



THE DISTRICT TEA



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DEAR READER:

Summer in the city. I'm sweating just thinking about it. The viscous air that coats your skin as soon as you step outside, the just-missed-the-train moment leaving you gasping in a stagnant subway station, or when the CitiBike ride you thought was going to be easy until the pedal assist crapped out.

But then there's the other side of summer: sweet sips of rosé in parks and on rooftops, movies outside in spots around town, a new pair of sunglasses (though it's always the right season for new shades), and moments of respite under the shade of a red umbrella.

The ups and downs of summer are de rigueur for life in New York City. The good thing is a lot is going on to help ignore the sweat that's dripped into your eye and starts to burn. We take a west side, Meatpacking-centric POV to tell you about it.

"Movies on the Cobble" is back, and we'll be *gagged* for Gaga in June. Stay put for the 4th of July this year and pick your viewing spot along the Hudson as Macy's brings the Fireworks Spectacular back to the best side (hint: book that rooftop resy now). The cultural powerhouses from Meatpacking and all along the West Side are teaming up again for West Side Fest, and we promise herds of art this fall, too.

So mark your calendars, make your plans, tag your friends in all things to do (and start it at @meatpackingNY), and enjoy retiring your spring black wardrobe to welcome the black shades of summer, surely with some pops of color, too.

See you around the district,

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 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.

We enlisted artist and friend of the BID, **Crisalis Cuevas (@crisa.creates)**, to design stamps inspired by summer in the neighborhood. Cuevas, a dynamic graphic designer and illustrator from the Bronx, specializes in digital and traditional ink mediums with a signature sketchy style using ink across various platforms. Her lifelong passion for art influences her creativity in decor, baking, and crafts, infusing everyday objects with artistic flair.



SUMMER 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).

MONDAY, JUNE 3

What: Movies on the Cobble:
GAGA CHROMATICA BALL
Where: Gansevoort Plaza
In partnership with Rooftop Films, NewFest Pride, and HBO

WEDNESDAY, JUNE 26

What: Plants on the Plaza
Where: Gansevoort Plaza
In partnership with The Old Yew Plant Shop

TUESDAY, JULY 16

What: Sweat Sessions
Where: Hudson River Park’s 14th Street Park
In partnership with Wellth Collective and the Google Store

WEDNESDAY, JULY 17

What: Movies on the Cobble:
Crossing
Where: Gansevoort Street
In partnership with Rooftop Films

TUESDAY, JULY 30

What: Sweat Sessions
Where: Hudson River Park’s 14th Street Park
In partnership with Wellth Collective and the Google Store

TUESDAY, AUGUST 6

What: Movies on the Cobble:
New York Shorts
Where: Gansevoort Street
In partnership with Rooftop Films

WEDNESDAY, AUGUST 7

What: Watercolors on the Cobble
Where: Visit our website for location details
In partnership with Laura Baran

SUNDAY, AUGUST 11

What: Dr. Gertrude B. Kelly Playground 90th Anniversary
Where: Dr. Gertrude B. Kelly Playground
In partnership with the NYC Parks Department

TUESDAY, AUGUST 13

What: Sweat Sessions
Where: Hudson River Park’s 14th Street Park
In partnership with Wellth Collective and the Google Store

WEDNESDAY, AUGUST 21

What: Watercolors on the Cobble
Where: Visit our website for location details
In partnership with Laura Baran

TUESDAY, AUGUST 27

What: Sweat Sessions
Where: Hudson River Park’s 14th Street Park
In partnership with Wellth Collective and the Google Store

WEDNESDAY, AUGUST 28

What: Plants on the Plaza
Where: Gansevoort Plaza
In partnership with The Old Yew Plant Shop

MUSIC ON THE COBBLES IS BACK! ENJOY LIVE MUSIC ON THE COBBLESTONES OF MEATPACKING. DATES BELOW:

Every Wednesday,
July 24 - September 25,
from 4 - 7 p.m.
Every Saturday,
July 27 - September 28,
from 2 - 5 p.m.

This year’s Macy’s Fourth of July Fireworks are returning to the West Side. The fireworks will launch from barges along the Hudson River, with multiple viewing opportunities **between West 14th and West 34th Streets.**



A LOOK BACK

In addition to the neighborhood’s rich industrial past, the Meatpacking District has an important artistic and literary history. The Astor family owned many lots in the neighborhood, and when the enterprising editor Peter Collier married into the family, he built his publishing company at 416-424 West 13th Street. Collier’s Magazine featured leading writers of the day, including F. Scott Fitzgerald, Ernest Hemingway, Willa Cather, and Upton Sinclair. The printer and publisher produced notable books under its imprint, at one point employing 700 people in the neighborhoods. The sculpted globe and quill pen above the entrance can easily identify the building. Later, the legendary novelist, critic, and activist James Baldwin lived at 81 Horatio Street from 1958 to 1961, which inspired his pioneering novel *Another Country*. Village Preservation affixed a plaque commemorating Baldwin’s contribution to civil rights and LGBTQ visibility to the building.

Roy Lichtenstein opened his studio at 741 Washington Street in 1988 and worked there until he died in 1997. In 2022, the Lichtenstein Foundation donated the studio to the Whitney Museum of America for its famed Independent Study Program, ensuring that future artists and curators will add to the neighborhood’s creative energy for decades to come.

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



SANITATION SPOTLIGHT

In the Meatpacking District, we love talking trash but hate seeing it on our sidewalks. So, we tagged along with Kevin Cromer, Assistant Supervisor of the Meatpacking District ACE sanitation team, while on his route and asked a few questions.

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

Kevin Cromer (KC): 8 years.

MTPK: In those 8 years, I'm sure you've seen a lot of celebrities and famous people in the District. Who has been your favorite to see?

KC: I once saw Stephen Curry coming out of the Gansevoort Hotel!

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

KC: There are a lot of things I enjoy about working here, but I enjoy keeping our District clean, and helping tourists with directions.

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

KC: Playing handball, watching TV, playing video games, and hanging out with family. I'm watching too many TV shows now, and I can't pick a favorite.



“THAT’S GAS”



New York City's burger fans have a new cult secret to seek out—"Smacking Hamburger," tucked away in the Mobil gas station on Eighth Avenue and West 13th Street. Following in the footsteps of the legendary Burger Joint in the Thompson Hotel, this small establishment is classic Americana. It serves juicy burgers with various amazing sauces wrapped in orange checkered paper from a roadside diner.

While the gas prices at this station can be some of the highest in the city, their range of flavorful burgers is well priced, with the single patty less than \$6 and specialty burgers under \$12. Whether you're craving a classic cheeseburger or one of their more adventurous creations like the OKC with grilled onions and "horsey" sauce, Smacking Hamburger delivers big flavor in an unexpected setting, proving that sometimes the best things in life are found in the most unassuming places.

Visit Smacking Burger at 51-63 8th Avenue.



THE HAPPIEST OF HOURS

From beer and wine to cocktails or mocktails there's something for everyone during happy hour. So, gather your crew, head to your favorite spot, and toast to a fun-filled summer.

Please contact the business directly to confirm that the specials are being offered.

Ayada Thai

Everyday | 4 - 7 p.m.
\$12 cocktails | \$10 wine | \$8 beer

Brass Monkey

Monday - Friday | 12 p.m. - 7 p.m. (Not available on the roof)
\$3 | \$5 | \$10 | \$12 bites + \$5 beer | \$9 wine
\$12 cocktails | \$12 beer + shot

Common Ground

Monday - Friday | 4 p.m. - 6 p.m.
\$5 taco | \$6 draft beer | \$7 wine | \$8 mixed drinks
\$11 margaritas/\$15 pint
\$21 clasé azul reposado | ½ priced appetizers

Corkbuzz Wine Bar

Monday-Friday | 4 - 6 p.m.
\$10 wine

Cull & Pistol

Monday-Friday | 4 - 6 p.m.
½ priced oysters | Drink specials

Dicksons Farmstand Meats

Monday-Friday | 4 - 6 p.m.
\$5 pints of beer | \$20 pitchers | \$20 wine bottles
\$15 nachos

Dos Caminos

Monday - Friday | 3 p.m. - 6 p.m. | 9 p.m. - close (Bar & lounge only)
\$8 food | \$6 beer | \$8 wine | \$8 margaritas
\$10 tasting flight

La Devozine

Everyday | 4 - 6 p.m.
\$10 food, beer, wine, +cocktails

maman

Monday - Friday | 3 - 6 p.m.
Saturday - Sunday | 4 - 6 p.m.
\$8 wine | \$5 beer | \$10 well cocktails | \$10 food

Osteria Nonnino

Everyday | 4 - 7 p.m.
\$8 wine | \$5 beer | \$10 well cocktails | \$10 food

STK Steakhouse

Sunday - Thursday | 10 p.m. - 12 a.m.
\$3 | \$6 | \$9 bites + drinks in the Bar, Lounge + Patio

The Chester

Monday - Friday | 4 - 7 p.m.
\$16 cocktails | \$50 cocktail pitchers | \$10 wine
\$8 beer | \$12 food

The Lobster Place

Monday - Friday | 6 - 9 p.m.

Half-priced oysters | \$5 beer | \$20 pitchers
\$8 wine

The Standard Biergarten

Monday - Thursday | 4 - 6 p.m., Friday - Sunday 12 - 2 p.m.
\$11 cocktails | \$10 wine | \$6 Paulaner/\$30 bucket
\$11 Threes Brewing/\$55 bucket

The Standard Grill

Monday - Thursday | 2 - 7 p.m.
Thursday - Saturday | 11 p.m. - 1 a.m.
\$9 cocktails | \$5, \$15, \$25 food



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ROOFTOP SEASON

Embrace the best of rooftop season with our list of top spots offering stunning neighborhood views. These destinations promise unforgettable experiences above the city streets.

Brass Monkey, Catch NYC, Gansevoort Rooftop, Le Bain, PHD Rooftop Lounge at Dream Downtown, Pier57, Puttery, RH Rooftop, STK Rooftop, and Studio Bar

HATS OFF TO YOU



Baseball hats are the unsung heroes of everyday life (just like tote bags). They effortlessly shield you from the sun, hide a bad hair day, and add a touch of style to any outfit. From running down the West Side to checking out the N’Between Bar, these versatile accessories are always up to the task, ready to complement your look with ease and functionality.

BONUS HAT: For those who are always chilly or are especially affected by their office’s air conditioner settings, ARTECHOUSE has the perfect beanie to compliment any outfit while keeping you toasty.

CAPTURING THE LOST HISTORY OF QUEER CLUBS IN NYC

Written by David Kennerley | Author + Historian

As you traverse the cobblestoned streets of the Meatpacking District today, it’s easy to imagine its historic past. Starting in the 19th century, the area abounded with warehouses, manufacturing facilities, and of course, meatpacking plants. What many visitors do not realize, however, is that the district was once a nexus for queer nightlife. From the 1970s through the 90s, businesses vacated, the area became derelict, and rents were dirt cheap, an ideal breeding ground for nightclubs. Back then, gay clubs thrived in other fringy areas of Manhattan as well, such as along the Hudson River waterfront and in the East Village.

In the 1990s, I ventured out to many of these nightspots. Massive venues like the Roxy, Tunnel, Limelight, and Palladium attracted a diverse, crazy quilt of drag queens, Club Kids, lesbians, trans people, Chelsea Boys, adventurous straights — and even bi-curious types like me. There were plenty of smaller venues as well, catering to various stripes of the LGBTQ rainbow. And when it was time to leave, promoters handed out flyers for other parties. Most people tossed them on the sidewalk, but I always hung on to mine. For me, these flyers were a memento of a magical realm that provided escape, love, and a sense of belonging.

By the end of the decade, I had collected over 1,200 club flyers.

To help preserve this lost chapter in queer nightlife, I created a book titled GETTING IN: NYC Club Flyers from the Gay 1990s, which the New York Times called “an electric visual stroll through New York’s 1990s gay club scene.” The coffee-table-style book showcases over 200 vintage flyers with stories from nightlife luminaries of the era, such as Michael Musto, Lady Bunny, DJ Susan Morabito, and Goldy Loxxx. GETTING IN celebrates the nightclubs, clubgoers, and the unsung artists who created the flyers. Following are edited excerpts from the book.

“The 1990s were a challenging time for gay clubbies, when New York City Mayor Rudy Giuliani was cracking down on nightlife. But we still fought back, clung together, and found ways to express ourselves as a freaky family every night. The scene felt like a family reunion whenever I went out, and the Roxy [515 W. 18th St.] was one of my favorite destinations for that. I made a point of spending my Saturday nights there all those years, intoxicated by the high-pitched energy of it all. I loved that I could float through the sea of shirtless steroid queens on the main level and go upstairs to the Crystal Room, the mixed lounge where DJ Andy Anderson played esoteric pop music. It was like a house

party with no obligations, no oppressions.”

Michael Musto | Journalist + Nightlife Guru

“In 1990, I launched MEAT on the far end of West 14th Street in the same funky space as the Clit Club and Jackie 60 parties. I was very intentional about creating a casual place where people could be themselves. Back then, I often felt like an outsider in my own community. I couldn’t go to certain places if I was wearing a plaid Pendleton or spoofed up in silver parachute pants. I wanted a place where you could just show up wearing whatever. And affordable — it was only \$5 to get in. At MEAT, you could hear all kinds of new, crazy fun music. I wanted to explore different genres like techno, trance, hardcore, and tribal house rather than simply imitating what the other clubs were churning out. The go-go dancers were all types — skinny, muscular, Black, brown, white, or whatever. Compared to most gay clubs, MEAT was more racially and ethnically diverse. My club invites depicted people from a range of backgrounds. It just happened organically.”

Aldo Hernandez | DJ, Producer, Promoter, + LGBTQ archivist

PEOPLE OF MEATPACKING

Our People of Meatpacking series delves into the lives and experiences of the individuals who contribute to the unique tapestry of the Meatpacking District. Here are some of our recent highlights. **Read the complete profiles on [meatpacking-district.com](#).**



HEEWON KIM | THE VISIONARY BEHIND LUCKY SELECTISM

“Many of the big-name fashion brands in NYC [were] tired and dull. I didn’t want fashion trends after 2006 [and] there were few New York fashion brands. So, I created my eyewear brand in 2010, mixed with my fashion clothing brand (Antic Q) and multi-lifestyle brands. I thought New York needed more New York brands, so I started building it.”

LUCKYSELECTISM.COM



KIMBERLY KAPITONOFF | GENERAL MANAGER OF FRAME

“You really get to know the people you see around often, and it creates a really nice atmosphere. The neighborhood is beautiful, and I love how it’s tucked away, which results in a great mixture of unique and eclectic visitors.”

FRAME-STORE.COM



DONNA WINSELL | BOUTIQUE MANAGER OF PARFUMS DE MARLY

“My favorite restaurant is Catch. The food and atmosphere are amazing. My new favorite boutique is ANINE BING. The girls who work there are the sweetest, and I love the selection of modern and up-to-date clothing.”

PARFUMS-DE-MARLY.COM



JUDY ONG | GENERAL MANAGER OF PEARL RIVER MART FOODS

“I would describe Pearl River Mart as an iconic NYC institution with a vast emporium of Asian and Asian American goods. We’re truly a one-stop shop for all your household and personal needs. I think our clothing and ceramic collections are so special and unique, and very few department stores carry the range and variety of products that we do. So to shop in our stores is really a one-of-a-kind retail experience.”

PEARLRIVER.COM

NAILING IT THIS SUMMER

Explore this season’s nail trends with the talented Marsha Evans, the owner of Vanity Bee!

Meatpacking District (MTPK): Tell us about yourself.

Marsha Evans (ME): *I am a licensed cosmetologist, born and raised in New York City. I am a Mom to a wonderful son and doggy-daughter. The beauty and financial worlds have always been my passions. The beauty world allows me to contribute to helping others feel good about themselves. The financial world allows me to help people maintain order and financial stability. Both areas are where my strength lies. It feels good to help others be the best versions of themselves.*

MTPK: What do you love about your job and working in Meatpacking?

ME: *As a cosmetologist, it allows me to grow my business and brand, helping others feel good about themselves. We want everyone to feel confident: “Bee Gorgeous Bee You.” You should always leave the salon feeling good when you get your nails, hair, or personal pampering done. At Vanity Bee, we want others to feel confident and beautiful about themselves, and having a salon in the Meatpacking District is an absolute dream! It is my favorite community in NYC to shop and dine for brunch and dinner!*

MTPK: What are some of the most requested nail designs or styles for the summer, and how do they differ from trends in other seasons?

ME: *The most requested nail designs are 3D jelly nail art, floating French tips, and French ombré, which seem to be fave. These nail designs are great and work for all seasons.*

Choosing the colors will set your seasons apart. Summer is all about being playful or bold.

MTPK: Are you seeing people come in looking for more subtle and natural-looking nail trends, like the “no-mani mani”?

ME: *Vanity Bee customers usually come in for beautiful and creative nail art. We focus on nail health and nail art. Sky Somalia (@skynailsintl) is an extremely talented nail artist who works with us. Her nail artistry is truly top-tier. For customers who want a more natural-looking manicure, using non-toxic products is critical to growing healthy nails.*

MTPK: Are there any specific nail polish colors or shades in high demand during the summer months, and do you find that clients are more drawn to specific colors or nail art themes during this time of year?

ME: *Summer colors are all about feeling like you are on “vacation” even when you are not. Blue and Green shades will be in high demand. And ombré nails are a fun fave as well.*

MTPK: If the Meatpacking District neighborhood was a nail color, what would that color be?

ME: *If the Meatpacking District were a color, it would be Red. All shades of red give a very lively energy: love, passion, and confidence. It’s a neighborhood with many wonderful things to do during the day and evening. It’s a pleasure to be a part of the community!*

Visit Vanity Bee at 94 Gansevoort Street inside Optima Salon Suites.



SHOUT IT FROM THE ROOFTOP

This year, our friends at **Rooftop Films** return to the Meatpacking District with three special free outdoor screenings in Gansevoort Plaza: thrilling musical extravaganza and HBO® Original, **GAGA CHROMATICA BALL**, on June 3; Levan Akin’s stunning latest feature **Crossing** on July 17th; and an evening of incredible NYC-set short films, **Short Films, Big City** on August 6—all part of the twenty-eighth season of their beloved Summer Series, presented by AMC Networks. Running from May 17 through August 23, Rooftop’s programming will include over 40 events featuring new independent feature films, short film programs, family screenings, and live performances.

GAGA CHROMATICA BALL

Feature Film Program | Lady Gaga | 2024 | US | 108 mins
Monday, June 3 on Gansevoort Plaza

In front of a sold-out crowd of 52,000 people, 13-time GRAMMY® and Academy Award® winner Lady Gaga delivers a career-defining performance at Los Angeles’s Dodger Stadium during her 2022 Chromatica Ball Tour. *Presented in partnership with Rooftop Films, Max, and NewFest.*

Crossing

Feature Film Program | Levan Akin | Sweden, Turkey | 106 mins
Wednesday, July 17, on Gansevoort Plaza

Lia, a world-weary former schoolteacher, has promised to fulfill her recently deceased sister’s last wish – to find her long-lost daughter. *Presented in partnership with New York City Council Member Erik Bottcher.*

Short Films, Big City

Short Film Program | Various Filmmakers | US | 88 mins
Tuesday, August 6, on Gansevoort Plaza

The New York stories you know—and some you don’t—are all lovingly crafted to showcase and celebrate the greatest city in the world. *Presented in partnership with New York City Council Member Erik Bottcher.*

To secure tickets, RSVPs, and more information, head to rooftopfilms.com.



AROUND THE NEIGHBORHOOD



LET IT GLOW

Meet Cesar Brito, a Caudalie skincare guru! With a decade of passion for skincare, wellness, and fashion – he’s your go-to for radiant skin.

Meatpacking District (MTPK): Tell us about yourself.

Cesar Brito (CB): *My name is Cesar Brito, and I head retail Americas at Caudalie. This past May marked ten years of employment at the company. I am passionate about skincare, wellness, and fashion.*

MTPK: What treatment would you recommend to someone who hasn’t tried Caudalie?

CB: *I would recommend the Vinoperfect Brightening Facial (\$295). Concentrated with our patented Viniferine and combined with a facial massage using warm and cool stones, it stimulates the complexion’s radiance, making the skin look bright and glowing.*

MTPK: What products would you recommend for someone who just finished a workout or attended Sweat Sessions, our free summer fitness program?

CB: *I recommend Beauty Elixir (Starting at \$20), a 100% natural face mist to refresh glowing skin. It’s a spa in the*

bottle. It combines essential oils such as Peppermint and Rosemary and is aromatherapy after activities.

MTPK: What treatment or product can you not live without?

CB: *The Resveratrol-Lift Serum (\$84) - My best friend for firming, lifting, and boosting collagen. It is two times more effective than retinol, and it is sunsafe! The best.*

MTPK: If the Meatpacking District neighborhood was a Caudalie product, what would that product be?

CB: *Meatpacking would be the Premier Cru Cream Moisturizer (\$129) - It treats eight signs of aging; I like it because it’s practical! It reduces deep wrinkles, diminishes fine lines, firms and plumps skin, improves elasticity, brightens dark spots, boosts hydration, and enhances radiance. In Meatpacking, I can shop, have my spa day, have lunch, meet my friends for Happy Hour, check out The Whitney, and go to Le Bain in the summer. I love the neighborhood.*

Visit Caudalie at 823 Washington Street.



TIPSY TREATS: AUBI & RAMSA



Leonardo Morales, New York Brand Ambassador for Aubi & Ramsa, shares favorite flavors and top picks for newcomers, movie nights, + more!

MTPK: Tell us about yourself

Leonardo Morales (LM): *I am a film producer and work as the New York Brand Ambassador for Aubi & Ramsa. My journey with the company began serendipitously as a customer shortly after graduating with a Master’s in Media Management at The New School. It was love at first taste, ignited by the exquisite Passion Fruit Margarita flavor. I am grateful for the opportunity to work here, be a member of this wonderful community, and collaborate with fellow artists. My upcoming feature film, “No Ghost Inside,” was shot at our store and various locations within our neighborhood, and I am committed to showcasing the Meatpacking District’s cultural renaissance on a global scale.*

MTPK: What is your favorite flavor?

LM: *This is the toughest question ever. Each embodies unique experiences and moods. However, if pressed, I would declare that The ABC is my ultimate indulgence: a sexy and decadent amalgamation of vanilla, Amaretto, Bailey’s, and Cognac Remy Martin.*

MTPK: For Aubi & Ramsa newcomers, what would you recommend their first taste be?

LM: *To our newcomers, I always offer the advice that the finest flavor is the one that resonates with you. Choosing liquor-infused ice cream is an intimate*



affair, like selecting a fragrance. I wholeheartedly endorse all our Champagne sorbets. Alternatively, connoisseurs of creamier delights will find satisfaction in The Lucky Brownie, Kentucky Creme Brulee, and Espresso Martini.

MTPK: What flavor would you recommend for visitors to eat while watching a movie on Gansevoort Plaza during our Movies on the Cobbles series?

LM: *I propose a harmonious blend of contrasting sensations, pairing a refreshing sorbet, like the Tangerine Mimosa, with a creamier option like The Highland Truffle or Agave with Dulce de Leche. Additionally, I encourage attendees to savor our latest seasonal creations: Bellini and Aperol, destined to captivate palates throughout the Summer of 2024.*

MTPK: If the Meatpacking District neighborhood was an Aubi & Ramsa flavor, what would that flavor be?

LM: *I’m a big fan of mixing, so the essence of the Meatpacking District is encapsulated in a fusion of the cultural heritage and contemporary allure, mirrored in our Old Fashioned, with the sexiness, chicness, and fearlessness contained in our Strawberries and Rose.*

Visit Aubi & Ramsa at 36 Little West 12th Street.



UP NEXT: 14TH STREET

Written by Street Plans

Streets, parks, and buildings. It’s a short list, but these are the core elements that shape urban life. Using conventional methods, improving our collective experience is anything but quick or straightforward. Put simply, assembling the political will, aligning limited capital funds, and implementing permanent infrastructure can take years, if not generations (Looking at you, 2nd Avenue Subway!).

So what’s to be done about our needs today?

“Tactical Urbanism” is a creative approach to improving our neighborhoods that uses temporary or interim interventions in the city that are lower-cost and inherently flexible. It’s what the author might call the first draft of the manuscript; the idea is strong, but edits are still very much expected and possible before sending the manuscript off to the publisher. For the software engineer, it’s a minimally viable product, a prototype that allows for use, evaluation, and improvement over time on its way to market fit.

Consider the lawn chairs of Times Square, which were once laid out in the “crossroads of the world” over Memorial Day weekend in 2009. This small pedestrian experiment was cheap, cheerful, and had a severe impact. Asphalt murals on the ground soon followed, alongside more durable chairs. Just a few years later, city leaders permanently rebalanced a notoriously treacherous place to walk into, one that is now easier to navigate on foot; they put the Square back into Times Square.

The Meatpacking District has its past and current experience with Tactical Urbanism. The gorgeous 9th Avenue and Gansevoort plazas that you likely enjoy today were not always as polished and accessible. Indeed, nearly 15 years ago, the Department of Transportation began using temporary materials to convert wide streets once needed for the logistical activities of the meatpacking warehouses into public spaces that could meet the needs of an evolving neighborhood.

With those plazas completed and activated, the Meatpacking District Management Association nimbly applied the City’s upstart Open Streets program to support social distancing, yes, but also to experiment with pedestrianization. This, in turn, led to the creation of the Western Gateway Plan, a bold urban design vision for linking the District’s interface with the burgeoning Hudson River park system. More Tactical Urbanism experimentation has followed to test concepts developed in the plan and build momentum for lasting investment.

You may have noticed the new Gansevoort Landing plaza at the base of 10th Avenue, with its new crossing to Gansevoort Peninsula. The colorful plaza is composed entirely of temporary materials - planters, paint, plastic delineators - and different sets of street furniture. Where vehicles once had free reign over an excessive amount of asphalt has given way to a calm pedestrian layover space linking New Yorkers to some of the city’s most dynamic public spaces.

On the drawing board is the tactical overhaul of the 14th Street corridor between 9th and 10th Avenues. Also excessively wide for today’s needs, the current “14th Street Promenade” design aims to reclaim as much as 60% of the street for people to use without compromising essential curbside access for delivery vehicles and those needed to be picked up or dropped off by car. The corridor will be better suited for connecting people to/from the energy of 9th Avenue, the Highline, and destinations like Pier 57 and Little Island.

These early Western Gateway Plan implementation initiatives promise to add a number of public benefits (Slower vehicular speeds! More places to sit and socialize! More retail foot traffic!) that don’t require millions of dollars and disruptive public works. Because, why wait?!

MEET WITH TIFFANY!

A Day in Meatpacking with Tiffany Griffin, Director of Marketing, Events, + Partnerships

Join Tiffany Griffin, our Director of Marketing, Events, + Partnerships, as she guides you through a perfect day in Meatpacking. Discover how you can experience the neighborhood like Tiffany does, and plan your own adventure.

I start the day by grabbing a cup of coffee—I’m partial to Strawberry Deli (the original on 14th Street). I take my coffee black, so it’s quick and no fuss. I also love the energy of a bodega and being a regular. Occasionally, I’ll detour to Think Coffee and get the Spanish Latte. They have some of the friendliest baristas I have ever met.

Lunch. On Monday, it’s always the falafel bowl at Banter. I try to carve some time to sit and eat at the cafe to get a pulse on what’s happening in the neighborhood. It’s a nice mix of visitors, locals, business meetings, and people catching up. It’s very much a if, you know, you’re a regular type of spot.

Feast On Us is next door, a local takeout with various options and daily specials. Everyone in the neighborhood goes there at some point. I’m recently partial to the beet pasta -- an unexpected delight and perfect for the warmer months. It is one of the friendliest teams, and I

love that you can see people walking around the district with their signature packaging, which includes their checkered paper lining. It’s total neighborhood vibes when you see folks trekking across the district headed back to their respective offices. You can also catch me at the Lobster Place sushi counter once a week. Even though Chelsea Market is really busy, it’s an unexpected quiet moment for me. I recently started picking up something sweet as an afternoon pick-me-up, and Alf’s has been a favorite. I’m a fan of the crookie and the fig twist.

Part of our roles at the BID is to maintain relationships and know what’s going on with the businesses, so I’m always checking in with the various stores across the district, seeing what’s trending, who’s shopping, etc. But for my personal walk-ins, I thoroughly enjoy grabbing coffee at the Breitling store and becoming more familiar with the brand and watch culture as I’m a budding watch enthusiast.

Tea at Genesis House is another gem in the district. two: minds is my go-to for the latest in fashion and to see some exclusives.

I’m a big accessories person, so I often check out frames at Krewe, Barton Perreira, and Lucky Selectism.



LET’S GO TO THE BEACH-EACH

Your beach day and beach day essentials can be found here in Meatpacking. From swimwear to sandals, sunscreen, and a perfect beach picnic carry-all, you'll be stocked whether you're off to the Rockaways or on the Beach at Gansevoort Peninsula during an extended summer lunch.



DIVE IN WITH PAIGE

PAIGE's first swimwear collection is here and crafted for your beach day bliss! Featuring five bikinis and three one-piece swimsuits, each piece boasts vibrant prints and colors that stay fresh after washing.



BEACHSIDE AT THE BEACH

The perfect summertime escape. The Beach at Dream Downtown is open daily from 11 AM to 6 PM, with a DJ every Saturday and Sunday.



SUN SAFETY

From Supergoop to Shiseido, Sephora is the place to stock up on sunscreen needs.

BEST DRESSED

The neighborhood has everything from trendy crochet bags and chic bucket hats to versatile beach towels and stylish footwear.



Sandro Crochet Bag

Sandro's two-tone crochet bag is a trendy and playful summer accessory. It is the perfect size for all your beach essentials, including your beach read, sunglasses, and a towel, for a relaxing day on Gansevoort Peninsula.



Gucci GG Terrycloth Jacquard Bucket Hat

The Italian coast's summer spirit and beach clubs inspire Gucci's terry cloth bucket hat. This jacquard hat is the perfect accessory for elevating a street outfit or lounging on a rooftop pool.



Zimmermann Printed Long Brim Bucket Hat

This floral long-brim bucket hat from Zimmermann is one of the most stylish ways to shield from the sun. The hat is available in two color motifs, making it a summer staple for everyone.



ANINE BING Bahia Towel

This beige and black monogrammed Bahia Towel is a classic summer staple. Lay out this timeless towel on the Gansevoort Peninsula beach and enjoy the sun and beach breeze.



Hermès Apres la Vague Beach Towel

This colorful, playful beach towel captures the essence of a summer day of surfing. Bring this canvas towel for a relaxing day at the beach, a picnic at the park, or lounging by the pool.



AllSaints Milly Crochet Set

Crochet is one of summer's hottest trends (no pun intended). This matching crochet set from AllSaints is comfortable and stylish, perfect for a breezy day at the beach or for lounging at home.



Vince Crochet Stripe Short-Sleeve Button-Front Shirt

This crochet stripe shirt from Vince is a trendy and comfortable summer staple. The button-down comes in dried cactus and coastal blue motifs, making it versatile for a day by the water.



Rag & Bone Geo Buckle Platform Slide

These leather slides are an elevated take on the everyday sandal, perfect for a leisurely walk by the water or for slipping off and feeling the sand between your toes.



Maje Platform Mules

Elevate your summer outfit with these chic, raffia-inspired platform mules from Maje. Wear these statement sandals with a colorful sundress or white linen pants for a beachside dinner.



Loro Piana Seaside Walk Espadrilles

The perfect tropical shoe for summer. These linen-cotton slip-on shoes are great for a day on the beach or walking on the cobblestone streets.

HELLO! BONJOUR!

Kevin Capuno, the BID's Operations Manager, and our resident Canadian prepared for the Summer Olympic Games by reflecting on the little corners of Parisian influences in the District.

I am sitting on Gansevoort Plaza on one of the BID's Parc Centre chairs, evidently inspired by Parisian standard designs. The most distinct feature of the Parc Centre chairs, I would argue, is that they are moveable. Whether wanting to pull up a chair in the sunniest spot on the plaza for a solo sunbathe, or grabbing lunch with my coworkers, the moveable chair can help foster versatile public spaces. One of my favourite spaces in Paris is the Jardin du Luxembourg, and it's a bit funny to think I visit for the chairs, not the heavily manicured gardens themselves.

I stroll down Gansevoort Street and point my gaze upwards. Our little corner of Manhattan has a lower density of buildings, similar to the spacious and grand boulevards of Paris' arrondissements. I'd like to think that this openness allows one to wander and admire the streetscape without feeling cramped or confined. Our BID prioritizes the pedestrian experience.

I have some time to dust off my old high school French textbook. While I cheer on from the cobblestoned streets of Paris, I'm sure there will be plenty to do in the cobblestoned streets of Meatpacking.

This article is written in Canadian English. Translation is available upon request.



BEST PLACES IN THE NEIGHBORHOOD TO AVOID WORK

Whether it's finding an excuse to up your step count or lower your blood pressure from your back-to-back Zoom calls.

- 1. The High Line
- 2. Gansevoort Landing
- 3. La Plaz at The Standard
- 4. The Tea Pavilion at Genesis House
- 5. In line for the bathroom at Chelsea Market

RUNNING OUT OF IDEAS

An uptempo, hype-inducing playlist, curated with pulsating beats and electrifying rhythms, guarantees to kickstart your summer runs with unstoppable energy, turning every step into a dance move.

Need some motivation to hit the ground running? With at least four different run clubs in the neighborhood (lululemon, Asics, Shake Shack, & Liftonic), there's no excuse now to get into shape (we know you temporarily deactivated your Instagram account after seeing all your friends finish the last Brooklyn half).

- 1. *This Hell* by Rina Sawayama
- 2. *Ya Ya* by Beyoncé
- 3. *Obsessed* by Olivia Rodrigo
- 4. *Rush* by Troye Sivan
- 5. *HOT TO GO* by Chappell Roan
- 6. *Vroom Vroom* by Charli XCX
- 7. *I Can Do It With A Broken Heart* by Taylor Swift
- 8. *Welcome to My Island* by Caroline Polachek
- 9. *Espresso* by Sabrina Carpenter
- 10. *Hot Stuff* by Donna Summer
- 11. *Stupid Love* by Lady Gaga
- 12. *Champagne Shit* by Janelle Monáe

Note: A Meatpacking staff member tried to add a Glee song to this playlist, and we felt the need to disclose it.



STARRY SIPS

Whether you're sipping on a fruity cocktail on a rooftop pool or enjoying a leisurely picnic at Hudson River Park's 14th Street Park, let the stars guide you as you navigate the endless possibilities of summer. Cheers to cosmic connections and quenching your thirst for adventure!

♈ **ARIES: (MARCH 21 – APRIL 19)**

Aries, fueled by fiery ambition and boundless energy, you're a force to be reckoned with. Embrace your boldness with a Cantaloupe Paloma from Meduza Mediterrania: tequila, fresh cantaloupe juice, lemon, agave, and Fever-tree grapefruit soda.

♉ **TAURUS: (APRIL 20 – MAY 20)**

Stubborn? Maybe. But you're also the master of living the good life and indulging in guilty pleasures. Sip on a Feast on Us Lemonade, a neighborhood favorite.

♊ **GEMINI: (MAY 21 – JUNE 20)**

Gemini, with your dual nature and insatiable curiosity, you crave variety and excitement. Indulge in a Watermelon Dragon smoothie from Juice Generation: a refreshing blend of watermelon, dragon fruit, strawberries, blueberries, and a hint of lime.

♋ **CANCER: (JUNE 21 – JULY 22)**

Cancer, nurturing, and compassionate, you find comfort in familiarity and tradition. Let the Peaches and Cream Shake from Shake Shack be your summer companion. It's a vanilla frozen custard hand-spun with real peaches and topped with whipped cream.

♌ **LEO: (JULY 23 – AUGUST 22)**

Leo, bask in the spotlight and revel in the joy of summertime celebrations. Raise your Summer Stock Cocktail from Brass Monkey, made with Absolut Grapefruit vodka, elderflower, fresh lime, and a little bubbly.

♍ **VIRGO: (AUGUST 23 – SEPTEMBER 22)**

Virgo, you are meticulous and detail-oriented. You appreciate balance and harmony in all things. Savor a Matcha Pomegranate Lemonade from Think Coffee, refreshing and revitalizing as you find peace in simplicity.

♎ **LIBRA: (SEPTEMBER 23 – OCTOBER 22)**

Libra, ever the diplomat and lover of beauty, you seek harmony in all aspects of life. Sip on a For Lychee's Sake cocktail from Catch NYC, made with Belvedere Vodka, Nigori Sake, Lychee, Yuzu, and Orange Blossom.

♏ **SCORPIO: (OCTOBER 23 – NOVEMBER 21)**

Scorpio, mysterious and intense, you're drawn to the depths of experience. Enjoy an Arnold Palmer Black Tea Lemonade from Tea and Milk, with all your favorite toppings of course.

♐ **SAGITTARIUS: (NOVEMBER 22 – DECEMBER 21)**

Sagittarius, wild and free, you chase adventure with boundless enthusiasm. Quench your thirst with a Gatorade (Blue) from Strawberry Deli. Hydration is important...

♑ **CAPRICORN: (DECEMBER 22 – JANUARY 19)**

Capricorn, you are ambitious and disciplined, approaching life with determination and purpose. Stay cool and collected with the Catch Steak Sangria, the ideal balance of fruitiness and acidity—a perfect drink for a warm summer day.

♒ **AQUARIUS: (JANUARY 20 – FEBRUARY 18)**

Aquarius, innovative and unconventional, you march to the beat of your drum. March over to Meatpacking's newest speakeasy, N°Between, for a Morning Glory cocktail featuring cocoa puffs and Hokkaido milk cream.

♓ **PISCES: (FEBRUARY 19 – MARCH 20)**

Pisces, intuitive and imaginative, you're attuned to the ebb and flow of emotions. Nothing like an Espresso Martini from Osteria Nonnino to ignite that summer creative energy.

WEST SIDE FEST

West Side Fest will return on July 12–14, 2024! This free, multi-site celebration brings together the best of arts and culture on Manhattan's West Side. Now extended to three days of festivities, the second annual West Side Fest will occur at participating organizations from the West Side Cultural Network (WSCN).

Throughout the weekend, New Yorkers and visitors of all ages can enjoy free admission to participating museums, parks, and cultural institutions within the Meatpacking District and beyond. WSCN invites everyone to come celebrate all that the vibrant, exciting cultural village along Manhattan's western waterfront has to offer. Join the fun by participating in artmaking, dancing, crafts for kids and families, community celebrations, other special indoor and outdoor programming, and so much more. West Side Fest has something for everyone, featuring artist-led workshops and panels, an art and craft market, and performances.

West Side Fest highlights the city's newest cultural destination along the western edge of Manhattan. This historic area offers a welcoming and unique mix of fresh activities, open gathering spaces, and more. The neighborhood includes organizations that have been on the West Side for decades, as well as newer arrivals like Gansevoort Peninsula in Hudson River Park. West Side Fest is conveniently accessible by subway, bus, the High Line, bike, or car.

The West Side Cultural Network is a group of over 20 museums, parks, performing arts centers, and cultural institutions along the West Side of Manhattan. WSCN aims to ensure New Yorkers and visitors alike know they have access to the myriad, dynamic cultural offerings along the Hudson River and the adjoining neighborhoods.

Visit the event website to stay updated on all the offerings. **The full lineup of activities and current WSCN members can be found at westsidefest.nyc.**

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THE DISTRICT TEA?

PLEASE EMAIL
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AROUND THE NEIGHBORHOOD



KEEPING IT SHADY: SUNGLASSES FROM AROUND THE NEIGHBORHOOD

Looking for a new pair of sunglasses to rock around the District in style? There is no shortage of options in the neighborhood.



BARTON PERREIRA

Elevate your summer style with Barton Perreira sunglasses, timeless luxury eyewear designed in California and handcrafted in Japan. The **D. Ellis in Stonehenge/Pewter/Indigo Gradient (AR)** (\$795), **Sharona Thinsert in Gold/Tusk/Mahogany Gradient (AR)** (\$785), and Hamilton in **Blue Smoke/Noir (AR)** (\$490) blend sophistication and craftsmanship perfectly. **Visit Barton Perreira at 659 Hudson Street.**



CASERTA EYE

This eyewear shop is a standout establishment in the Meatpacking District, specializing in both new and vintage. We asked Paul Battiste, the owner of Caserta Eye, to share three to four of his sunglass selections for summer, and we ended up walking out of the shop with twelve pairs, six new and six vintage. Of those twelve, two were vintage Christian Dior sunglasses, and one pair of new sunglasses that made this writer feel like they were Edna Mode (in a very positive way!). We are sure that if we had stayed there for even a minute more, we would've left with twenty pairs. A trip to Caserta Eye is like opening a treasure chest; you might not know what's inside, but you know it will be good. **Visit Caserta Eye at 67 Eighth Ave.**



LUCKY SELECTISM

Go to explore the unique eyewear selection and stay for the carefully curated selection of clothes, antiques, adorned streetwear, and novelty clothing. Lucky Selectism is the result of years of dedication to fashion heritage and history by its founder, Heewon Kim. As you make your way through the store, a wall of hands will reach out to you, offering you the most fabulous shades possible, and you should undoubtedly buy yourself those glasses. **Visit Lucky Selectism at 346 West 14th Street.**



WARBY PARKER

The team at Warby selected three perfect shades for summer: **Vilma in Yuzu Crystal** (\$95), **Nemsey in Cattail Tortoise Matte** (\$95), and **Vanessa in Brushed Ink** (\$145). Sitting between a rectangular, round, and cat-eye shape, the **Vilma** captures the charm of each in one polished pair with a subtly sculpted browline and clever keyhole nose bridge. The **Nemsey** brings a pinch of personality to its unflappable navigator shape. The **Vanessa** pairs a cat-eye silhouette with delicate metalwork to create a reimagined, nostalgia-inducing shape. The Meatpacking team was particularly intrigued by the newly released **Vanessa** and likely already grabbed a pair before you even read this. **Visit Warby Parker at 819 Washington Street.**



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MEATPACKING COBBLESTONES MILESTONES

Join the celebration! These Meatpacking businesses and landmarks are having birthdays!

two : minds	3 Years
Gansevoort Hotel	20 Years
The Standard	25 Years
Hector's Cafe & Diner	75 Years
Dr. Gertrude B. Kelly	
Playground	90 Years
Belstaff	100 Years
HANRO of Switzerland	140 Years

THREE'S COMPANY

Challengers, director Luca Guadagnino's newest film, caused quite a stir on social media. Here's our roundup of post-Challengers activities for three/throuples.

1. A room at The Standard High Line
2. A pickleball game at Gertrude Kelly Playground
3. A Mel's gelato sundae with three spoons



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



THE DISTRICT TEA