

2024  
DECEMBER  
EDITION



**THE DISTRICT TEA**

## AROUND THE NEIGHBORHOOD



## DEAR READER:

Remarkable. Busy. Celebratory. Whiplash. Emboldened. These are a few of the words that come to mind as we look back on 2024 and on what was a banner year in the Meatpacking District.

A record-breaking number of visitors crisscrossed the cobbles. Many were inspired by a herd of Indian Elephants that sometimes made the District unrecognizable, yet fully in its element. Our public spaces were transformed, and new ones were created to create a scene for the Great Elephant Migration, connect communities, and rewrite the script for how a neighborhood can showcase and use public art. Where else in the city could a hundred-strong herd mingle with those coming or going from Pastis, two : minds, The Whitney, or Hector's?

We've toasted several store openings and celebrated new culinary offerings. And more good change is afoot: in 2025, momentum continues for those seeking publicly accessible and private experiences, including Chez Margaux, The Crane Club, and Baccarat, all adding to the distinct District mix. Oh, and Delilah and Bagatelle are on the way, too! Outside, a new promenade will take shape on 14th Street between Ninth and Tenth Avenues. Additional seating areas and other experiments in placemaking in various parts of the neighborhood are in the works.

It's fun to continue raising the bar; clearing it is the challenge, but it's easy when we're all aiming high.

As the city churns, so too do the creative minds of our workforce and the ones who call it home, leaving those who came to visit (and hopefully opened their wallets) with some inspiration and a seed planted to ensure they return.

And so here's to 2025, where the weather will be just as unpredictable as the policies coming from every level of government. And where we hope you'll find time for yourself here, as we've called out places to go when you need to put the pieces back together or indulge in the best snacks — because snacks (and maybe martinis, too) make everything better.

See you around the District and enjoy the holiday season!

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, yet – often contradictory charm. And while we have the best guides for whichever journey you choose 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.

## CELEB SIGHTINGS

Here are the celebrities the BID team has spotted throughout the neighborhood over the last year:

- Jonathan Bailey** - The District Tea's "Sexiest Man Alive"
  - David Byrne** - "Look at the big pile of mulch," he said while biking along Ninth Avenue during the Great Elephant Migration install
  - Andy Cohen** - again...
  - Kristin Davis** - a Great Elephant Migration Matriarch
  - Bella Hadid** - a multi-modal ICON who came to Meatpacking by bus AND HORSE!
  - Anne Hathaway** - Princess of Genovia and Queen of our Hearts
  - Travis Kelce** - a Mēdüzā Mediterranean stan
  - Steve Martin** - strolling to the Whitney Museum. Did not arrive by a plane, train, or automobile
  - Spike Lee** - always with a damn camera
  - Paul Mescal** - was not spotted with a Sweetgreen bag
  - Gwenyth Paltrow** - under the (Genesis House) stars
  - Busy Phillips** - a neighborhood regular
  - Taylor Swift** - managed to schedule three Meatpacking appearances between Eras Tour stops and Chiefs games
- ... and a couple D-listers saw the elephants (probably).

## NOW PLAYING

This winter, Atlantic Theater Company (ATC) presents GRIEF CAMP, I'M ASSUMING YOU KNOW DAVID GREENSPAN, and ELEPHANT & PIGGIE'S "WE ARE IN A PLAY!"

### GRIEF CAMP

By Eliya Smith  
Directed by Les Waters  
January 9 – February 16, 2025

It's summer in Hurt, Virginia, where a lone cabin fills each year with campers. There's home cooked breakfast and an army of box fans and lots of shifting in the dark. Welcome to Grief Camp: a study of loss and adolescence.

ATC is thrilled to welcome Eliya Smith for her Off-Broadway debut directed by Tony Award nominee Les Waters (Dana H.).

### I'M ASSUMING YOU KNOW DAVID GREENSPAN

By Mona Pirnot  
Directed by Ken Rus Schmolli  
Starring David Greenspan  
January 8 – February 9, 2025

One 68-year-old man plays four millennial women in a comedy (full of drama) about how to make a living as a playwright (or to try.)

ATC is happy to welcome three dynamic downtown legends: Drama Desk Award nominee Mona Pirnot (I Love You So Much I Could Die), Obie Award

winner Ken Rus Schmolli (A Map of Virtue), and six-time Obie Award winner David Greenspan (On Set with Theda Bara).

### ELEPHANT & PIGGIE'S "WE ARE IN A PLAY!"

Script & lyrics by Mo Willems  
Music & music direction by Deborah Wicks La Puma  
Directed & choreographed by MK Lawson  
Based on the Elephant & Piggie books by Mo Willems  
Published by Hyperion Books for Children  
February 1 – 23, 2025

Get ready for a musical experience, ripped from the pages of Mo Willems' beloved, award-winning, best-selling children's books, that will leave audiences doing the "Flippy Floppy Floory" dance all night long! In Elephant & Piggie's "We Are in a Play!", Gerald and Piggie take to the stage in a rollicking adventure that is perfect for young audiences.

ATC is thrilled to welcome legendary #1 New York Times bestselling author and Caldecott winner Mo Willems and welcome back Helen Hayes winner Deborah Wicks La Puma (She Persisted, The Musical).

Visit [atlantictheater.org](http://atlantictheater.org) for tickets and more information!



## THE ORIGINS OF GANSEVOORT STREET

Gansevoort Street traces the route of a Lenape footpath through the settlement of Sapokanikan, "land where the tobacco grows". The path extended from the Hudson River to a location near present day Washington Square Park where it connected to the Mohican Trail, which later became Broadway. For the Lenape, the Hudson River was an abundant source of fish and shellfish in the pre-colonial era, including large oysters, lobsters, and fish that were so numerous they could be caught by hand. Pushed out of the city by the Dutch as New Amsterdam grew, the old footpath became a street. Originally called Old Kill Road and then Great Kill Road, the street was renamed in 1837 to honor Revolutionary War General Peter Gansevoort. In 1812, a fort was built at the base of Gansevoort Street to defend against a possible British invasion in the War of 1812. The fort was demolished in 1851, when the New York shoreline was extended with landfill.

Gansevoort's grandson, Herman Melville, who wrote the great American novel Moby Dick, worked for 20 years as a customs inspector on the docks at the foot of Gansevoort Street.

Learn more about the history of the neighborhood at [meatpacking-district.com](http://meatpacking-district.com).



**BELSTAFF**

62 GANSEVOORT ST  
NEW YORK 10014

## SANITATION SPOTLIGHT

In the Meatpacking District, we love talking trash but hate seeing it on our sidewalks. So we tagged along with **Louis Robinson** while on his route and asked a few questions.

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

**Louis Robinson (LR):** *Nine years. Oh, my God. Really grateful. I mean, to work with these guys, because it's like, we're like a family.*

### MTPK: In those nine years, how has your experience in the District changed over time?

**LR:** *Oh, with the street, you know, we were just talking about its maintenance. It's been unbelievable. I've seen it drastically change, like 9th Avenue, 13th Street, Hudson, all of it. And they still... It's still changing. Yeah, still. But it's been unbelievable. I mean, gangs of art. I remember when it was just, like, not the step up, the fact, all of it.*

*It's unbelievable. It really is, like, a totally different area. Yeah, even in the last three years, it's changed. And they're still working on it. It's beautiful. This area, for one thing, I look at it for the tourists. They don't know us, but they compliment us, like how clean it is. And, you know, it, like, motivates me even to go harder.*

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

**LR:** *It's my coworkers. It's just pleasant. It's a spirit for me, too, because every day, it seems like I see something different. This is Manhattan, and you're liable to see anything. Yeah. It's just good to work with, easy, like, like a family, it's, it's, it's comfortably just coming. It's not like it's hard for me to get up in the morning to come here. It's just easy. It really is.*

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

**LR:** *The flower show was unbelievable. It was really, really nice. A lot of people still ask me, "Is it coming back?" Oh, and I like the holiday lights. They're all great and gorgeous. It brings people here. You know, the businesses and tourists are constantly telling us, like, commenting on our work and how we keep things clean.*

### MTPK: What are you most excited for in 2025?

**LR:** *Oh, I want more. Yeah, I'll knock it right over. It's more, more of what we already have. I'm grateful to be here. I mean, I'm still working here. Like, I feel great. I want that, yeah. I'm serious. Like, I feel great. I mean, like, getting back to my coworkers. They are unbelievable. Yeah. I'm telling you, like, they make it easy to come on in and just go do what we have to do.*



## FROSTED WINDOWS

Our resident AV expert, Addison Hillman, curated a dreamy winter jazz playlist. Addison said about this playlist: "It's cold outside: maybe a Thursday night at the jazz bar won't be too busy, maybe you already went out today, and it just started snowing. Here's something to keep you warm either way."

1. *A Hundred Dreams From Now* by Ray Bryant
2. *Love Walked In* by Kai Winding
3. *The Very Thought Of You* by Eddie "Lockjaw" Davis, Shirley Scott
4. *Just Friends* by Sonny Stitt Quartet
5. *The Night We Called It A Day* by Odo Lefebvre
6. *Stella By Starlight* by Carmell Jones
7. *Beautiful Adela* by Freddie Redd
8. *I Should Care* (1990 Remastered) by Bud Powell Trio
9. *April Dance* by Lim Jeong Won
10. *Lilacs In The Rain* by Junior Mance
11. *Summer Nights* by Benny Green
12. *Bess You Is My Woman (Porgy and Bess)* by Bill Mays
13. *Stormy Weather* by Woody Shaw
14. *In the Wee Small Hours* by Joe Temperley

15. *Someone To Watch Over Me* by Rahsaan Roland Kirk
16. *Trio Conversation (Introduction)* by Marcin Wasilewski, Michal Miskiewicz, Slawomir Kurkiewicz
17. *Dream* by Dave McKenna
18. *Blame It On The Sun* by Shelly Berg Trio
19. *My One And Only Love* by John Coltrane, Johnny Hartman

### About Addison Hillman:

Addison Hillman is a producer and songwriter with a fondness for the slower moments in a busy lifestyle. 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.

LISTEN NOW!



## ON VIEW

### EDGES OF AILEY Whitney Museum

September 25, 2024 – February 9, 2025

*Edges of Ailey* is the first large-scale museum exhibition to celebrate the life, dances, influences, and enduring legacy of visionary artist and choreographer Alvin Ailey. This dynamic showcase—described as an “extravaganza” by curator Adrienne Edwards—brings together visual art, live performance, music, a range of archival materials, and a multi-screen video installation drawn from recordings of Alvin Ailey American Dance Theater (AAADT) repertory to explore the full range of Ailey's personal and creative life.

Presented at the Museum in two parts, *Edges of Ailey* consists of an immersive exhibition in the Museum's 18,000 square-foot fifth-floor galleries—featuring works by more than eighty artists and revelatory archival material—and an ambitious suite of performances in the Museum's third-floor theater, including AILEY in residence for one week each month during the exhibition.

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

### CHRISTINE SUN KIM: ALL DAY ALL NIGHT Whitney Museum

February 8 – July, 2025

*Christine Sun Kim: All Day All Night* is the artist's first major museum survey. Co-organized by the Whitney Museum and Walker Art Center, the exhibition foregrounds how Christine Sun Kim (b. 1980, Orange County, California; lives and works in Berlin, Germany) utilizes sound, language, and the complexities of

communication in her wide-ranging approach to artmaking. All Day All Night combines works spanning 2011 to the present and features drawings, site-specific murals, paintings, video installations, and sculptures. Using musical notation, infographics, and language — both in her native American Sign Language (ASL) and written English — Kim has produced a body of perceptive, poetic, humorous, and political work. Inspired by similarly named works made at different moments in her career, the exhibition's title, *All Day All Night*, points to Kim's energy in her artistic practice; she is relentlessly experimental, iterative, and dedicated to sharing her lived experiences with a broad spectrum of audiences.

### AMINAH BRENDA LYNN ROBINSON: CHARACTER STUDIES Fort Gansevoort

November 15, 2024 – January 25, 2025

Recognized in 2004 with a MacArthur Fellowship in celebration of her “freestanding monuments and fractional components of an ongoing odyssey,” Aminah Brenda Lynn Robinson was a prolific artist, storyteller, and visual historian. Her astonishingly diverse, multi-medium oeuvre celebrates and memorializes the community of her childhood in Columbus, Ohio and her journeys to and from her home.

In drawings, paintings, sculptures, puppetry, music boxes, handmade books, textile-based pieces, and poetry, she reflects on themes of family and ancestry and the grandeur of simple objects and everyday tasks. Her art blends personal experiences with historical references to convey narratives of African American life and her passion for community preservation and shared knowledge. Engaging multiple senses at once, the tactility of Robinson's work creates

dynamic tension through the juxtaposition of found objects with ephemeral media, acknowledging the inherent history of her materials while imbuing them with new meaning through her own artistic intervention.

*Aminah Brenda Lynn Robinson: Character Studies* showcases how Robinson frequently chronicled local stories of neighborhood characters, as is seen in works such as the colorful table-top sculpture *Brownyskin Man* (1997), modeled after a local street vendor who was a fixture in the artist's childhood.

### TINGLE BELLS ARTECHOUSE NYC

November 21, 2024 – January 5, 2025

Step into a world of serenity and sensory wonder this holiday season with ARTECHOUSE's *Tingle Bells: An ASMR-Inspired Holiday Special*, an immersive digital exhibition designed to soothe your senses and warm your spirit.

Inspired by the soothing power of ASMR, this limited-run experience invites you to unwind in a sanctuary of sound and visuals designed to be oddly satisfying.

In a time when the world feels louder than ever, *Tingle Bells* offers a retreat for your mind, body, and soul. Let the gentle whispers, delicate sounds, and captivating visuals take you on a journey of comfort and calm, creating an oasis amidst the hustle of the holidays. Whether seeking solace from daily overstimulation, holiday stress, or simply reconnecting with a sense of inner peace – this exhibition is your escape.

Interested in exploring more art? Explore Ivy Brown Gallery, Affirmation Arts, Leica Store and Gallery New York, White Columns, and more.

## MUJI MUNCHIES

While Muji is often synonymous with sleek stationary and minimalist home goods, the newly-opened Muji Market located inside Chelsea Market also has a trove of downright delicious snacks and foodstuffs. Whether you are looking to elevate your snack game, or seeking a serotonin boost (the sun is setting at 4PM afterall), Muji's got you covered.

**Strawberry Chocolate Marshmallows** - “That treat was weird and delicious.” Recommended by a MUJI employee that delivered in taste and texture. This snack was a favorite among the BID staff and the Public Ambassadors that tried it.

**Milk Coffee Bread** - A dense, satiating bite packed with coffee flavor.

**Tokyo Maple Bread** - A sheet of authentic Canadian maple is folded into a special moist dough. (A Canadian was consulted on the authenticity of this flavor profile).

**Cultured Butter Baumkuchen Cake** - You butter believe this has a lot of butter. Who can say I've been changed for the butter? If you are one of those people who take bites of sticks of butter, this is the treat for you.

**Coffee Baumkuchen Cake** - It's basically the milk coffee bread in a fun shape and there is nothing wrong with that.

**Visit Muji at 75 Ninth Avenue.**



## FULLY LOADED: 375° CHICKEN 'N FRIES!

Visit 375° Chicken 'n Fries at 310 W 14th St.



## BEST PLACES IN THE NEIGHBORHOOD TO PICK UP THE PIECES AFTER EVERYTHING FALLS APART

As the great F. Scott Fitzgerald once wrote, “Life starts all over again when it gets crisp in the fall.” But let’s be honest — sometimes life doesn’t so much “start over” as it does detonate spectacularly, leaving you clutching a half-eaten cronut and questioning every decision since 2016. Fortunately, the Meatpacking District offers a variety of scenic and semi-chaotic refuges to help you piece it all back together—or at least forget about it for a while.

### 8th Floor Terrace, Whitney Museum of American Art

When everything below feels like it’s crumbling, rise above—literally. The terraces at the Whitney Museum of American Art offer a bird’s-eye view of the Meatpacking District, a prime spot for perspective-shifting moments. Is it the crisp autumn air, or just existential clarity? Either way, a latte from the Studio Bar in one hand and a deep sigh of reflection are strongly recommended.

### By the Windows, The Library at Genesis House

Hidden beyond the Tea Pavilion lies The Library, an oasis of calm where floor-to-ceiling windows frame the Hudson River like a living work of art. Curl up with an exceptional book, sip something soothing, and bask in the quiet sophistication. Pro tip: It’s where BID staff go to look incredibly intellectual while actually just Googling “how to reinvent yourself in your 30s.”

### Seated at the Counter, Hector’s Cafe & Diner

There’s nothing a good diner can’t fix—or at least distract you from. Hector’s is a neighborhood institution where the coffee is strong, and the

company is no-nonsense. Order the breakfast burrito, leave the emotional baggage at the door, and maybe — just maybe — get a nugget of unsolicited wisdom from a meatpacker on their break.

### Lladro Boutique (All)

When in doubt, lean into escapism—and porcelain. The Lladró Boutique is an unlikely yet magical place where the world’s chaos melts away into a sea of delicate figurines. Who knew staring at a porcelain peacock could be so grounding? Maybe it’s the artistry. Maybe it’s the fact that one slip of the hand would cost more than therapy. Either way, it’s oddly comforting.

### Southwest Corner, West 14th Street/8th Avenue

Let’s face it, sometimes rock-bottom looks a lot like 14th and 8th in the nighttime hours. Somehow, everything is open, everyone is awake, and nothing makes sense. It’s chaos. It’s catharsis. It’s exactly what you need to remind yourself that life is a beautiful, messy free-for-all. Embrace it, with late night eateries such as Rosetta’s Pizza, Insomnia Cookies, or the newly opened 375° Chicken ‘N Fries. Or just hop the A train home (if it shows up).

So, the next time life throws a curveball (or twenty), remember: the Meatpacking District has your back. Whether it’s a rooftop view, a quiet corner, or a surreal late-night adventure, this neighborhood knows how to help you pick up the pieces — and maybe even turn them into something hopeful.

## THE BEAUTIFUL ERA



With a keen eye for rare pieces and trends in the vintage poster market, we spoke with expert Molly Carew, the La Belle Epoque Gallery Manager. Molly helps guide seasoned collectors and first-time buyers through the unique world of vintage poster art.

**Meatpacking District (MTPK):** What is the history and inspiration behind La Belle Epoque? Can you tell us more about the Belle Epoque era and why you specialize in it?

**Molly Carew (MC):** La Belle Epoque translates to ‘The Beautiful Era’ which was between 1871 and 1914, also known as the Victorian Period. This time became synonymous with luxury; following the Industrial Revolution, this was the first time we had a ‘middle class’ of society; people had money that was not directly linked to royalty or status given by a monarchy. Poster advertisements were created out of a need to introduce products, events or services to the new middle class. The owners here at La Belle Epoque, Elie Saporta and Linda Tarasuk, became drawn to La Belle Epoque posters in the 1970s, stemming from a love of fine art that was accessible and found in every major museum’s permanent collection.

**MTPK:** Are there any specific genres, like travel or food posters, to which collectors are particularly drawn? Why?

**MC:** Our client base is very broad. We sell globally to private collectors, first-time buyers, and museums. We have a broad collection of travel posters, which are always very popular as a sentimental reminder of a past trip, familial lineage, or a planned trip.

**MTPK:** What tips do you have for a first-time buyer of vintage posters?

**MC:** We nearly guarantee your first will not be your last. Posters are addictive. An original vintage poster carries so much energy and demands so much attention that you will know which one is for you.

**MTPK:** What are some of your collection’s most notable or rare pieces?

**MC:** A few come to mind. My favorite at the moment is the Trappistine advertising poster by Alphonse Mucha from 1897. The condition is unseen,

and the image is striking. Another would have to be the Lucifer poster by Roland Holst, created in 1910. This poster was not only designed by Holst but also printed it, and designed the sets and costumes for the production it advertises.

**MTPK:** Have you noticed any trends in the vintage poster market? Are there specific genres, artists, or themes that are becoming more popular with collectors?

**MC:** In the past few years Art Deco and Mid Century posters have certainly been top sellers, and as always our famed Art Nouveau collection is second to none with the likes of Jules Cheret, Pal & Grun. We are seeing a younger generation Z interest in Art Nouveau Belle Epoque era posters that their peers, Millennials, showed very little interest in, with minimalism a forefront of design.

**MTPK:** Do you host any special events or auctions for collectors? How can someone get involved?

**MC:** We are open 6 days a week, Monday-Friday 10 a.m.-6 p.m., and Saturdays, 11-5 p.m., for retail poster sales and custom conservation framing. Our sister business, La Belle Epoque Auction House, which also operates from our gallery, is where we conduct seasonal multi-estate auctions (not posters) of anything from fine art, works on paper, oil paintings, mid-century furniture, art deco lighting, jewelry, couture, designer accessories, and decorative objects.

We are now accepting consignments for our first auction of 2025 and offer complimentary pre-sale evaluations.

**MTPK:** If the Meatpacking District were a poster, what poster would it be?

**MC:** I think if the Meatpacking District had a poster, it would be created by famed artist Bernard Villemot in the late 20th century and Jules Cheret (who is considered the father of the modern advertising poster) at the turn of the century 1890/1900.

Visit La Belle Epoque at 71 Eighth Avenue.

## HOLIDAY SNACKS UNWRAPPED

Building on the success of our Noodlin’ Around feature—a roundup of the best noodles from Pearl River Mart Foods (PRFM) in the Fall edition of The District Tea—we returned to the PRFM team and asked them to compile a list of their favorite AAPI-owned brands, including local small businesses. This curated selection spotlights fun, versatile snacks ideal for holiday gatherings, stocking stuffers, and gift baskets.

**Doosra:** Self-titled “The Mix,” this snack mix is the ultimate balance of savory, spicy, salty, sweet, and crunchy. Crispy chickpea flour puffs seasoned with a bold spice blend, roasted peanuts, and caramelized white chocolate will make you instantly crave another bag. Best shared with friends over cups of chai or glasses of wine. (GF)

**Numa Mini Peanut Butter Bars:** Numa is a mother-and-daughter founded company (in Chinese “nu” means daughter, while “ma” means mother) based in Pennsylvania. Inspired by the popular Asian crispy peanut candies, Numa has made their version with 40% less sugar and 200% more protein! We enjoy both the Black Sesame and Coconut versions. They are a tasty combination of crispy, sweet, and nutty. (GF, VG)

**Popadelics:** These addictive shiitake mushroom chips have a super crunchy texture due to a vacuum frying process. The mushroom caps retain their flavor as well as their nutrients. They come in 3 savory flavors: Twisted Thai Chili, Trippin’ Truffle Parm, and Rad Rosemary and Salt, which match perfectly with the natural umami of mushrooms. (VG)

**Bessou Popcorns:** From local Pier 57 eatery Bessou, Chef Maiko Kyogoku makes small batch artisanal popcorns with Japanese ingredients. Popcorn mixes include Shiso Sour Cream, Nori Crunch, Black Sesame Soy Butter, and Miso Caramel Corn. Among staff favorites are the intriguing sweet and savory mix of the Miso Caramel and the savory, crunchy blend of the Nori Crunch.

**50 Hertz Green Sichuan Pepper Toffee Nib Chocolate Brittle:** From one of our favorite pantry brands, this unusual brittle is handcrafted in small batches in collaboration with the chocolatiers at NeoCocoa. It combines the zesty lime and citrusy tingle of green Sichuan pepper with dark, buttery toffee. Thinly layered between dark milk chocolate, your mouth will delight in this buzzy and crispy brittle of adventure.

**Confusion Snacks Roasted Peanuts:** Inspired by founder Aadit Patel’s Indian American identity, these nuts are oven-roasted to crunchy perfection with 100% avocado oil and seasoned with fresh and simple ingredients. Enjoy the perfect blend of savory and spicy in their two flavors, Chili Masala and Black Truffle Masala. (GF, VG)

**Yun Hai Selection Dried Fruit:** From NYC-based general store Yun Hai, this line of dried fruit was created in March 2021 when China banned imports of Taiwan pineapples nearly overnight, wiping out 90% of Taiwan’s export market and leaving farmers scrambling to find buyers. Yun Hai works directly with farmers and farmer-owned co-ops to source, purchase, and package the fruit. Fruit varieties include Irwin Mango, Green Mango, Pearl Guava, Wax Apple and Golden Diamond Pineapple. The aromas and flavors immediately create a sense of nostalgia for Taiwan. (GF, VG)

**Lady Wong Sriracha Tempeh Chips:** Lady Wong is a Nanyang-inspired pastry and kuih boutique in NYC. Their tempeh chips are made from fermented whole beans, legumes, and grains. Lady Wong works with local Indonesian farmers who still practice the time-honored tradition of making micro batches of tempeh by hand. Tempeh can be traced back more than a thousand years and is referred to as the “pride of Indonesia.” The tangy sriracha imparts a savory bite to the thin crispy tempeh. (VG)



**Tochi Salmon Chips:** The main ingredient of these chips is sustainably sourced salmon of the highest quality from Norway and England. Based in Queens, NYC, Tochi delivers iconic Asian flavors and healthy nutrients, all in one convenient snack. Flavors include Korean BBQ, Salted Egg, Sriracha, and Thai Lime & Herb. We particularly enjoy the Korean BBQ, which is inspired by one of Korea’s most iconic dishes, bulgogi beef. These chips employ a sweet and savory base elevated by the aromatics of sesame oil. (GF)

**Amazin’ Graze Nut Mixes:** These Malaysian nut mixes celebrate the rich culinary heritage of Southeast Asia. The Pandan Coconut mix features a light glaze of fragrant coconut shreds and aromatic pandan leaves while the Coconut Curry Mix contains fragrant coconut curry-infused nuts and the aromatic essence of real curry leaves. These also make a wonderful salad topping!

**Manoa Chocolate Bars:** Manoa have been crafting bean-to-bar chocolates since 2010 on the Hawaiian Island of O’ahu. They ethically source cacao beans from Hawai’i and around the world, buying cacao directly from the farmer and ensuring they are paid the prices they deserve. We can’t get enough of their flavor combinations like coffee, sea salt, banana and passion fruit.

**Visit Pearl River Mart Foods at 75 Ninth Avenue inside Chelsea Market.**

## HOROSCOPES

*Holiday cheer is fleeting, but Chelsea Market—and your horoscopes—are forever.*

### Aries (March 21 - April 19) Vendor: Heatonist

You’re hotter than a Carolina Reaper and twice as likely to leave people sweating. This holiday season, don’t just add spice—bring the whole damn bottle. Your fiery nature will light up the party, but maybe hold back when the karaoke mic comes out. Not everyone’s ready for that level of heat.

### Taurus (April 20 - May 20) Vendor: Saxelby Cheesemongers

Stubborn as a Parmigiano rind and twice as cultured, you know your worth, Taurus. This season, embrace indulgence like it’s your birthright. Whether it’s a triple cream brie or that perfectly-aged lover who calls you “babygirl,” you’re here for the rich stuff—no crackers required.

### Gemini (May 21 - June 20) Vendor: Posman Books

Two sides, one cover—you’re the paperback thrill everyone wants to flip through, Gemini. This holiday season, fill your stockings with books full of unexpected plot twists and steamy subplots. After all, you’re the story no one can put down.

### Cancer (June 21 - July 22) Vendor: Damselily Flowers

You’re the flower arrangement of the zodiac—gorgeous but secretly fragile. This holiday season, don’t overwater your emotions (or your drinks). Gift someone a bouquet, but remember: not everyone deserves your peonies. Reserve your petals for the VIP list.

### Leo (July 23 - August 22) Vendor: Fat Witch Bakery

Charismatic Leo, you’re the brownie at the dessert table—everyone wants a piece. But this holiday, don’t just give your sweetness away. Let ‘em earn that gooey center.

### Virgo (August 23 - September 22) Vendor: ALF Bakery

Virgo, you’re flakier than an almond croissant. This holiday season, channel your control-freak tendencies into perfecting a pastry platter that says, “I’m better than you,” without actually saying it.

### Libra (September 23 - October 22) Vendor: Artist + Fleas

You’re a vibe, Libra. Whether it’s a thrifted coat or a new fling, you’ll prove once again that you don’t shop—you curate.

### Scorpio (October 23 - November 21) Vendor: Dickson’s Farmstand Meats

You’re the ribeye of the zodiac: marbled, irresistible, and just a little dangerous. This holiday season, carve out time for the meat that matters—whether it’s a slow-roasted pork shoulder or the beef you have with your ex. Either way, it’s going to get juicy.

### Sagittarius (November 22 - December 21) Vendor: Pearl River Mart Foods

Your passport’s expired, Sagittarius, but your wanderlust is alive and well. Dive into Pearl River Mart Foods for all the global goods your heart desires. Who says “staycation” can’t be as steamy as a dumpling?

### Capricorn (December 22 - January 19) Vendor: Seed + Mill

Hardworking Capricorn, you’re nuttier than tahini but still manage to hold everything together. This holiday season, whip up something rich and creamy—like your ambition. Just remember, life’s not only about grinding...unless we’re talking sesame seeds. Then, go off.

### Aquarius (January 20 - February 18) Vendor: Chelsea Market Baskets

Quirky Aquarius, you’re the human equivalent of a gift basket—full of surprises, some good, some... confusing. This season, embrace your whimsy and assemble your own basket of oddities.

### Pisces (February 19 - March 20) Vendor: Li-Lac Chocolates

Pisces, you’re sweet, soft, and totally melt in the wrong hands. This season, gift yourself something indulgent, like Li-Lac’s salted caramels—or a rendezvous with that sexy someone you’ve been daydreaming about. Remember: a little indulgence makes everything more enjoyable.

## 24 THINGS WE DID THIS YEAR



### 1. New Year, New You Google Panel

We embarked on a journey to prioritize well-being in the New Year with Sweat Sessions sponsor, the Google Store! We co-hosted a Google Tech Talk with the Wellth Collective on a chilly, January day.



### 2. Return of the Red Umbrellas

On Saturday, April 13, we celebrated the return of the red umbrellas on Gansevoort Plaza. The neighborhood event brought together the community for a day of live music, dance, food, art, and interactive fun. Guests enjoyed treats from local favorites like Terremoto, STK, and maman, with exciting giveaways including tickets to the Whitney Museum's 2024 Biennial. Creative vibes flourished at Greenwich House Pottery's clayscape station, and the day wrapped up with a stunning performance by Graham 2, featuring dancers from the Martha Graham School, outfitted by Lucky Selectism and with makeup by Sisley Paris.



### 3. High School Fashion Industries

We're excited to be in our third year of partnership with the High School of Fashion Industries, known as "The Hogwarts of Fashion" by The New York Times. As a premier arts and culture district, we're proud to support the next generation of creatives by providing experiential learning opportunities that take students beyond the classroom and into the real world.

This year, thousands of visitors attended the Senior Industry Art Show at Chelsea Market, featuring students showing artwork in a public setting for the first time. We also worked with two junior visual arts classes to create banner designs that adorned our light poles from May through July. In October, three digital media classes developed innovative tabletop designs inspired by the district's textures and rhythms. Additionally, we hosted the Senior Fashion Showcase on Gansevoort Plaza for the second year, with over 500 attendees.

Nearly 1 in 5 Meatpacking businesses have contributed to the partnership, from donating to the fashion show to hosting the students. We're proud to continue nurturing the talents of tomorrow's fashion leaders.



### 4. Movies on the Cobbles

From June through October, we partnered with Rooftop Films, Council Member Bottcher, HBO, and NewFest to bring you unforgettable screenings like *GAGA CHROMATICA BALL*, *Hocus Pocus*, and the NY Shorts program.



### 5. Step Into Hopper

This summer, Gansevoort Plaza transformed into a living tribute to Edward Hopper in partnership with the Whitney Museum. From July 19–22, visitors stepped inside life-size recreations of Hopper's iconic works, including *Nighthawks*, *Early Sunday Morning*, and *Soir Bleu*. Designed by Theresa Rivera, the immersive installation brought Hopper's art to life, blending his timeless vision with modern interaction. The event marked Hopper's 142nd birthday and highlighted the Whitney's unmatched collection of his works, celebrating his enduring legacy.



### 6. West Side Fest

From July 12–14, West Side Fest brought arts and culture to life on Manhattan's West Side, with the Meatpacking District BID as a proud partner. On Gansevoort Plaza, visitors enjoyed hands-on artmaking, live music, and engaging programs that celebrated the vibrant arts community of the West Side.

## 24 THINGS WE DID THIS YEAR (CONT.)



### 7. Sweat Sessions

Our free, summer fitness series returned to Hudson River Park's 14th Street Park between July and August! With NYC's top trainers, gyms, and boutiques bringing their A-game for a season of fitness and fun. This year, we were thrilled to have the Google Store as our summer partner, with Rivian joining us in 2024 as the Cooldown Partner.



### 8. Watercolors on the Cobbles

This year, we hosted four watercolor workshops led by Laura Baran. Participants honed their sketching techniques, painting everything from cityscapes of Gansevoort Plaza under the iconic red umbrellas to elephants from the Great Elephant Migration. With step-by-step demonstrations and real-time feedback, each session left attendees feeling confident and creative.



### 9. Plants on the Plaza

We partnered with The Old Yew Plant Shop for two hands-on workshop on Gansevoort Plaza, where participants created, planted, and took home their very own custom plant-and-pot combination. With expert guidance from The Old Yew team, attendees enjoyed a fun, creative experience, leaving with a unique piece of greenery to brighten their homes.



### 10. Great Elephant Migration

In partnership with Elephant Family, an international non-governmental organization (NGO) dedicated to protecting Asia's magnificent wildlife, 100 life-sized Indian elephant sculptures migrated to the Meatpacking District for 6 weeks. The head-turning herd marked one of the largest public art installations in the city since 2005.

Each elephant in the 100-strong herd on display was created by The Coexistence Collective, a community of 200 indigenous artisans in India, repurposing materials from an invasive plant species called *Lantana camara*. The collective has recreated every elephant they live alongside, known well by name and personality, in intricately detailed sculptural form. Proceeds from the Great Elephant Migration will power human-wildlife coexistence projects and protect migratory animals making spectacular journeys across land, rivers, skies, oceans, and cobblestone streets.



### 11. Washington Street Parklets

Making way for nearly 100 elephants was no small feat, which meant that many of District's assets needed to be relocated. The BID saw this as an opportunity to expand public seating, and hopefully increase foot traffic to the stores along Washington Street.



### 12. Commercial Plaza Activations

Our Ninth Avenue Plazas hosted nineteen commercial activations in 2024, with beauty, travel, and entertainment brands recognizing the vibrancy of the District. Notable activations include the *Bridgerton* Promenade on Gansevoort Plaza, coinciding with the third season premiere, and *L'Occitane en Provence*, who celebrated the twenty years of their iconic almond oil on Chelsea Triangle.



### 13. Sanitation Team

Our sanitation team is on the ground seven days a week, ensuring our District is a welcoming destination for all. This year, our sanitation team collected nearly 37,000 bags of trash, removed over 1,700 instances of graffiti, and answered over 5,000 questions from the public.

## 24 THINGS WE DID THIS YEAR (CONT.)



### 14. Public Ambassadors

Whether patrolling the District by foot, interacting with the public on our plazas, or stopping by the District's many businesses, our Pedestrian Management/Public Ambassador team had a stellar year. They conducted 1,000+ public surveys and engaged with nearly 7,000 members of the public.



### 15. Meatpacking District Banner Campaign

The Meatpacking District Banner Campaign returned this year, transforming the neighborhood's light poles from July to December. This year's theme, *Avant Garde*, features bold designs by artist Laura Baran, who shared, "I wanted to highlight the best Meatpacking has to offer — great food, exciting nightlife, and inspiring shopping, arts, and culture — in a vivid and joyful way." Participating brands include Aurora, Bumble and bumble, Chelsea Market, Leica, The Standard, Theory, and more.



### 16. Tabletops

One of the District's most prominent public amenities is our Ninth Avenue Plazas. This year, the plazas got a creative upgrade with vinyl stickers featuring artwork and photography inspired by the District. These designs brought a touch of artistry to the everyday, and also included visual campaigns from the Whitney Museum of American Art and Pearl River Mart.



### 17. Oktoberfest

On Saturday, September 21 The Standard, High Line teamed up with the BID to bring Oktoberfest to life. Visitors on Washington Street enjoyed live music, delicious food and drinks, and classic carnival games. The highlight? A Ferris wheel that offered stunning views of the festivities.



### 18. Theresa Rivera Scarecrows

No, the scarecrows weren't meant to scare off the 18-foot pigeon on the High Line! These custom-designed creations by Theresa Rivera and Rujing Liu returned for their second year, first gracing the Washington Street Parklets in October before making their way to the planters along Ninth Avenue in November.

## 24 THINGS WE DID THIS YEAR (CONT.)



### 19. Meatpacking Merch

Hundreds of postcards, stickers, and other limited edition items were handed out by our Public Ambassador team this year. Because sometimes, you need to wear your heart on your sleeve, or more aptly, a red umbrella pin on your lapel.



### 20. Treats in the Streets

Neighborhood favorite, Treats in the Streets, returned October 19 and it happened to be the busiest day of the year in the district with 58,000 people descending onto the district. The event coincided with the final weekend of the Great Elephant Migration, offering a fun-filled day of trick-or-treating, exciting games, live music, and the 6th Annual Meatpacking Doggie Costume Contest. Visitors enjoyed sweets and surprises at shops and restaurants throughout the neighborhood, embracing the fall spirit in the neighborhood



### 21. The Little Lawn on Little West

During the final weekend of the enchanting Great Elephant Migration, the Meatpacking BID transformed Little West 12th Street into an urban reprieve by installing a sod lawn. It was the perfect spot to pause, relax, and take in the sights and sounds.



### 22. New Businesses

2024 marked the openings of: ANINE BING, Leica, Laser Away, Maje, Meatpacking Athletic, Oddfellows Ice Cream, Puttery, Vrai, La Victoria, Sandro, Smacking Burger, Studs, Zegna, and more! We wish them all the best in 2025



### 23. Lights on the Cobbles

As we write this, Lights on the Cobbles hasn't yet launched, but it's likely already shining bright by the time you read this. Returning on December 11, the installation brings back our enchanting snow people, our iconic abstract colonnade, glowing dandelion-filled planters, and picture-perfect illuminated geometric frames. This year, we're thrilled to introduce Gansevoort Forest, a winter wonderland featuring 100 plants and trees that transform Gansevoort Plaza into a festive, seasonal escape.



### 24. The District Tea

We're thrilled to have produced four issues of *The District Tea*! It's been a joy to spotlight neighborhood businesses, our cast of neighborhood characters, and even guide you to the best spots to cry or break up. None of this would've been possible without our amazing advertisers and, of course, you — the reader! We can't wait to brew up more Tea in 2025. Have ideas or want to contribute? Email us at [hello@meatpacking-district.com](mailto:hello@meatpacking-district.com)!



# BID TEAM

JEFFREY C. LEFRANCOIS, EXECUTIVE DIRECTOR  
TIFFANY GRIFFIN, DIRECTOR OF MARKETING, EVENTS, + PARTNERSHIPS  
EVAN SWEET, DIRECTOR OF NEIGHBORHOOD PLANNING + OPERATIONS  
JULIA BAILEY, EVENTS + PROGRAM MANAGER  
KEVIN CAPUNO, OPERATIONS MANAGER

## ACE TEAM

Vance Lawson, Supervisor	William Griggs, Cleaner	Silvia Rodriguez, Cleaner
Kevin Cromer, Assistant Supervisor	Louis Robinson, Cleaner	Jeffrey Evans, Cleaner
Larry Sweeney, Associate Supervisor	Derek Jiminez, Cleaner	Teressa Davis, Cleaner
Leroy Fields, Special Projects Cleaner	Virginia Davis, Cleaner	

## PUBLIC AMBASSADOR TEAM

Reinaldo Balcacer, Team Supervisor

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THE MEATPACKING DISTRICT MANAGEMENT ASSOCIATION IS A BUSINESS IMPROVEMENT DISTRICT (BID) THAT SERVES THE BUSINESSES, RESIDENTS, AND VISITORS OF THE AREA WITH A COMMON GOAL: TO PROGRAM, PROMOTE, AND TAKE CARE OF THE MEATPACKING DISTRICT. WE LOVE THIS COBBLESTONE CORNER OF MANHATTAN, AND IT'S AT ITS BEST WHEN PEOPLE HERE ARE ABLE TO THRIVE.

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Jaclyn McKay is a designer, artist and educator working across many mediums - from interaction design to illustration, animation, and now drawing puzzles by hand. She's been working in the Meatpacking District for years and is always inspired by the vibrant history and culture in the neighborhood. You can follow her latest projects at [@jaclynsthings](https://www.instagram.com/jaclynsthings) on Instagram or at [jaclynmckay.com](http://jaclynmckay.com).

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WE WANT TO HEAR FROM YOU! TAKE A MOMENT TO FILL OUT OUR SHORT SURVEY.



# THE DISTRICT TEA