a short time; its elusive nature enhances its appeal.

As the season shifts toward spring ushering in new possibilities, let the scents of *Les Eux Revees* and enchanted fragrances from Sisley spark your self-expression. And remember to take a cue from Cecile’s insight: fragrance is personal. What notes do you like? What is your mood today? And tune into what resonates with you and speaks to your unique style and sensibility.



SPRING SPRITZ FROM SERAFINA

Indulge in a refreshing spritz crafted by Anne Kassi, the general manager at Serafina, while taking in Gansevoort Plaza. She expertly crafts a beverage menu that perfectly accompanies a spring day in Meatpacking. Serafina is located at **7 Ninth Avenue.** @serafinanewyork

NOW ON VIEW

WHITNEY BIENNIAL 2024

March 20 – August 11

The Whitney Biennial is where groundbreaking art and ideas unfold. Don’t miss the 2024 edition, featuring seventy-one contemporary artists and collectives innovating in painting, sculpture, digital art, and more, plus an expanded lineup of film screenings and live performances.

The 2024 Whitney Biennial is organized by Chrissie Iles, Anne and Joel Ehrenkrantz Curator and Meg Onli, Curator at Large, with Min Sun Jeon and Beatriz Cifuentes.

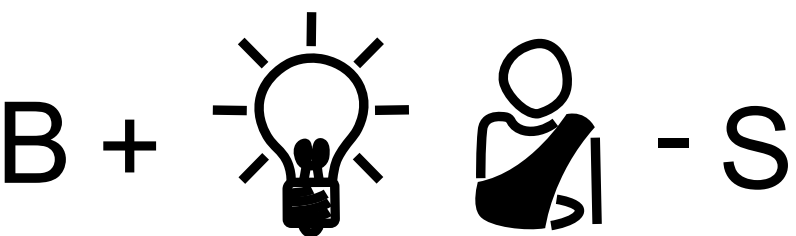
AŞŞ: AFRO FREQUENCIES at ARTEHOUSE NYC

March 22 – Labor Day Weekend

Bold, beautiful, powerful, step into this vibrant Afro-surrealist exhibition, featuring the work of London-based Afro-surrealist digital artist Vince Fraser and poetry and spoken word by Ursula Rucker.

The spirit of aşş — a powerful affirmation and philosophical belief held by the Yoruba people of West Africa, meaning “so will it be” — reverberates throughout this vibrant and meditative exhibition. Everyone should experience this immersive story of resilience, cultural celebration, and the possibility of the future.

Interested in exploring more art? Make sure to explore Ivy Brown Gallery, Leica Store and Gallery New York, White Columns, and Fort Gansevoort.



ABOUT SISLEY: French innovator Hubert d’Ornano and his wife, Isabelle, created Sisley in 1976 to explore the idea of using technology to blend the highest-quality plant extracts with essential oils for use in luxury beauty products. Today, the Sisley Paris line includes exceptionally effective skin care, makeup and fragrances for women and grooming products for men. Marrying global sophistication with European allure, Sisley’s scents stand out for the stories they tell. Maison Sisley is located at **652 Hudson Street.**



IT'S A TOTE BAG STORY, BABY, JUST SAY YES.

Tote bags are the unsung heroes of everyday life. They effortlessly carry everything you could possibly need, from your Caudalie Beauty Elixir to your ASICS sneakers, (insert your preferred Meatpacking tech company here) laptops, and stationery from Posman Books. These versatile companions are always up to the task.

Whitney Museum of American Art, ANINE BING, The Picnic Day, Feast on Us, and Think Coffee



AND NOW A WORD FROM OUR NEXT GENERATION OF CREATIVES

As we enter the second year of partnering with the High School of Fashion Industries (HSFI), we are delighted to add two new programs in addition to the Annual Fashion Show on May 29. One of the new programs is the Industry Art Show, previously held in the lobby at HSFI on 24th Street, now being held in the Meatpacking District, with public viewing from April 19 through April 30. This opportunity allows the students to display their artwork for the first time publicly.

Below are quotes regarding the partnership from Principal Daryl Blanks and the 12th Grade Art & Design Majors.

Principal Daryl Blanks: "HSFI is thrilled with the Meatpacking BID's ongoing sponsorship and support! The opportunities Jeffrey and his amazing team have presented to our students are priceless creative and educational opportunities- from hosting the runway show in Gansevoort Plaza to providing backstage space at the Whitney Museum to creating street banners for a New York destination. We are incredibly grateful and look forward to seeing it all come to life this spring."

Cindy Peralta Siavich: "Connections make the world go round, and the opportunity to expand on them is the beauty of the Industry Art Show. It will serve as a web that'll grow the horizons of possibility that my school will be able to provide to the future generation of artists, something that would excite any student."

Leslie Sandoval: "I'm looking forward to participating in the upcoming industry art show. This art show means a lot to my fellow art majors and me, who have been working for weeks. We will finally be able to share our art with the world. I'm excited to display my artwork and hope other people can connect with my pieces and understand the beauty of landscape painting, Mexico, culture, identity, struggle, and agriculture. This art show gives students a voice to be seen in the industry."

Arianna Schiavello: "The Industry Art Show is a new form of exposure for me. I am going from showcasing my art to my peers in school and my family to being able to share my work with the public. My message from my artwork can now impact a more significant scale audience and that's all I ever want when creating art. I want my work to be able to impact at least one person. With the Industry Art Show, I'm excited to see my pieces' impact on the public's eyes and hear/see their reactions."

Sire Smith: "It's a big deal to have our work displayed in a public venue for the first time, and we have some amazing work to show you guys!"

Karla Gurung: "The upcoming Industry Art Show in the Meatpacking District feels very scary, but this is a big step into my potential career. This will be my very first art show, so there are overwhelming feelings surrounding me. Nonetheless, I am excited to showcase my art to others and connect with big artists. Hopefully, they like what they see!"

Jaylyn Robinson: "What it means to me is that there's a chance for people to show their art and grow as an artist in the industry."

Shomari Flores Fernandez: "I'm very excited for people to see my art so they can see what I am trying to express and maybe I can get feedback from professional artists on how to improve."

Josmery Ayala: "The upcoming Industry Art Show means a lot to me because this is where my artwork will be showcased and presented to everyone. It's somewhat nerve-wracking, but I am excited to see my peers and their pieces. I'm also looking forward to reading their quotes and artist statements."

Lily Eng: "What the art show means to me is that I can display the time and effort I put into my paintings. I'm excited mainly because it's my passion and career path to becoming a graphic designer."

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For inquiries reach out to membership.swny@sohoworks.com



NOW PLAYING AT THE ATLANTIC THEATER

THE WELKIN by Lucy Kirkwood
directed by Sarah Benson
May 16 – June 30

Rural England, 1759. As the country awaits the return of Halley's comet, a young woman is sentenced to death. When she tries to escape the noose by claiming she is pregnant, twelve ordinary women are gathered to decide whether she is telling the truth. A dark, fierce, funny play about democracy and housework.

WHAT BECAME OF US by Shayan Lotfi
May – June
Two siblings. One born there. One born here. How do they maintain their connections to The Old Country, and to This Country, and to each other?



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ASTROLOGICAL AFFAIRS

MAY 23, 2024: FULL FLOWER MOON

Stargazers assemble! Get ready to swoon under the seductive gaze of the Flower Moon, making its grand entrance amidst the blooming petals and whispering breezes of May. Mother Nature is teasing us with a sneak peek of what's to come as she steps onto the cosmic catwalk. This full moon isn't just any old lunar affair; it's a tantalizing trailer for the blockbuster of summer days ahead. With the Flower Moon illuminating the sky, get set for an extended dose of sunlight, painting North America in hues of gold and amber. But hold onto your sunhats, folks, because this year's Flower Moon isn't just about soaking up rays. Oh no -- it has got a fiery twist courtesy of Sagittarius, the zodiac's adventurous archer. Brace yourselves for a cosmic cocktail of energy and expression with a side of sass and spontaneity.

SPRING STAPLES

Slingback Heels are making a comeback this season and are the perfect sleek and elegant shoe to add to your closet this spring. There isn’t a wrong way to rock this trend, as many variations pop up in the District, ranging from pointy-toe to kitten-heel to pump-style. Here are three stylish pairs to shop right here in the Meatpacking District.



CHRISTIAN LOUBOUTIN: THE HOT CHICK PATENT RED SOLE SLINGBACK PUMPS

These patent leather pumps from the iconic designer Christian Louboutin are the perfect addition to your wardrobe. Their beautiful red sole and stylish slingback will elevate your outfit to a new level of elegance.



BALLY: SYLT SLINGBACK PUMP

Bally’s Sylt Slingback Pumps feature a wide heel, providing both comfort and style. They also have a gold-tone metal detail above the toe. These gorgeous pumps come in black, pink, and white, offering versatility and a fun element to the trend.



VINCE: PATRICE VELVET SLINGBACK HEEL

The Patrice Slingback Heels from Vince are made of soft, sleek velvet. They feature a pointy toe and kitten heel and are a sophisticated and stylish take on the everyday pump.

Power Dressing: The Power Dressing trends from the ’80s and ’90s are returning as more designers offer feminine and masculine elements, such as structured jackets, waistcoats, and pencil skirts. These are our favorite powerful looks in the District to incorporate into your workplace fashion.



DIANE VON FURSTENBERG: MICHELLE JUMPSUIT

Diane Von Furstenberg’s timeless styles and influential designs epitomize power dressing. The best-selling Michelle Jumpsuit featuring an exaggerated collar and a waist-defining belt is the quintessential look for feeling powerful.



VINCE: PINSTRIPE FLANNEL BLAZER

Vince’s Pinstripe Flannel Blazer is a classic layering piece with lightly padded shoulders. It creates a powerful and professional look inspired by the 1980s. Complete the look with the matching Pinstripe Silk Slim Long-Sleeve shirt and Pinstripe Lean Pencil Skirt.



PAIGE: IRIS VEST

The Paige Iris Vest elevates a casual outfit. This desert-dusk-colored waistcoat features a v-neck collar and side welt pockets. Pair it with mid-thigh shorts for a warm spring day, or dress it up with the matching wide-leg Paige Merano Pant.

The Modern Flapper: The extravagant looks from the Jazz Age are making a reappearance this spring. Look for shimmering fabrics, sequin embellishments, and feathery designs. These are a few flapper-inspired pieces you can find in the District.



SANDRO: GILDANA EMBELLISHED CUTOUT KNIT MAXI DRESS

This sleeveless, rib-knit maxi dress features an asymmetrical front split, fringed trim, and rhinestone details. It would be perfect for any evening event and easily dressed up or down.



ALICE & OLIVIA: CINA FEATHER MINI SKIRT & CERESI FEATHER TOP

Channel your inner flapper with this extravagant statement ensemble from Alice & Olivia, made with real feathers. Wear this matching set to a fun night, dinner with friends, or strutting down the cobblestone streets!



GUCCI: CRYSTAL FRINGE EMBROIDERED SKIRT

Gucci’s Crystal Fringe Embroidered Skirt is a modern take on their elegant designs. The skirt embodies sophistication through the flattering silhouette, adding surprise and glamor through the beautiful crystal waterfall fringe.

Men’s Statement Belts: Men are starting to view belts as more than just a way to hold up trousers, and flashy statement belts are taking the market by storm. Statement belts add a striking element to any outfit, transforming a basic look into a fashion-forward ensemble. Here’s our guide to fancy & fun belts in the neighborhood.



GUCCI: GG RUBBER EFFECT LEATHER BELT

This bold green belt displays the iconic Gucci pattern embedded into the leather and features a square buckle. Style this belt with a casual outfit to bring a new level of sophistication and glamor to an everyday look.



HERMES: TRAVERSE PERMABRASS BELT BUCKLE & REVERSIBLE LEATHER STRAP

Hermes has a spectacular collection of men’s leather belts. You can customize each belt from 47 buckle designs and 30 color combinations for the ultimate personalized accessory. Our favorite combination is the Traverse Permabrass Belt Buckle with the Gold/Anémone Leather Strap.



ALLSAINTS: STURGE LEATHER BELT

Add some depth to your outfit with the Sturge Leather Belt from AllSaints. This belt is crafted from pure leather and features two layers of studded eyelets. Wear it with an all-black outfit.

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JULIA BAILEY, EVENTS + PROGRAM MANAGER
KEVIN CAPUNO, OPERATIONS MANAGER
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BrakeThroughMedia
Cherry Orchard

COVER ARTIST

Laura Baran

ILLUSTRATIONS BY

Ru Jing Liu

WITH SPECIAL THANKS TO

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Ashley Brown	Gansevoort Hotel	Productions NYC
BerlinRosen	Google	re-ply
BrakeThrough Media	High School of Fashion Industries	Ru Jing Liu
Bulfamante Landscaping	Hudson River Park Trust	Sam Schwartz Engineers
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Chelsea Market	John Wu	Street Plans
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ARI DURAN
PENELOPE DYMERETS
ACACIA GOMEZ
LUCAS KNOERZER
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