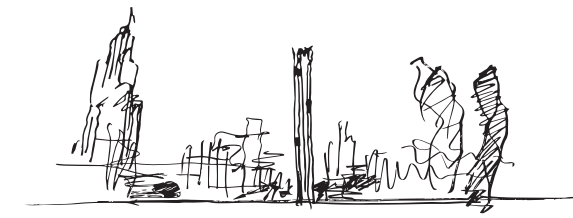


# Local NoMad

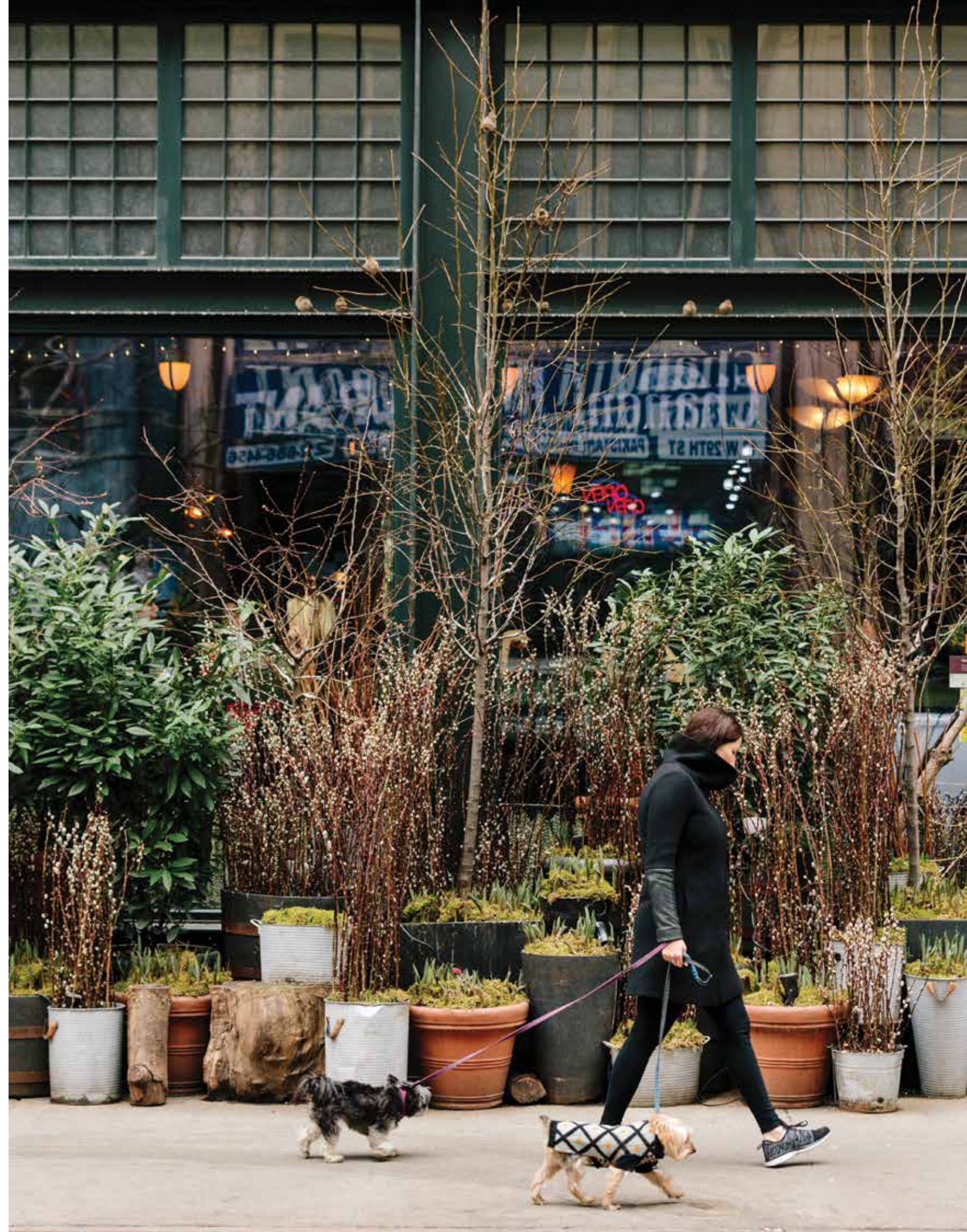
THE LOCAL'S GUIDE TO  
NOMAD, NEW YORK CITY





Welcome home  
to NoMad.

NoMad is a diverse neighborhood that offers the best to its community, from the cultural to the culinary. It is both international and local at the same time. If you have a vision, you can live it in NoMad.





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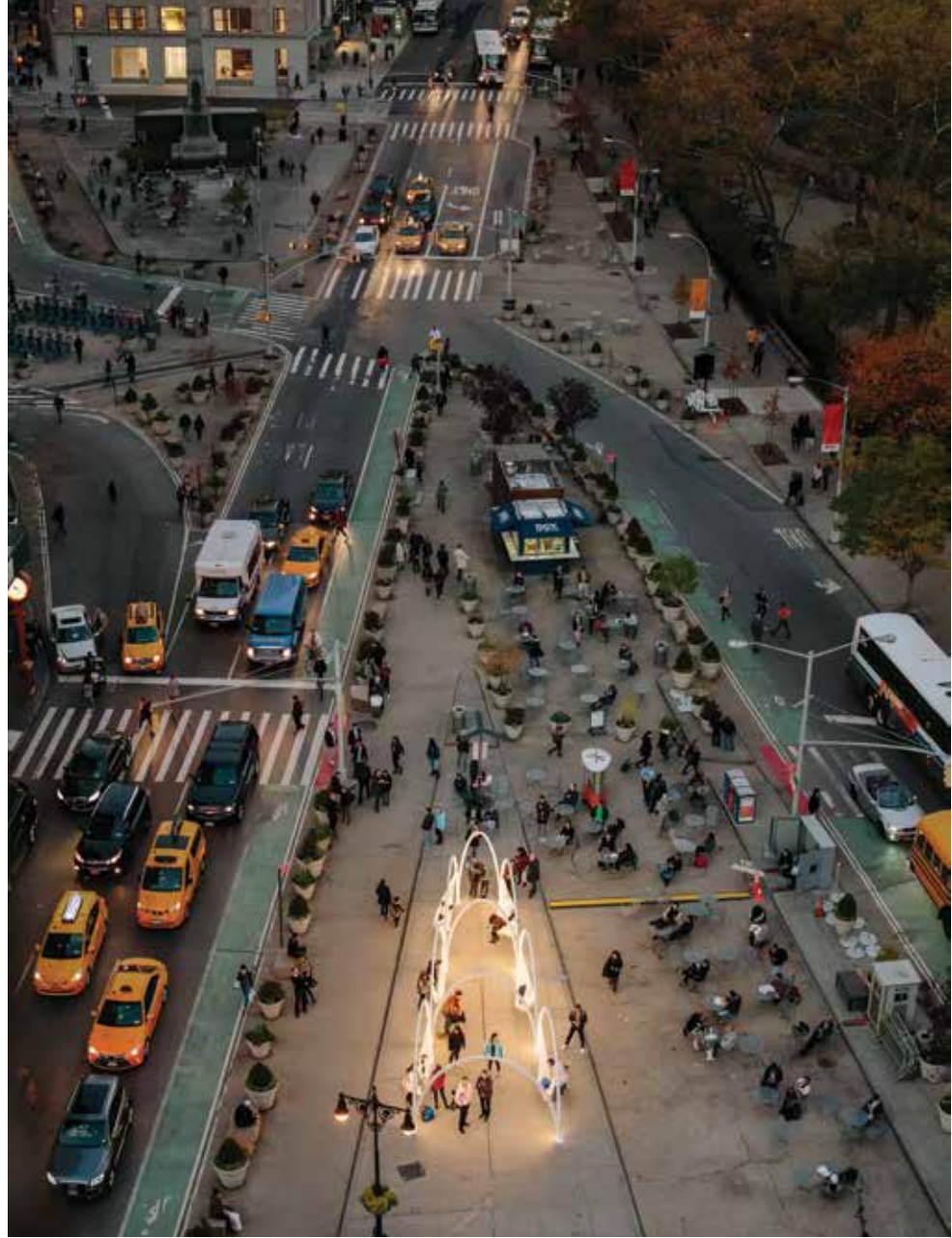
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# Finding NoMad

NOMAD IS A DYNAMIC NEIGHBORHOOD  
NESTLED IN THE MIDDLE OF NEW YORK CITY



WHERE BROADWAY MEETS FIFTH AVENUE IN NOMAD





NoMad is the  
essence of  
twenty-first-  
century  
New York:  
energetic, stylish,  
and always  
surprising.

# What's in NoMad

FROM FITNESS TO DINING TO THE ARTS,  
NOMAD IS FILLED WITH THE MOST DIVERSE  
MIX OF ACTIVITIES AND EXPERIENCES

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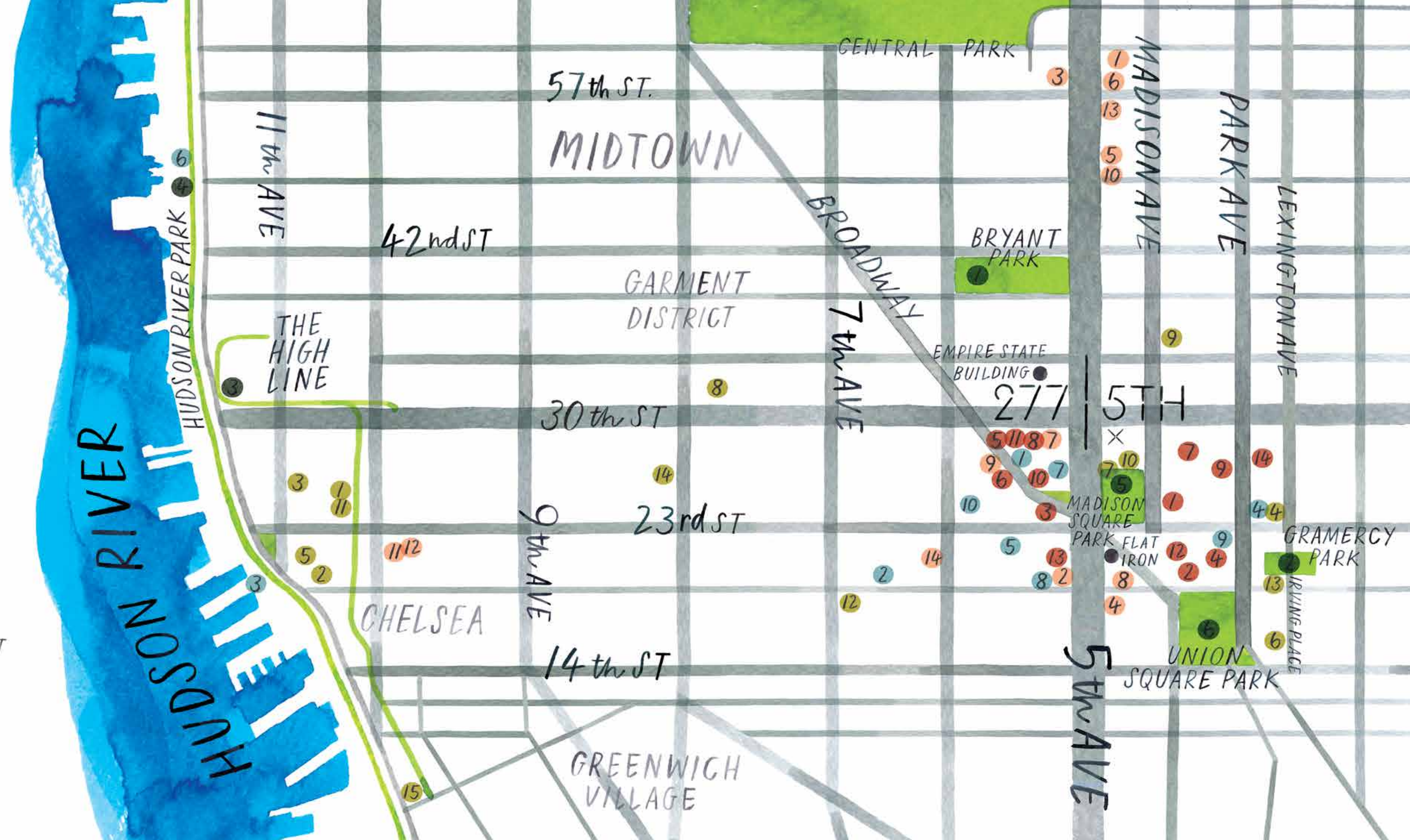
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# Food & Drink

NOMAD IS NEW YORK CITY'S  
CULINARY CAPITAL



AT EATALY, MEET SPECIALISTS FOR EVERY TYPE OF FOOD

# Gastronomic Rarities

## EATALY

This is a foodie's number one destination. It's a cornucopia of Italian gastronomy, a grazer's delight, and a wonderful spot for a casual lunch of prosciutto and mozzarella pizza or a warm farro salad. Hear specialists describe the flavor of olive oil made from umbrella-shaped Biancolilla trees in Sicily, and explain how the spiral twist of a pasta holds a pesto sauce.



### The cheese

From pungent to mild, flaky to creamy—you'll find the perfect cheeses to adorn a charcuterie board or to eat by the slice.

### What's rare

Castelmagno di alpeggio DOP cheese



### The pasta

Pasta feels like so much more than a quick, easy meal when it's handmade, beautifully shaped, and imported from Tuscany.

### What's rare

Villa Magra extra virgin olive oil and Alta Valle Scrivia croxetti pasta



### The produce

With the freshest figs and the juiciest tomatoes, it's no mystery why locals swear by Eataly's bountiful produce section.

### What's rare

Muscat grapes and Sumo oranges



### The seafood

Plan a dinner party that features freshly caught seafood. You'll find different delicacies every day.

### What's rare

BeauSoleil oysters





FRESH FIGS AT EATALY



# Competing Cappuccinos



## THE BEST BREWS

Where even coffee-drinking is an elevated experience



**Toby's Estate Coffee**  
160 Fifth Avenue  
tobysestate.com

### **Why it's good**

Sip a frothy cappuccino made from their specialty Flatiron espresso blend or a shot from their custom La Marzocco Strada EP espresso machine. Beverages are complemented by delicate pastries, from flaky croissants to rich chocolates to artisanal doughnuts.



**Stumptown Coffee Roasters**  
18 West 29th Street  
stumptowncoffee.com

### **Why it's good**

Stumptown is nestled in one of NoMad's chicest hotels, the Ace, whose turn-of-the-century architecture draws diverse crowds into its lobby. Enjoy your coffee or tea with savory or sweet bites from some of the city's best bakeries.



CHOP SHOP II ON 24TH STREET



SWEETGREEN ON BROADWAY



BELGIAN BEER CAFE ON FIFTH AVE



HILLSTONE RESTAURANT ON PARK AVENUE SOUTH



IZAKAYA ON 26TH STREET



# Style & Taste

INTERVIEW WITH  
AMANDA HESSER &  
MERRILL STUBBS  
FOUNDERS OF FOOD52

Amanda Hesser and Merrill Stubbs contribute to NoMad's vibrant food and startup scenes with style, taste, and environmental awareness. They gather inventive recipes for quirky cookbooks, collaborate with artisans who make beautiful, small-batch kitchenwares, and share it all with their local community in NoMad as well as their global following on Food52's website. Amanda was a food editor and feature writer at *The New York Times* and is the author of *Cooking for Mr. Latte: A Food Lover's Courtship, with Recipes*. Merrill learned to wield her knife at Le Cordon Bleu in London and then put her chopping skills to use in the test kitchen at *Cook's Illustrated*. Merrill and Amanda met while working on *The Essential New York Times Cookbook*. A friendship bloomed, and the seeds of a big idea—Food52—were sown.



**What inspires you about the NoMad neighborhood?**

Merrill: Over time, NoMad is becoming more and more of a hub for tech companies. That’s appealing to us because we’re often meeting with other companies to explore potential partnerships—NoMad is convenient from that perspective. NoMad is also a neighborhood that has become more vibrant and interesting because of the influx of people. It’s an area that has seen real growth.

Amanda: But NoMad still has some of the remnants of an older New York, the sort of neighborhoodiness that you don’t usually get when a neighborhood is gentrified. I think that’s why we like NoMad so much. We value that.

Merrill: Our block still has places that have been around for a long time. For example, there’s a kitchen supply store right across the street, two hotels, a school, and a pottery studio that have all been here for ages. There are neighborhood strongholds, and there is also the newer stuff. NoMad is a mix.

**Why did you choose to locate Food52 in NoMad?**

Amanda: Our previous office was not too far from where we are now. And our office before that was actually not too far away either, so we’ve been in the neighborhood since 2011. NoMad is a central location that is easy to get to both for our team and for those who have meetings with us.

Merrill: I think people are intrigued by NoMad. It’s not a neighborhood they necessarily know a lot about. When they set foot in it, they feel the energy. They always tell us that, “Where you guys are is really cool.”

**So you wanted to stay in NoMad?**

Amanda: Honestly, we did look elsewhere. We looked in the Financial District, and we looked in Brooklyn, but we kept being drawn back to the NoMad neighborhood both for its local offerings and for its convenience. Our advertising team can very easily go uptown to meet with the brands that we work with. They can just as easily meet the agencies that travel through New York. We often do photo shoots, so it’s wonderful to get great fresh ingredients and florals from

Eataly, Fairway Market, Whole Foods, and the Chelsea Flower Market. We feel that we lucked out because we are right in the middle of all this.

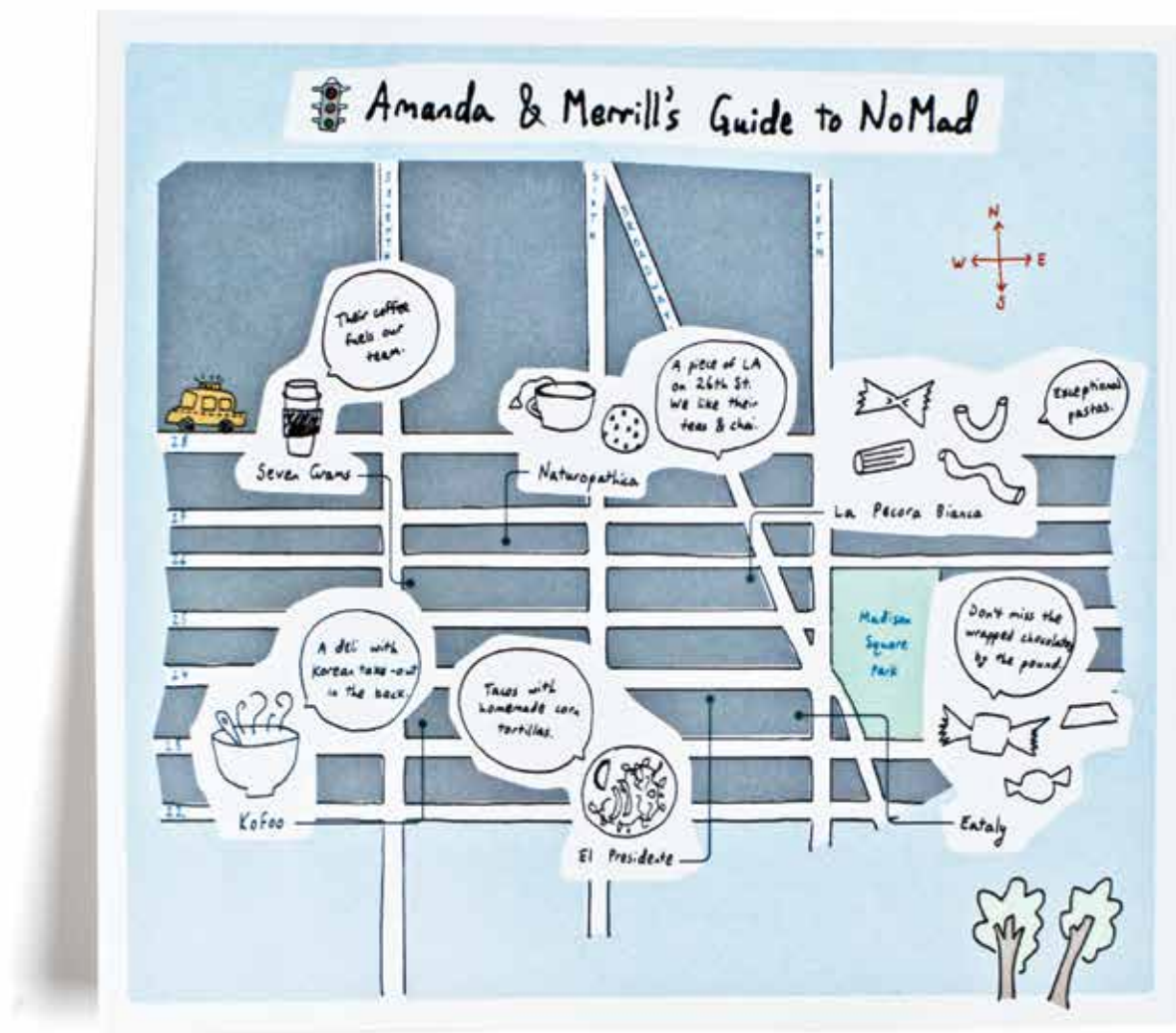
**Do you have a favorite spot in the NoMad neighborhood?**

Amanda: A coffee shop named Seven Grams Caffé opened in 2014, a year before we moved to 26th Street in February 2015. When it opened, we were like, “Whoa, things are changing.” Seven Grams Caffé has become a place where you always see a friend, or someone from the Food52 office.

Amanda: We know all the baristas. It’s kind of like our Cheers. There is a bar down the block called Sid Gold’s Request Room, which is really a karaoke bar. And when anybody from our team comes in, they’re like, “Oh, here comes Food52!”

Merrill: We couldn’t imagine a neighborhood with a truer sense of community.





AMANDA HESSER'S & MERRILL STUBBS'  
LOCAL FAVORITES

“I think people are intrigued by NoMad. When they set foot in it, they feel the energy.”

AMANDA HESSER

# Eleven Madison Park

## FOR A MEAL THAT ELEVATES YOUR SOUL AND ENGAGES ALL YOUR SENSES

It starts with the space: thirty-foot-high ceilings, art deco trims, terrazzo floors. The service follows suit: informed and relaxed, yet meticulous.

But really, it's all about the food at Eleven Madison Park: three Michelin stars, number-one ranked, lauded worldwide. Dishes are poetry on the page as well as on the plate: a crescent of sweet, butter-poached Maine lobster plated with charred leeks. Dry-aged duck with honey, lavender, and rutabaga. And the desserts are so otherworldly that it would be cruel to even mention them.

Dining here is like listening to jazz: flowing but structured, improvisational, as in a chef's riff on a signature dish, yet precise—even the bread is served beautifully. Culinary artistry and skill combine effortlessly. The call and response between the two makes for a transcendent dining experience.



## IT'S ALL IN THE DETAILS

### Did you know?

If you order a mixed drink, your ice cube will be hand-stamped with the shape of a ginkgo leaf.

Discreet silver plaques can be found on the backs of three barstools, celebrating the loyalty of three regular guests.

In the wine cellar, there are over 21,000 bottles of wine and around 4,000 different selections.

It typically takes someone about 1 to 1.5 years to become a server and over 2.5 years to become a captain.

# International Palate

## DINING OUT

In NoMad, a night out caters to any craving. Within a few-block radius, savor Arctic char with leeks, pizza with hen-of-the-woods mushrooms, or brussels sprouts with Calabrian chilies. Your last round can be anything from rhubarb churros with Chartreuse ice cream to a cacao-nib-infused cognac cocktail.



**Gramercy Tavern**  
42 East 20th Street  
gramercytavern.com

### Why it's good

A mainstay of the neighborhood for twenty years, this restaurant is as trustworthy as grilled lamb with garlic butter. The front of Gramercy Tavern is informal yet refined, a great place for a drink, like their gin-based Diamond Eyes cocktail, and a four-course tasting dinner.



**The Smith**  
1150 Broadway  
thesmithrestaurant.com

### Why it's good

For an after-work bite or a mimosa-spiked brunch, the Smith is always full of laughter, seasonal cocktails, and sated appetites. Have your fill of gourmet skillet mac and cheese, seared tuna salad, or crème brûlée cheesecake. Find something to please any palate.



**Upland**  
345 Park Avenue South  
uplandnyc.com

### Why it's good

Taste the influences of Italian and Californian cuisine in the heart of NoMad. In a space that feels simultaneously rustic and urban, savor new dishes each season. Pair them with a bottle of expertly recommended wine from Upland's 500-bottle list.



**Marta**  
29 East 29th Street  
martamanhattan.com

### Why it's good

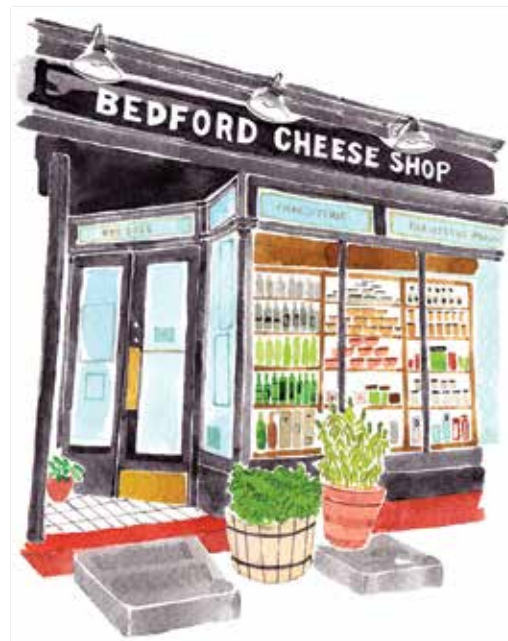
Transcending the role of local pizzeria, Marta serves thin-crust, mozzarella-laden, soppressata-adorned pies that crackle from their open-fire treatment. If you aren't in the mood for pizza, you can order from Marta's extensive antipasti and wood-fired entrées.



# Off to Market

## FOOD MARKETS

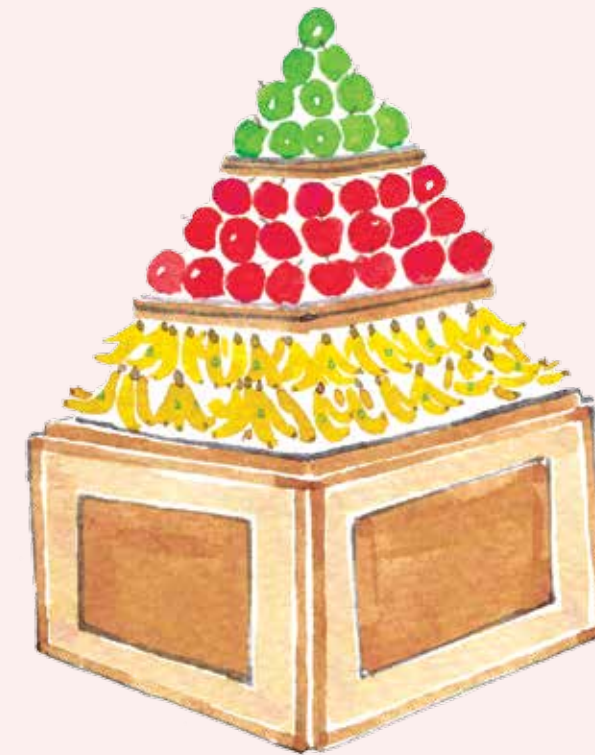
For everything from grab-and-go bites to pantry staples, NoMad's markets are truly a cut above.



### **BEDFORD CHEESE SHOP**

67 Irving Place  
bedfordcheeseshop.com

In NoMad, standard grocery shopping becomes not only a delicious adventure, but also an education in gastronomy. Browsing for snacks may lead you to a comté cheese hailing from Font Saint-Antoine in eastern France, the production of which involves hundreds of people and supports an entire region.



### **WHOLE FOODS**

250 Seventh Avenue  
wholefoodsmarket.com

Augment Union Square Greenmarket finds with Whole Foods' vast selection of fresh, organic produce and delicious baked goods. Come by for dinner party staples and rub elbows with every type of New York foodie in the aisles.

# The John Dory Oyster Bar

## AN URBAN OCEANIC ESCAPE

“Oysters are the gateway to a life of possibility,” says Erica, who was sitting at the bar on a warm evening.

### Did you know?

In 30 minutes, a shucker can shuck between 90 and 100 oysters.

The John Dory serves up to 600 oysters a night.

It takes one day for The John Dory's oysters to ship from Deep Bay, British Columbia, to NoMad.

Each oyster is cleaned by hand with a special hard-bristled brush.

It takes between six months and a year to become a professional shucker.



# Stay Awhile

## NEIGHBORHOOD HOTELS

Elegant but informal, refined but friendly, NoMad's hotels combine attentive service with stylish downtown vibes.



**Ace Hotel**  
20 West 29th Street  
acehotel.com

**Why it's good**  
This beautiful, historic turn-of-the-century building is always buzzing with in-the-know tourists, local foodies, and stylish freelancers.



**Roger**  
131 Madison Avenue  
therogernewyork.com

**Why it's good**  
This boutique hotel, established in 1930 and named for the 17th-century theologian and abolitionist Roger Williams, exudes Old World charm. Amenities include private garden terraces.



**The NoMad Hotel**  
1170 Broadway  
thenomadhotel.com

**Why it's good**  
This Beaux Arts gem is simultaneously timeless and fresh, reminiscent of grand European hotels yet distinctly New York in style.



# Green Spaces

TAKE A STROLL PAST WILDFLOWERS AND THROUGH GRASSES, ENJOY A NOSH FROM A FOOD CART, AND RELAX AT A SCREENING OF AN OUTDOOR FILM



# Madison Square Park

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Madison Square Park is the heart of NoMad: pulsing with life, cultivated with soul, and essential to the neighborhood's vibrancy.

Its public art program is one of the best in the world, its dog run is famous throughout the city, and kids can watch a puppet show, listen to classical Indian music, or Hula-Hoop on the lawn.





INTERVIEW WITH KEATS MYER

# An Evolving Park

EXECUTIVE DIRECTOR OF  
THE MADISON SQUARE PARK CONSERVANCY

Keats Myer is the Executive Director of the Madison Square Park Conservancy.

But her title doesn't do justice to the expansive role she plays in NoMad.

As the overseer of a vibrant seven-acre park in the heart of an urban neighborhood—one with a world-class art program, a revered music series, a plethora of programs for children, a beloved dog run, and a burger shack that launched a revolution—Keats is the de facto mayor of NoMad. On a sunny afternoon, you'll likely see her strolling through the park, pausing to enjoy the hydrangeas or to assess the canopy of trees overhead.





“The park is like a snow globe with its green canopy of trees—a place to step away from the hustle.”

KEATS MYER

**When did you first experience NoMad, and what was your first impression?**

I remember walking down Broadway on my way to the job interview to become the Executive Director of the Conservancy. NoMad felt like old New York, with its historic buildings mixed in with crazy perfume shops and jewelry and hardware stores. It was edgy. But then you arrive at Madison Square Park, and suddenly

you're in this snow globe with a green canopy of trees. The park is just transformative.

That was just three and a half years ago. NoMad has changed so much since then. It's become glam! The commercial spaces facing the park are now filled with fabulous brands such as Marimekko, Eataly, and Lego. Tiffany's world headquarters is just around

the corner. There's also jazz and great food in the neighborhood.

**Since becoming Executive Director of the Madison Square Park Conservancy, what have you brought to the park that feels new and fresh?**

I brought a new focus on horticulture and have emphasized making the park into a “green

“I believe that people want to be connected, and it’s nice to be able to enable that. It’s a real role that we play.”

KEATS MYER

oasis” in the middle of the city. In the coming three to five years, Madison Square Park will become the first public park in New York City to be an official American Public Garden. In order to qualify for this classification, we are creating unique collections of hydrangeas, camellias, witch hazel, redbuds, and daffodils.

**That’s impressive.**

And what I’m most proud of is that we are establishing ourselves as an arboretum, a kind of tree museum. We have a tree plan for the next 30 to 60 years. We learned that in the next 20 years, over 50 percent of our trees are going to die of old age—so we have a succession plan to protect the park’s tree canopy. We are going to replant the trees, and we are going to replant with color in mind. In 20 years, there will be even more fabulous fall colors in the park, which is really exciting.

**That will be quite a legacy.**

I’m really excited about the work that we’re doing in horticulture. That will be my stamp on NoMad, let’s put it that way.

**And your world-famous art program? Martin Puryear, Antony Gormley, and Ursula von Rydingsvard, to name a few, are artists who have contributed works to the park for the public’s enjoyment. How did that come about?**

The premise of the program is that we engage mid-career to senior-level artists who are established in their fields, and we give them the

opportunity to stretch their ideas in new ways. It’s rare for artists to have the opportunity to engage with public space and local communities at such a large scale. Some 60,000 people walk through the park every day, so there is a sense of democracy and access. People can see these incredible pieces for free.

**Is the park’s uniqueness as an exhibition space the reason why you are able to commission such astonishing artists?**

I think so. These artists contribute new creations, designed for the park specifically. We’re not a museum or a private collection; we don’t hold onto the artworks. We’re saying to artists to think big, think differently, push your materials, and take them to another place that you haven’t thought of before. These art objects give the park dimension, and so depending on where they are located, they change the park and they change the ways people engage with it. It’s fascinating to see how these different ideas change the park, as well as how the park changes the art piece.

**Does the children’s program also change the park?**

We’re really committed to doing things in a world-class way. I’m not saying this because it sounds braggy, but I think that everything we do, from our flower collection to our tree collection to our art program reflects that we commit real money and resources to our initiatives. This is also true of our extraordinary concert series

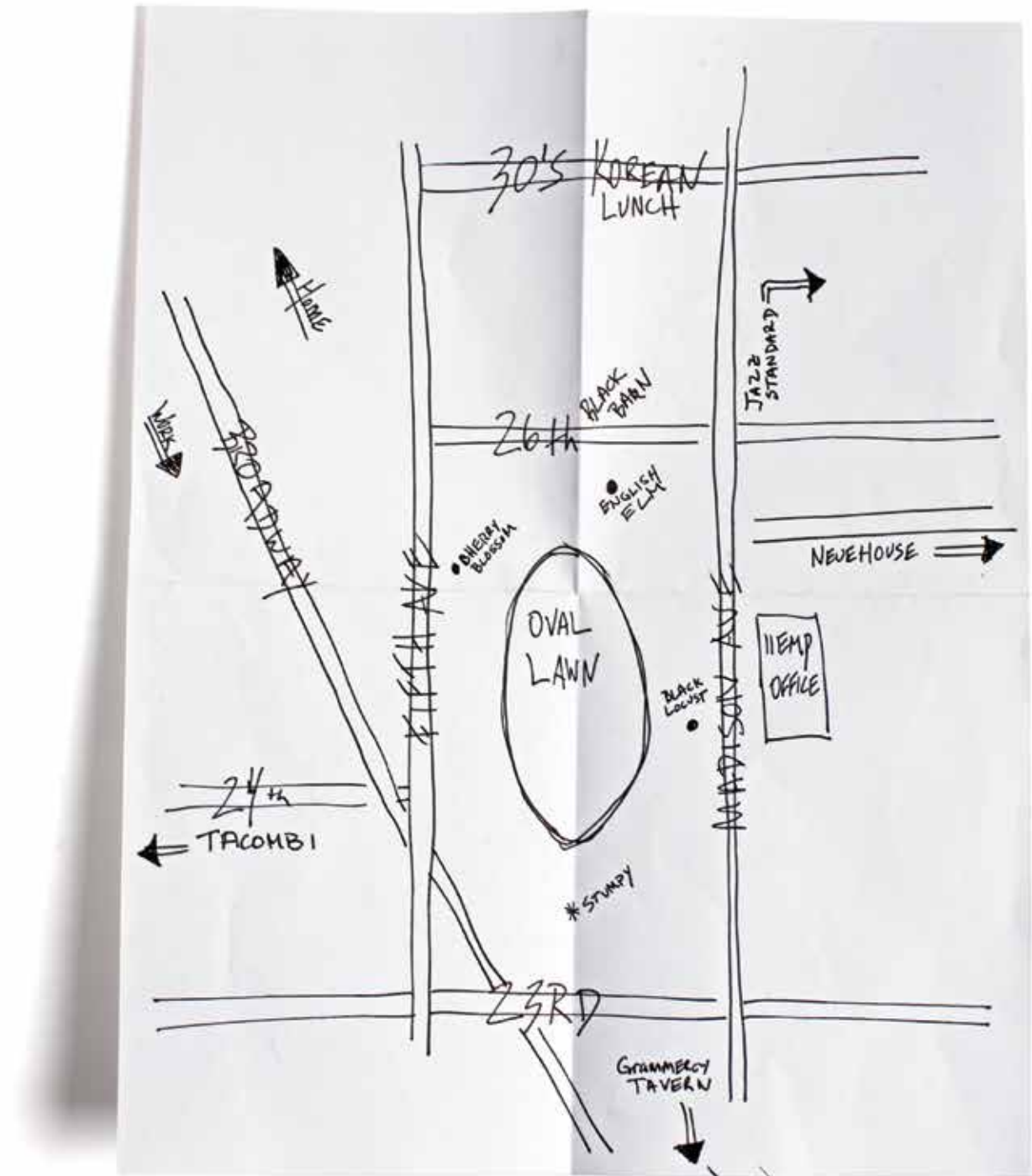
for kids. You can’t find this quality of music anywhere else—and it’s available for free every Thursday morning throughout the summer. Parents know that they can send their kids down to the park and they’re going to have a really fun time.

**It sounds like the park has inventive programming across a whole range of areas.**

We invest in curatorial talents. Our art program is led by one of the best curators in New York City, Brooke Kamin Rapaport. We have a wonderful children’s programmer, Miriam Fodera, and for the adult music series, we have Jess Abrams of the Jazz Standard. He’s one of the best musical minds in the city today. It’s not cheap to do this. It’s a real investment. But 100 percent of our funds are raised by the NoMad community. I’ve never come across people who are so willing to make things happen.

**What would you say is the ultimate role that the conservancy plays in the community?**

We take great pride in linking everybody together. That’s something we spend a lot of time thinking about. And it’s a reciprocal relationship—the community is our bedrock. If the conservancy didn’t exist, there wouldn’t be any sort of organizing principle for the park. I believe that people want to be connected, and it’s nice to be able to enable that. It’s a real role that we play.



KEATS MYER'S LOCAL FAVORITES

**MADISON  
SQUARE PARK**

**Did you know?**

In 1686, the park was designated as a public space in the first New York City Charter.

60,000 people walk through the park every weekday.

In 1842, amateur teams began playing baseball in the park. Soon after, Alexander Cartwright codified the sport's rules and made uniforms, naming his team the New York Knickerbockers.

From 1876 to 1882, the arm and torch of the Statue of Liberty were displayed in the park as a promotion, in order to raise money to build the statue's base.

The park is an official American Public Garden. It has a unique collection of camellias, hydrangeas, witch hazel, redbuds, and daffodils.

The first Shake Shack opened in the park in July 2004.

Since 2004, the park has offered an arts program with specially commissioned installations by world-class artists including Ursula von Rydingsvard, Martin Puryear, and Josiah McElheny.

The park is home to 198 trees.





# Union Square Greenmarket

FROM FARM TO NOMAD

From Honeycrisp apples to grass-fed beef, from fresh chèvre to loaves of warm sourdough, from cloves of garlic to sea bass caught at dawn, the Union Square Greenmarket is your vendor of choice. On Saturdays during peak season, 85 stands sell their organic produce to the approximately 400,000 people who pass through.

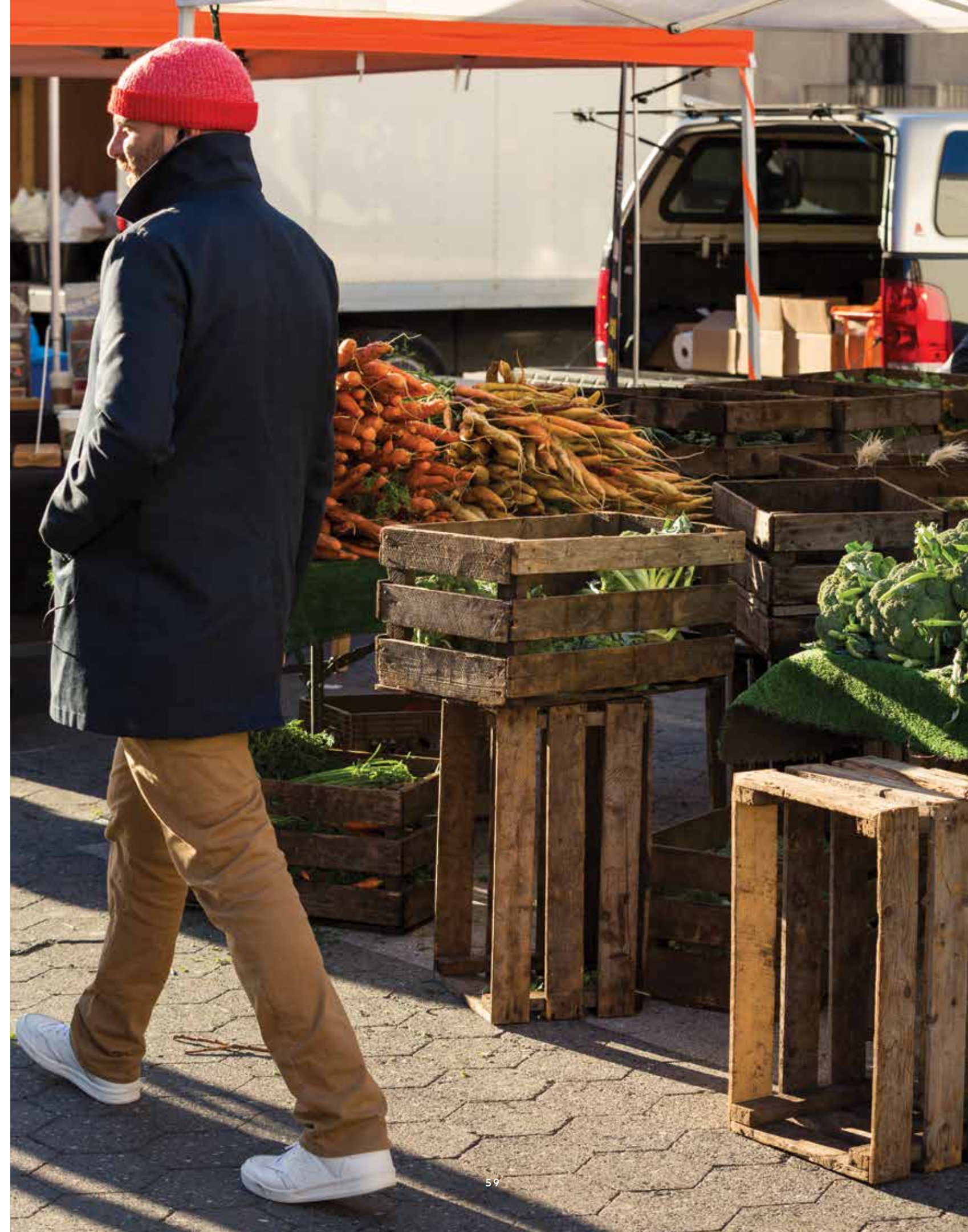
The Greenmarket first cropped up in Union Square in 1976. Three of its original vendors, S & SO Produce Farms, Stokes Farm, and Hoeffner Farms still set up their weekly booths.

For 40 years, the market has brought “farm-to-table” to New York in the most literal way. Arrive at 7:30 a.m. and you’ll find the city’s premier chefs buying their fruit, vegetables, fish, meat,

and cheese. At 8:00 p.m. that evening, you can taste that very produce, roasted and plated nearby. The Union Square Greenmarket is both a foodie’s delight and a people-watcher’s dream.



FRESH PRODUCE AT THE  
UNION SQUARE GREENMARKET





**GREENMARKET  
TRIVIA**

**Did you know?**

Crops come from 32,000 acres of farmland. They are then sold on the 1.8 acres of Union Square.

120 varieties of apples are sold, some so new that they don't even have names yet.

The remotest farm represented at the market is Deep Mountain Maple, from West Glover, Vermont. Their 347-mile drive to Union Square takes about six hours and 45 minutes.

Greenmarket farmers introduced fingerling potatoes, Tristar strawberries, and ramps to New York City.

Craving eggplant? You can choose between the market's 20 varieties.



# Park to Park

## GREENERY IN THE CITY

The buzz of urban life is softened by the respite of open space and sky. Take a pause and linger.



### **BRYANT PARK**

Between Fifth and Sixth Avenues  
and 40th and 42nd Streets  
[bryantpark.org](http://bryantpark.org)

With beautifully landscaped gardens, graceful terraces, and canopied allées, Bryant Park has hosted thousands of free programs, performances, and classes while providing an expansive lawn to the New York Public Library.



### **HUDSON RIVER PARK**

Between Battery Place and West 59th Street  
[hudsonriverpark.org](http://hudsonriverpark.org)

Of this park's 550 acres, 400 are located on the Hudson River. If you need to temporarily escape the frenzy of Manhattan for the soothing effects of the river, a contemplative walk through Hudson Park can help rejuvenate your soul.

A field of purple flowers with a blurred background of a city and water.

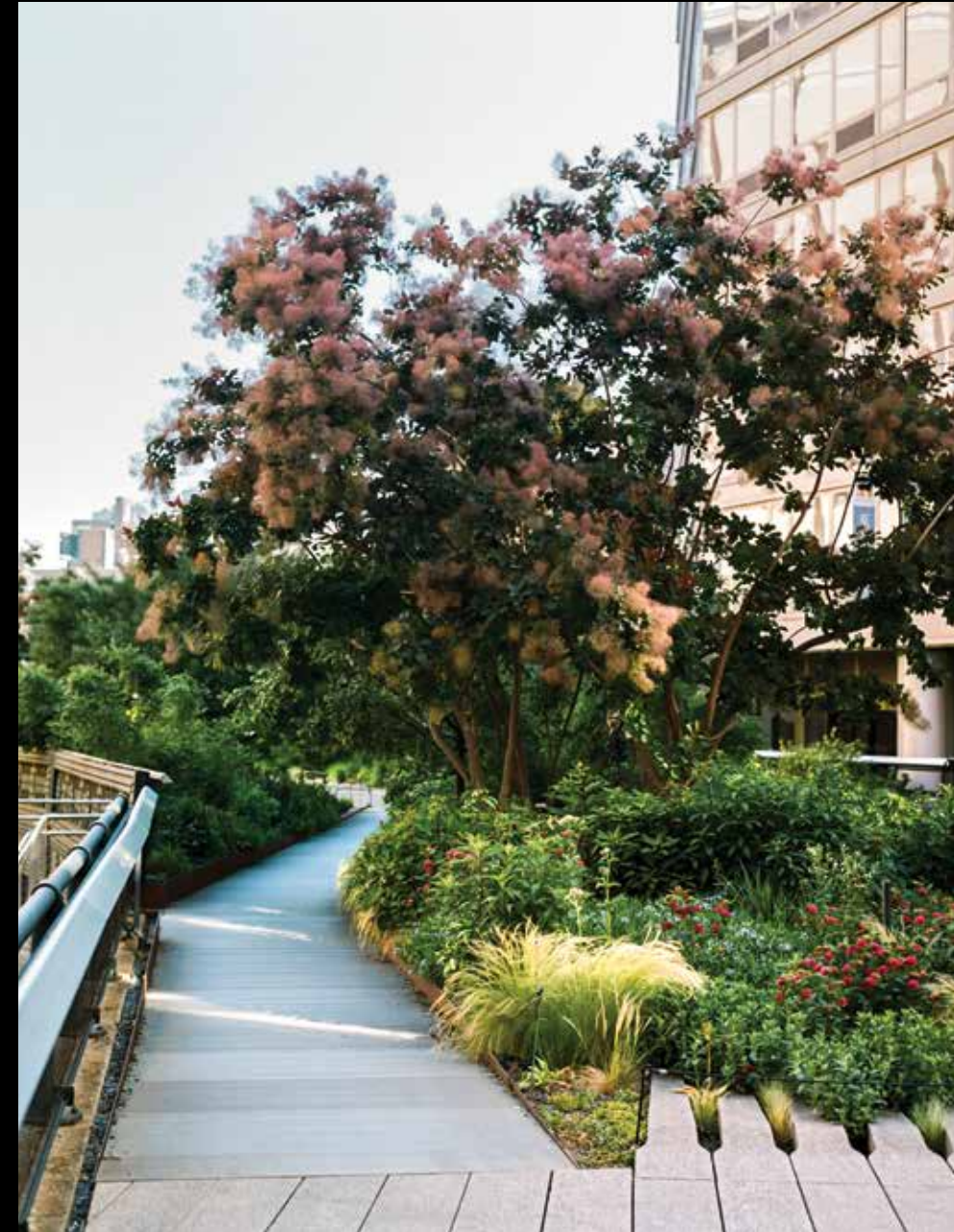
# The High Line

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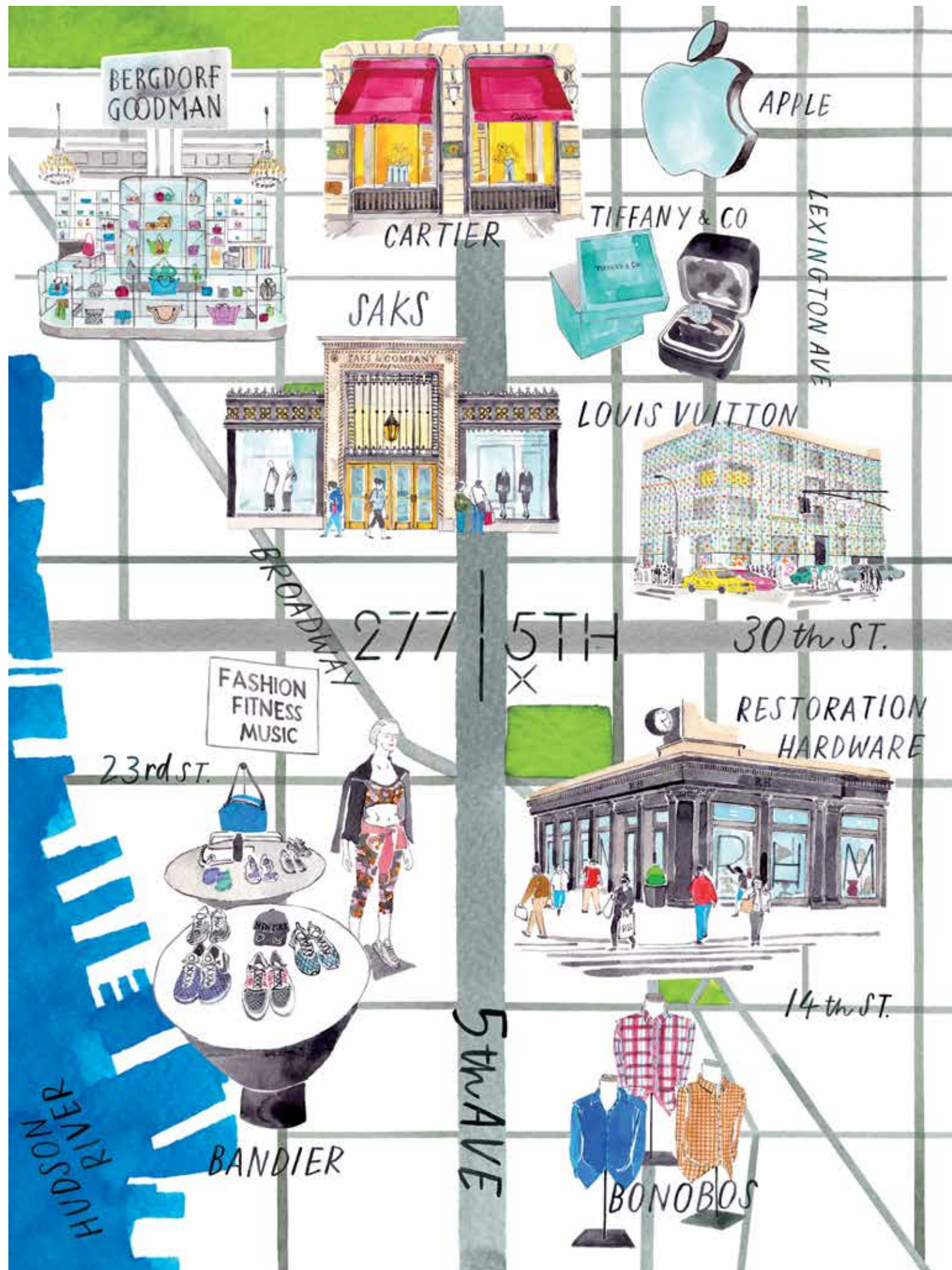
Freight trains once rumbled down these elevated tracks overlooking the Hudson River. Today, it's one of the world's most innovative urban spaces: a place for a long walk with a view, an artisanal ice cream sandwich, and a viewing of a contemporary art installation.



THE ELEVATED HIGH LINE OFFERS  
FASCINATING AND LAYERED VIEWS OF  
THE CITY



PLANT LIFE ALONG THE HIGH LINE IS A CAREFULLY  
CURATED MIX THAT INCLUDES NATIVE GRASSES, DECIDUOUS  
TREES, AND WILDFLOWERS



# Shops & Retail

FROM THE BOUTIQUE RETAIL SCENE OF NOMAD  
TO THE GLAMOROUS WORLD OF UPPER FIFTH  
AVENUE, 277 FIFTH AVENUE PUTS SHOPPING AT  
YOUR FINGERTIPS



BARNEYS CULTIVATES CORE VALUES OF MODERNITY,  
LUXURY, SERVICE, AND EXPERTISE

# Barneys New York

94 YEARS AND COUNTING

The hip elegance of Barneys is the perfect fit for the neighborhood's aesthetic: sophisticated but never stuffy. Shop favorite labels including Dior, Prada, and Christian Louboutin. As Sarah Jessica Parker once said, shopping at Barneys is the decadent reward for "making it" in New York.

**1923**

Barney Pressman pawns his wife's engagement ring for \$500 and rents his first retail space.

**1924**

"No bunk, no junk, no imitations" is the store's first slogan.

**1973**

232 tailors are employed to provide alterations in-house at Barneys.

**1976**

Barneys is the first store to stock Giorgio Armani in America.

**1981**

Barney's drops the apostrophe and becomes Barneys as part of a new logo designed by Ivan Chermayeff.

**2016**

The store reopens its downtown location at its original 1923 address on 17th Street and Seventh Avenue.





# Project No. 8

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For over a decade, Project No. 8 has epitomized NoMad's collaborative, creative shopping experience.

With locally and internationally sourced design objects, art, accessories, books, and clothing, it offers experimental and delightful pieces to enhance your home and wardrobe.

# Scents & Scenes

## CLOTHING & ACCESSORIES

From fashion-forward establishments, where asymmetrical outerwear meets limited-edition sneakers, from a niche perfumery to soulful fragrances—NoMad provides the ultimate in luxury shopping.



**Opening Ceremony**  
1190—1192 Broadway  
[openingceremony.com](http://openingceremony.com)

**Why it's good**  
Housed in the Ace Hotel, Opening Ceremony shares its knack for forward-thinking design and a contemporary sensibility. Here, find exclusive collaborations with Proenza Schouler, Comme des Garçons, and Alexander Wang.



**Dover Street Market**  
160 Lexington Avenue and 30th Street  
[newyork.doverstreetmarket.com](http://newyork.doverstreetmarket.com)

**Why it's good**  
At the pinnacle of cool, Dover Street Market sets New York streetwear trends with design that influences global fashion. Find more exclusive Comme des Garçons collaborations here, as well as partnerships with Gucci, Nike, and Thom Browne.



**Le Labo**  
14 West 29th Street  
[lelabofragrances.com](http://lelabofragrances.com)

**Why it's good**  
At NoMad's fine perfumery, luxury lies in careful craftsmanship and the belief that there are too many bottles of perfume but too few soulful fragrances.





# J. J. Hat Center

As New York's oldest hat shop, J. J. Hat Center stocks over 10,000 hats. It is perhaps the only place in New York City where you can get the brim of your hat reflanged by a milliner working on a wooden block from the 1880s.



A STETSON HAT WILL  
ALWAYS BE IN STYLE

INTERVIEW WITH STEPHANIE SANDLER

# A View from the Center

VICE PRESIDENT OF MARKETING  
AND COMMUNICATIONS FOR A GLOBAL  
LUXURY BRAND

Stephanie Sandler, a native New Yorker, began her career as an intellectual property lawyer before moving on to brand-building and strategy for global luxury markets. Having spent many years living abroad, Stephanie traded Parc Monceau in Paris for Madison Square Park in NoMad, where you'll often find her in the early morning walking Oliver, her Havanese.





STEPHANIE SANDLER'S  
LOCAL FAVORITES

“You’re straddling the East and West Sides and Uptown and Downtown. NoMad is at the epicenter, and that’s very alluring.”

**When did you move to NoMad?**

I’ve been living in NoMad since 1999. It was a very different place then. It didn’t have the restaurants it has now, or the neighborhoody feel. NoMad was known as an area for tile and carpet stores. Like so many neighborhoods in Manhattan, NoMad has undergone a transformation in the last 20 years, like Chelsea and Tribeca. But NoMad has always had its

central location, and that’s what I love about it. You have a particular block, my block, with an east-side and a west-side subway, so NoMad’s a convergence point of the two. At the same time, NoMad is close enough to everything downtown, and I work in Midtown—which is still convenient. It’s a location that has energy, seen in the Union Square Greenmarket, while at the same time, there are pockets of real

beauty in and near NoMad, like Madison Square Park, Gramercy Park, and Irving Place. You’re straddling the East and West Sides and Uptown and Downtown. NoMad is at the epicenter, and that’s very alluring.

**What defines the neighborhood for you?**

The first thing I would say is its food. I am such a foodie, and I never get tired of the restaurants



in this neighborhood. You have Danny Meyer's restaurant Union Square Café, which just reopened in 2016. There is Gramercy Tavern and Eleven Madison Park, and Shake Shack, too. You have Marta, where they have the most addictive stracciatella pizza. It's basically burrata and tomato sauce. You have Korean gastropubs. You have the Smith for Sunday brunch (great avocado toast!).

You have food in NoMad, but you also have fitness. People have been calling nearby Flatiron the "Fit Iron." There are no other words to describe it, because the options are so insane. There are so many workout locations, like SoulCycle and Flywheel, within blocks of each other. There is Barry's Bootcamp and SLT gym (Strengthen, Lengthen, Tone). And then you have stores like Nike, Bandier, and New Balance for workout gear, all of which are within two or three blocks of each other.

**What makes NoMad distinctive?**

When you think of the Upper East Side or the Upper West Side, they're sleepier, more

residential. I lived in Paris for a number of years, and the French always say that what they love about New York is its energy. I think NoMad has that energy for New Yorkers. The neighborhood isn't static, and its energy hasn't plateaued. It continues to evolve. I would say that this area is a nice balance between residential and commercial in a way that speaks to the needs of the people.

**Looking forward, what do you foresee for the neighborhood?**

There are a lot of buildings that are currently being built in the area. You're going to have a lot more residents move here. I can see more developing of what currently exists, which means more restaurants, fitness outlets, and amenities for everyday life.

If you think of Manhattan as a human body, and you think of the Upper East Side and the Upper West Side as the head and Wall Street as the feet, then this area is like the stomach—symbolic both in terms of the food in NoMad and in focusing your core. Like I said, NoMad is the epicenter. You hear people who live downtown say, "I never go

above 23rd Street" and people who live uptown say, "I never go downtown." The people living here in NoMad are the ones who explore more areas of the city and are most in-the-know about all that it has to offer.

I think the neighborhood is flourishing. It's in its prime. When I think back to when I moved here in the '90s, there were very few stores, very few restaurants, and very few residential buildings. You had unoccupied space. NoMad was a caterpillar that has evolved into this flourishing butterfly of restaurants and fitness studios and coffee shops.

And when it comes to shopping, there is so much variety in NoMad because there is such an interesting cross section of New York's population here. That's reflected in the local stores—you have Whisk, a great store for kitchen appliances, and next door you have a huge wine store, Flatiron Wines & Spirits, because so many people in the neighborhood appreciate great wine. There are new places that are popping up left, right, and center. Every day I see a new place. It's a really dynamic neighborhood.





# B&B Italia

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As a world-renowned furniture company from Italy, B&B Italia has had an impressive roster of designers throughout its 50-year history. You can furnish your home with pieces from the likes of design luminary Monica Armani.

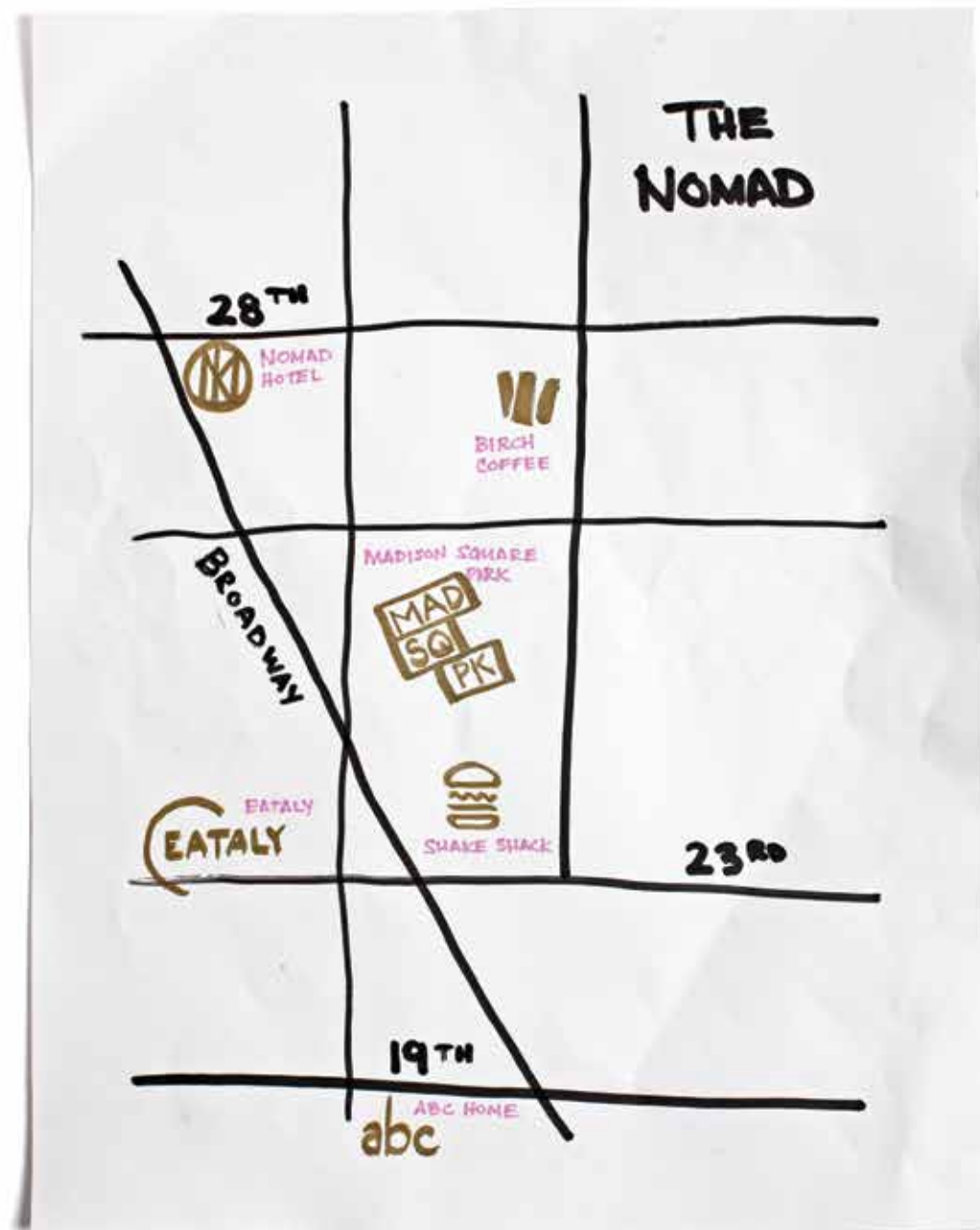
INTERVIEW WITH NOA SANTOS

# Tech & Design

FOUNDER  
OF HOMEPOLISH

Noa Santos confesses that, growing up on the north shore of Oahu, he used to cut out his favorite images from *Better Homes & Gardens* for fun. Later he went to Stanford, where he studied architecture and business, and then he moved to New York to work for a high-end design firm. Noa was uninspired by what he saw: an industry focused on profit while ignoring the essence of interior design. Noa and his business partner, Will Nathan, decided to upend this industry trend by establishing Homepolish, where they create magical spaces that are both stylish and accessible. During the city's warmer months, you may spot Noa in Madison Square Park working on his laptop. Ironically, he likes to design interiors outdoors. But then again, he is from Hawaii.





NOA SANTOS'  
LOCAL FAVORITES

“NoMad has a stroll-y vibe, like people are on a stroll. They’re eating lunch, they’re chatting, they’re not in a rush.”

NOA SANTOS

**Why did you choose NoMad for the location of Homepolish?**

We originally came to NoMad because it was incredibly convenient. That still holds true today. Transportation-wise, it’s incredible for people who live within Manhattan, but also for people who live outside the borough,—whether they live in Brooklyn or Westchester. The convenience is attracting NoMad’s wave of new companies

and younger crowds. Also, I think there’s a lot of energy here, combined with beautifully designed spaces like Madison Square Park, which happens to be my favorite park in the city. It’s the right size, it has the right feel for me, and I love its art exhibitions. They are always a novelty. And Shake Shack is in the park as well!

**NoMad is becoming central to the design world. Is that something that also influenced your decision to establish Homepolish here?**

Absolutely. NoMad is becoming New York City’s new design district. It used to be around 58th Street, where the Decoration & Design Building is located. For more traditional interior designers, that remains the focal point of the city, but for the younger and more modern consumer,

I think NoMad and Flatiron function as the design center, with stores including Restoration Hardware, ABC Carpet & Home, and B&B Italia. This area has become a design epicenter.

**You've moved offices a number of times since Homepolish was established five years ago—but you've always stayed loyal to the NoMad neighborhood. Why?**

We've moved three times: from 28th Street to 25th Street to 24th Street. We've tried to stay close to Madison Square Park, which is a 30-second walk away from our current office. We sometimes have meetings there. It has WiFi, which is amazing. My employees are too attached to NoMad to leave!

**What about your office space—which is stunning, by the way. Are you getting something in NoMad that you wouldn't get elsewhere?**

In NoMad you can find commercial loft spaces like in SoHo, but without the mass of people. You walk outside here and you're not inundated with tourists. But you still have buildings with great character.

**How would you describe the vibe on the street in NoMad compared to other areas?**

Midtown feels very corporate. It feels like everyone has a job to do; it's very buttoned-up. SoHo feels like half the people there don't have anything to do, and yet they're in a rush. NoMad has a stroll-y vibe, like people are on a stroll. They're eating lunch, they're chatting, they're not in a rush—they're enjoying their days.

**As a designer, is there a specific place in the neighborhood that is especially significant to you?**

The Library bar in the NoMad Hotel is an amazing space. The way they've designed it and how thoughtful they are with its details is really special. The service is always great if you want to have a cocktail or coffee.

**As an interior designer, you've talked about how space affects a person, and also about how a person affects his or her space. Is that true with NoMad and your relationship with it?**

There's an ease to the people here in NoMad—you never feel super stressed out. You're never bumping elbows with too many people. It's nice, because you would think that with a park that looks like Madison Square Park, or with a neighborhood like this, it would get crowded

very quickly. But maybe it's because of how the space has been organized, like where Broadway intersects with Fifth Avenue. NoMad is not on a grid, which allows it to feel a little more like the West Village. It's a self-fulfilling prophecy, right? It's the neighborhood that invites that feeling, and more and more people who value that feeling move into the neighborhood.

**What would your advice be to someone who's moving into the NoMad neighborhood?**

Something I'm seeing is that people are spending more time thinking about and taking pride in the design of their own homes, rather than feeling like they need to escape them by running to the neighborhood restaurant or bar. Entertaining at home is really healthy, because the intimacy you achieve is much richer than the intimacy you can achieve in a public place like a bar. I love that sort of home-based socializing, especially here in NoMad.

**How do people react when you say that Homepolish is located in NoMad?**

NoMad is a prestigious neighborhood. It gives people the sense that this is a cool company, one that understands that location is crucial. The neighborhood imparts a degree of relevance and hipness to our brand.







# Rizzoli

This preeminent independent bookstore and publishing house specializes not only in literature and foreign-language books, but also in books on architecture, photography, illustration, fashion, and fine arts.

A celebrated center for book lovers, artists, and art enthusiasts, Rizzoli stocks the monographs of all of your favorite artists, as well as many worth discovering.



# Fitness & Wellness

FROM A STROLL DOWN FIFTH AVENUE  
TO YOGA IN THE PARK, NOMAD IS A FITNESS  
ENTHUSIAST'S DREAM

All the fitness,  
none of the gym ennui



## A Walk in the Park



### **Hudson River Esplanade**

Hudson River Park  
[hudsonriverpark.org](http://hudsonriverpark.org)

#### **Why it's good**

If you need space for active contemplation, stroll along the Hudson River and open your mind to the sky.



### **Chelsea Piers**

62 Chelsea Piers  
[chelseapiers.com](http://chelseapiers.com)

#### **Why it's good**

Chelsea Piers is New York's 28-acre playground. Rock-climb, train for a triathlon, bowl with friends and family, or tee off at the driving range with the best view in the city.

# SoulCycle

## A SOULFUL GROUP WORKOUT

While waiting for a spin class to begin, three women sit under a neon sign that reads “unnaturally attached to our bikes, high on sweat and the hum of the wheel.” The three seem naturally attached to each other as well. Spinning is their post-work group ritual.

SoulCycle is about getting in shape, but it’s not a solo gym experience. It’s about the community, the hive, the tribe: in the studio, you ride on stationary bikes to music that literally puts your heartbeat in sync with those around you. Endorphins flowing, you emerge leaner, fitter, and feeling more intensely alive.



## Did you know?

At the front desk, you will always find free hair bands and yellow earplugs. You will also find spearmint, peppermint, and bubblemint gum, a grapefruit-scented candle, and a white orchid.

Participants burn between 400 and 800 calories in each class.

Approximately 240 bottles of water are sold each day in the NoMad studio.

A tourist from France who recently visited NoMad wanted to do two things: spin at SoulCycle and enjoy a slice of crème brûlée cheesecake at the Smith.



INTERVIEW WITH DAVID KIRSCH

# Watch the Clock

OWNER & FOUNDER OF  
THE MADISON SQUARE CLUB

David Kirsch is considered by many to be a visionary when it comes to health and wellness. His approach to fitness is holistic and wildly successful: a blend of mind-body conditioning, nutrition, and customized workouts.

Actresses and models sprint to his door to get in shape. Kirsch is also a visionary when it comes to NoMad. An early pioneer, he recognized the potential of the area from the get-go and located his award-winning Madison Square Club here.

“This is my history.  
This is my home.  
It’s the heart of  
who I am.”

DAVID KIRSCH

**When did you first come to NoMad?**

I moved into this space in 1991. I lived overlooking the beautiful Madison Square Park, although back then it was more of a muddy mess. There was no center lawn, and the area was dicey. I remember a broker calling me up and saying that she had an amazing space, 210 Fifth Avenue, and I said, “You’re crazy: there is nothing going on there!” But it was an opportunity for me to build my business,

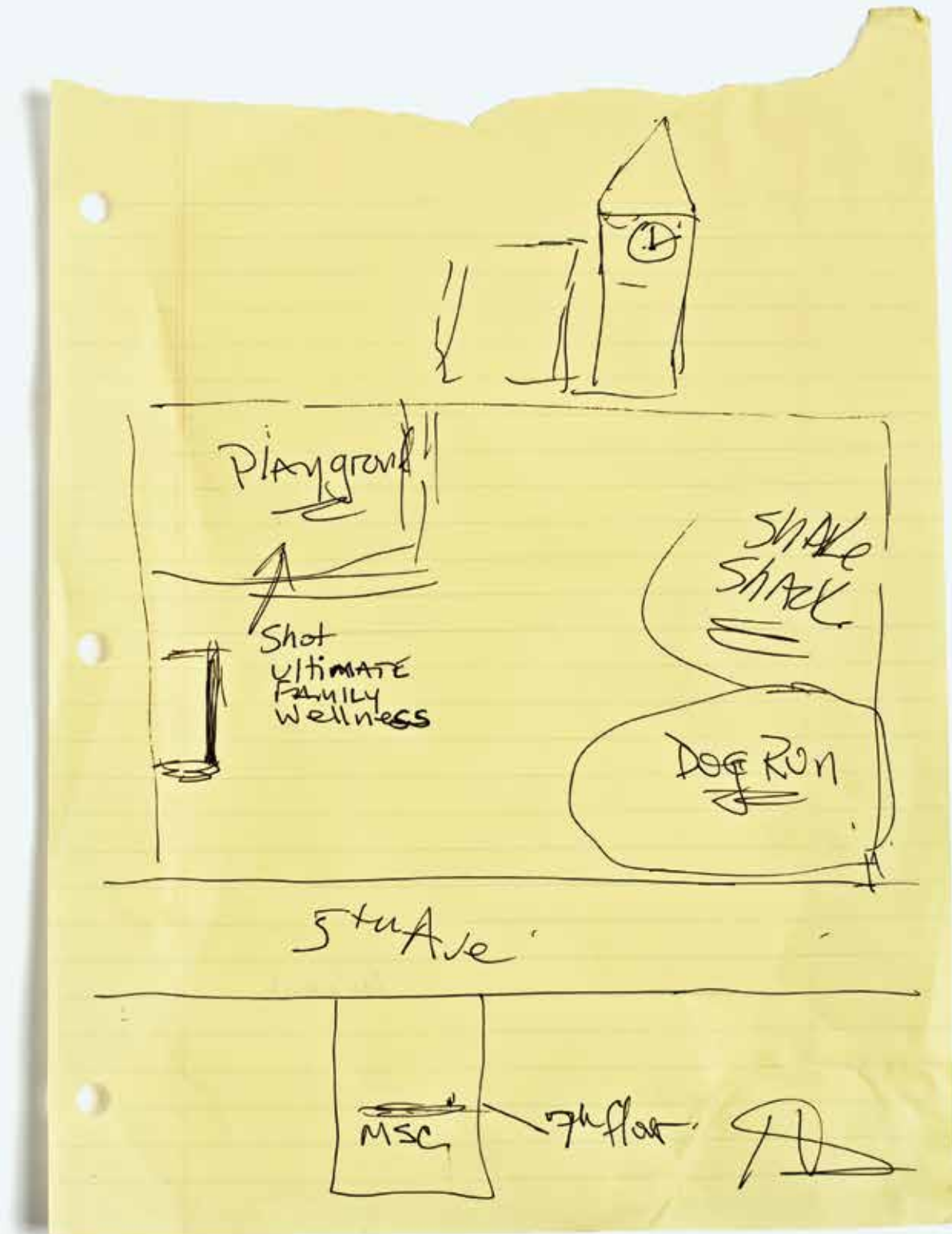
so I took a floor of the building and built the Madison Square Club, my vision for a private training facility.

**Did you expand the club after that?**

A couple of years later, I took the fifth floor of the building as well. I expanded the Madison Square Club from Fifth Avenue all the way to Broadway, and the main part of the gym, with its bay windows, overlooks Madison Square

Park. A couple of years later, Credit Suisse moved into the MetLife clock tower. It was a sign from the gods! The new influx of clients allowed me to build my business. But just as importantly, with the help of MetLife and New York Life, as well as Danny Meyer (of Shake Shack fame), an amazing conservation movement grew. They rehabilitated the park and the neighborhood. It’s been amazing to watch—the rebirth of NoMad between 1991 and now.





DAVID KIRSCH'S  
LOCAL FAVORITES

“I positioned my bed so that when I opened my eyes every morning, I saw the clock tower. Later in the day, at four o’clock, the limestone turns the most beautiful shade of pink and orange.”

DAVID KIRSCH

**What attracts you to the NoMad neighborhood?**

I’m all about architecture, and I’m all about history, and I love that when you look around, you see the history of New York. Did you know that the right arm and the torch of the Statue of Liberty once sat in Madison Square Park, as a way to raise money for the rest of its construction?

**Do the values of your club fit with the sensibility of the NoMad neighborhood?**

Extending the beauty of the park into my club elevates both spaces. It’s what I want my health club to be about: it’s about light, it’s about space, and it’s about being warm and friendly and inviting. The club is everything that the park represents. To maintain that level of care and beauty is a testament to the Madison Square Park Conservancy, the work they do, and the money they are able to raise. There is a bigger sense of community here than ever before.

**And what attracted you to this particular space in NoMad?**

When I first looked around this space, it was a recording studio, but the bones of the building were gorgeous. It was built in 1903, and I wanted

to remain true to that history. I stripped the molding by hand, restored the original hardwood floors, and rolled out a \$15,000 rug I bought in Turkey. When I look out of the window I think, “This is my living room, and here is a beautiful view of my garden.” I get very proprietary about it. For me, the park is an extension of my club. I didn’t want my club to look like a gym. That’s not what this was supposed to be, ever.

**Is there a moment in time or a view that sums up your feelings about the neighborhood?**

Looking at the clock tower, looking at my clock tower! I positioned my bed so that when I opened my eyes every morning, I see the Metropolitan Life clock tower. Later in the day, at four o’clock, the limestone turns the most beautiful shade of pink and orange. I probably cried the first time I saw it, it was so beautiful. The light is incomparable. So that’s it, without a doubt: the clock tower.

**What do you hope for the NoMad neighborhood going forward?**

This has become a residential neighborhood. It never was before. In 1991, NoMad was very isolated. You could be completely anonymous

here. After hours, you had to go somewhere else in the city to “be somewhere.” Not anymore. There are a lot of kids here. I’m a father of seven-year-old twins. My perspective has changed so much about NoMad.

**What would you say to a new resident moving into the NoMad neighborhood?**

I think the beauty here is its combination of privacy, elegance, and inclusiveness. You can walk through the park and see locals with their dogs, you can see workers, and you can see people from all over the world. You feel enveloped in a sense of history, of culture. It’s New York beauty at its best: you’ve got old New York and you’ve got modern New York, and the juxtaposition between the two is unbelievable.

**How would you describe NoMad’s importance in your life?**

This is my home. My daughters grew up in the park. There are pictures of them at six months old in the park, so this is my history. It’s the heart of who I am, what I feel when I’m in New York. This is my heart.



# A Fitness Mecca

## FITNESS

It's no accident that the area overlooking the Flatiron building is affectionately called the "Fit Iron." Here, you can work every muscle in so many different ways. Lift and squat. Punch and stretch. Roll and flex.



**Mendez Boxing**  
23 East 26th Street  
mendezboxingny.com

**Why it's good**  
A high-intensity workout for professionals and amateurs alike. Head to Mendez to push your endurance, build skill, and find a unique, energizing form of catharsis.



**AKT**  
1182 Broadway  
aktinmotion.com

**Why it's good**  
AKT combines circuit training, high-intensity interval training, strengthening, toning, dance cardio, Pilates, and yoga. You'll never get bored.



**Barry's Bootcamp**  
107 East 27th Street  
barrysbootcamp.com

**Why it's good**  
Credited with launching a fitness revolution for one-stop cardio and strengthening, Barry's brought its famously tough workouts from LA to New York, and then overseas to London.



**Equinox**  
897 Broadway  
equinox.com

**Why it's good**  
Equinox has every fitness class imaginable, top-tier personal trainers, and sumptuous spas. The NoMad location exudes style, from its façade to its spa services.



# Breathe In

## WELLNESS

Where to go when you need to put your mind and body at peace



## **EXHALE**

19 West 21st Street  
exhalespa.com

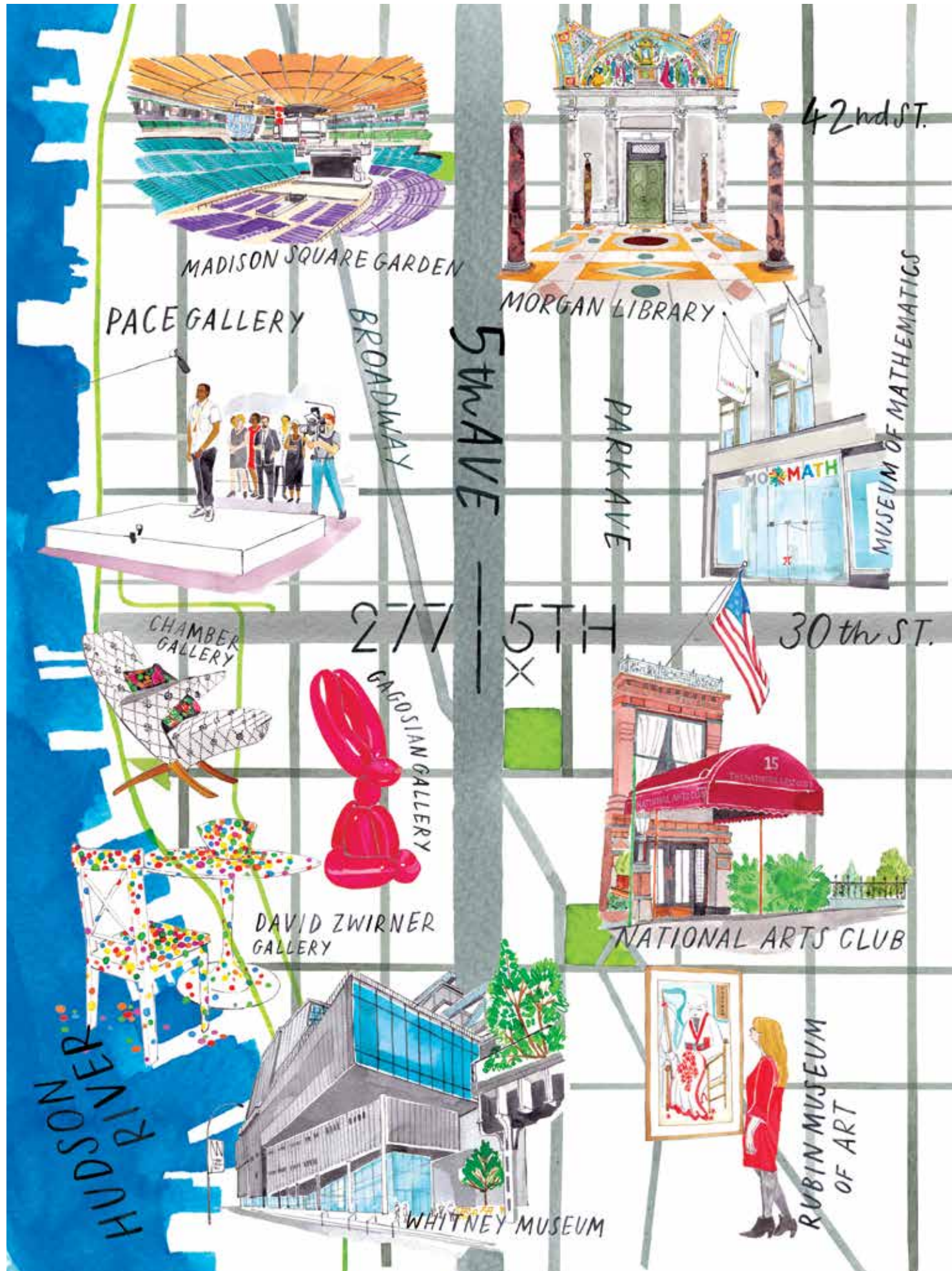
Healing spa therapies and yoga practices that center your soul while toning your body abound in NoMad. Options for self-care are varied enough to suit everyone.



## **YOGA SHANTI**

46 West 24th Street  
yogashanti.com

From mindfulness yoga to intense cardio sessions to rejuvenating massages, Yoga Shanti addresses contemporary needs while beautifully integrating ancient traditions.



# Arts & Culture

NOMAD OFFERS ASTOUNDING ACCESS TO THE WORLD'S GREATEST CLASSICAL AND CONTEMPORARY ART, MUSIC, AND ENTERTAINMENT

# Seeing Color

## GALLERIES

Monumental Richard Serra sculptures, glittering Damien Hirst skulls, playful (and cynical) Jeff Koons balloon dogs. Edgy, de rigueur, and renowned contemporary art is just a few blocks west.



**David Zwirner gallery**  
537 West 20th Street  
davidzwirner.com

### **Why it's good**

With galleries worldwide, Zwirner displays colossal works by Richard Serra, Yayoi Kusama, and Wolfgang Tillmans. The gallery also represents Dan Flavin, Donald Judd, and Jeff Koons.



**Gagosian gallery**  
555 West 24th Street  
gagosian.com

### **Why it's good**

Sixteen global gallery spaces display cutting-edge contemporary art, while the gallery represents artists and estates including Ed Ruscha, Alberto Giacometti, Sally Mann, and Pablo Picasso.



**Pace Gallery**  
510 West 25th Street  
pacegallery.com

### **Why it's good**

A leading international gallery that represents over 70 artists, PACE functioned as a stage for Jay Z when he iconically rapped "Picasso Baby" in a performance with Marina Abramović in 2013.



**Center for Book Arts**  
28 West 27th Street  
centerforbookarts.org

### **Why it's good**

Through exhibits, classes, programs, readings, artist talks, publications, and its vast collection, the Center for Book Arts celebrates the art of the book in its many forms.



# Whitney Museum

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Founded in 1930 with the radical mission of collecting only American art, the Whitney showcases the best work in the country, from Alexander Calder's vibrant mobiles to Bill Viola's haunting videos. The museum moved to its current downtown location in May 2015.

The Whitney's signature Biennial exhibit is always a vortex of critical controversy and artistic innovation. Visit the Whitney to take the temperature of the cultural zeitgeist.

INTERVIEW WITH PAULA SCHER

# Shaking Up Madison Square Park

PARTNER AT PENTAGRAM, A NOTED  
GRAPHIC DESIGN FIRM

If you want to immerse yourself in New York's culture, you are going to encounter Paula Scher. From the Public Theater to the High Line, from Madison Square Park itself to its iconic Shake Shack, Paula's graphic design is central to NoMad's visual experience. She's renowned for her keen sense of typography, which she uses to transform and enliven the city. Among the creatives you will encounter in NoMad, she has some of the brightest plumage.





HIGH LINE PAINTING BY PAULA SCHER

“New York is essentially a grid, but here, Broadway is at a funny angle, and there is a romance to that angle.”

PAULA SCHER

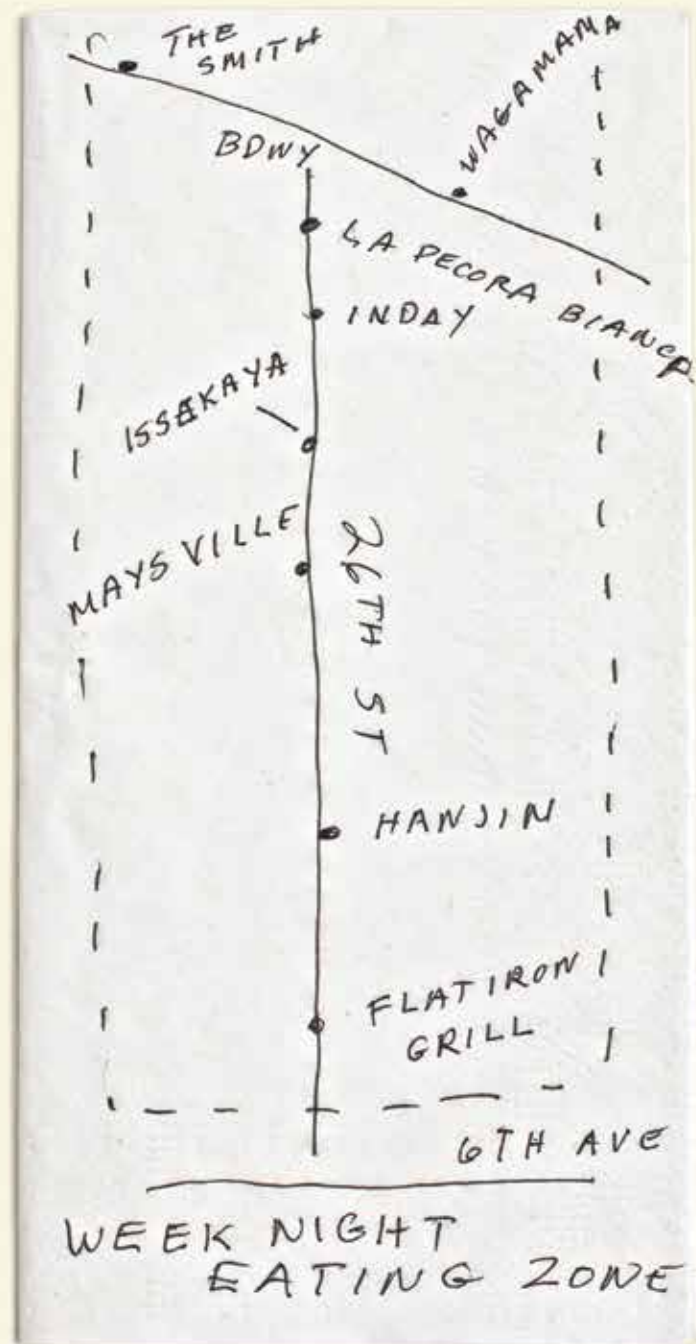
**When did you first come to the NoMad neighborhood?**

I joined Pentagram in its NoMad office in 1991, but I actually had a business in NoMad in the 1980s. The neighborhood didn't have its name back then. It was a fairly disreputable area comprising old manufacturing, hat stores, Little Africa on Broadway, and the park, which was

almost entirely run down. As a matter of fact, when I joined Pentagram, I lived in Gramercy Park, and I used to take my dog to work. I had to walk around the park because it was just too dicey. It's now Madison Square Park, and I was one of the first people to work for it. I did their logo and I designed Shake Shack. I feel like it's my park!

**Do you still live here in NoMad?**

My husband and I moved to 26th and Broadway in 2004. When we moved to the block it was gritty; there were T-shirt businesses and crazy export and import things going on in the buildings. Now, of course, it's "restaurant row." I'm delighted because I'm lazy, and I eat out a lot.



PAULA SCHER'S  
LOCAL FAVORITES



**In the early days, how did people react when you said you lived and worked in NoMad?**

Well, people didn't understand where it was. If you said it was near the Flatiron Building they seemed impressed. Broadway was developing and people gained an understanding of that progress with the emergence of ABC Carpet & Home as a local force. Stores began to pop up along Broadway, and of course NoMad got stronger and stronger.

**Is there a certain visual that evokes the neighborhood for you?**

I remember standing on Broadway near Pentagram, on 26th Street, and looking up and down. I realized that there was something about the angle of the street as it came from the Flatiron Building, connecting to Herald Square,

that reminded me of a boulevard in Paris in Montparnasse near Le Couple. I went out into the street and squinted, and I could see sidewalk cafés all the way down the block.

**So you were prescient?**

You could feel the future of the NoMad neighborhood back then. There was something wrong with the way it was—it was supposed to be something else, is all that I can say. The lay of the land felt that way. New York is essentially a grid, but here, Broadway is at a funny angle, and there is a romance to that angle going back and forth. It's a crazy triangle that continues in the opposite direction on the other side of 23rd Street, going down toward Union Square. It's a bow tie, and it's really quite wonderful.

**What do you wish for the NoMad neighborhood?**

I want the neighborhood to thrive and grow and have vibrant businesses and terrific restaurants. I think it's wonderful that there is a tech community that's moved in and taken over the side streets. They are bringing in a lot of vibrancy. The diversity is great, and I think more creative entrepreneurship is also great.

**What does this neighborhood give you that others don't?**

It's the best-located neighborhood in Manhattan. NoMad is the heart: you can be downtown in a minute, and you can be uptown in a minute. In any other place, you can't do that.

# Music to the Ears

## PERFORMANCE

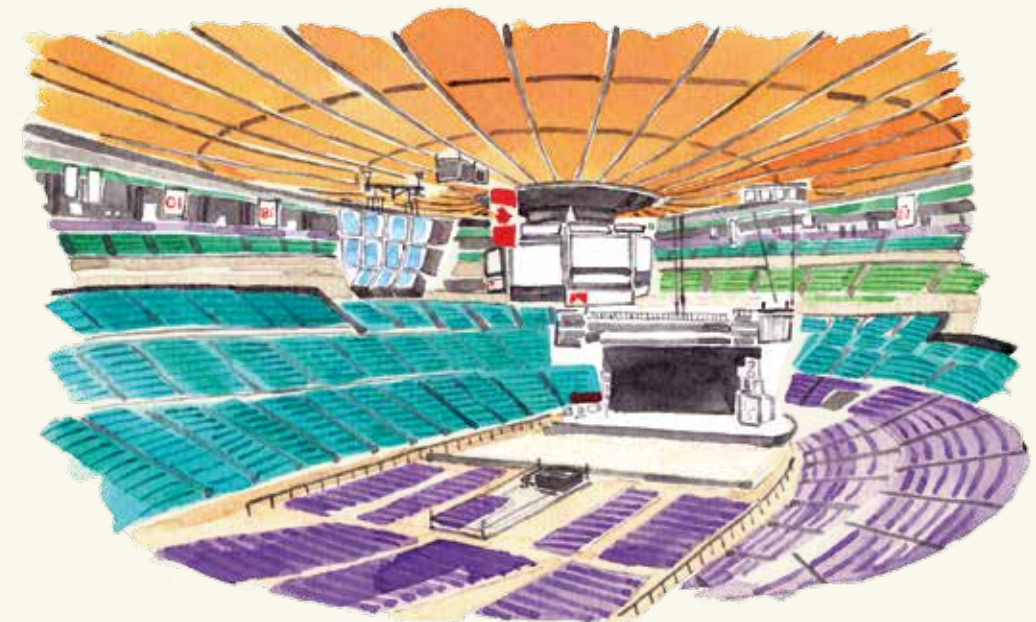
Spectacles to make even the toughest critic smile.



### **JAZZ STANDARD**

116 East 27th Street  
jazzstandard.com

Jazz music, like yellow taxis, bagels, and the Empire State Building, is synonymous with New York City culture. The Jazz Standard hits every high note, with performers ranging from an 86-year-old pianist who played with Miles Davis to a 25-year-old kid just earning his chops.



### **MADISON SQUARE GARDEN**

4 Pennsylvania Plaza  
thegarden.com

Madison Square Garden is the nexus for arena sports (the New York Knicks and the New York Rangers) and rock music (The Rolling Stones and Billy Joel), as well as professional wrestling, boxing, and comedy.





# It's Personal

INTERVIEW WITH  
AUDREY GELMAN  
CO-FOUNDER &  
CEO OF THE WING

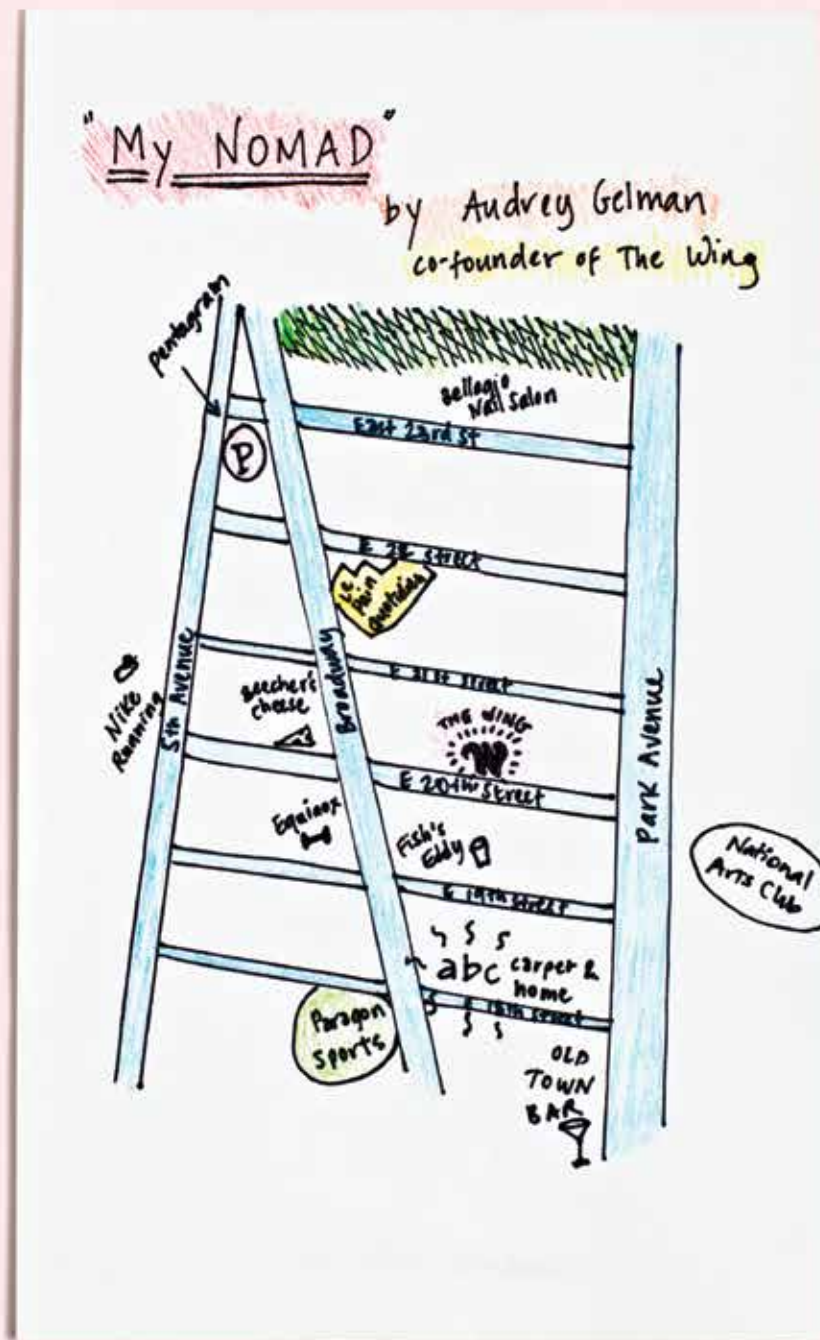
Audrey Gelman is the Co-founder and CEO of The Wing, a stunning and stylish space for professional women: part club, part networking hub, part urban retreat. The Wing is quintessential New York: both relaxed and sophisticated. Gelman is a harmonious hybrid herself. She integrates pragmatism with style, politics with sociability. The Wing, which opened in October 2016, was instantly successful. It has since become a second home to some of the city's most intriguing women.

# THE WING

• WELCOME TO THE PERCH •  
WARRIOR WITCHES

FOOD • DINERS  
SWEETS • BY CHLOE & OVERLY  
COFFEE • CAFE INTEGRAL  
TEA • DONA CHAI

MENU



AUDREY GELMAN'S  
LOCAL FAVORITES

“It still feels like the New York that I grew up in.”

AUDREY GELMAN

**What evokes the NoMad neighborhood for you? A specific view?**

The Wing is located on the 12th floor of our building on 20th Street and Park Avenue, and we have an incredible view of the rooftops. I love the water towers, the smoke rising from the chimneys of prewar buildings, and how timeless the neighborhood feels.

**How does The Wing connect with the history of NoMad?**

We realized we were opening The Wing in Ladies' Mile when we read the fine print of our lease and saw a reference to the historic district. It's been a happy accident for us to open in an area of the city where so many of the original women's clubs were located in the late 19th century.

**What do you want for the neighborhood?**

Pretty much for it to remain as it is and never change.

**How does NoMad inspire you?**

It still feels like the New York that I grew up in, and New York City is such an integral part of The Wing's identity.

**What advantages does NoMad offer you and your members that other neighborhoods lack?**

I love the restaurants, how central NoMad is, and that it feels full of New Yorkers rather than tourists.

**Does having The Wing in NoMad make it cool (whatever "cool" means)?**

Totally—NoMad was the perfect neighborhood for us to start our company. It's the mix of the new and old; it's a hub for startups, and it also has some of the most beautiful historic buildings and parks in the city.

**What makes NoMad distinctive as a physical place?**

We are in a landmarked building that dates back to 1911. Across the street, at 28 East 20th Street, is Teddy Roosevelt's birthplace, which is a national historic site.

**How do you feel when you are out on the street? What's the local vibe?**

The neighborhood feels fast-paced on Park Avenue but sleeper and more peaceful on its side streets.

**What are the advantages of being located between uptown and downtown?**

We think we have the perfect location, because it's so central and easily accessible for our members. Because NoMad is not dominated by one particular industry, the neighborhood has variety and feels multifaceted.

**In what ways does NoMad surprise you?**

The neighborhood is so steeped in history that I am constantly learning new things, like that it was part of the city's 18th Ward.



THE SIGNAGE THAT GREET'S YOU  
AS YOU SET FOOT INSIDE THE WING

# Collector's Edition

## MUSEUMS

Extraordinary collections await,  
just down the street



### NATIONAL MUSEUM OF MATHEMATICS

11 East 26th Street  
[momath.org](http://momath.org)

Open a door marked with the number  $\pi$  and plunge into the world of math. Follow the curve of a racetrack in the shape of a Möbius strip as you learn about the poetry of numbers.



### RUBIN MUSEUM OF ART

150 West 17th Street  
[rubinmuseum.org](http://rubinmuseum.org)

Soothe your soul in front of a Tibetan Buddhist shrine or feel your mind slow its pace while gazing at intricate Himalayan art.

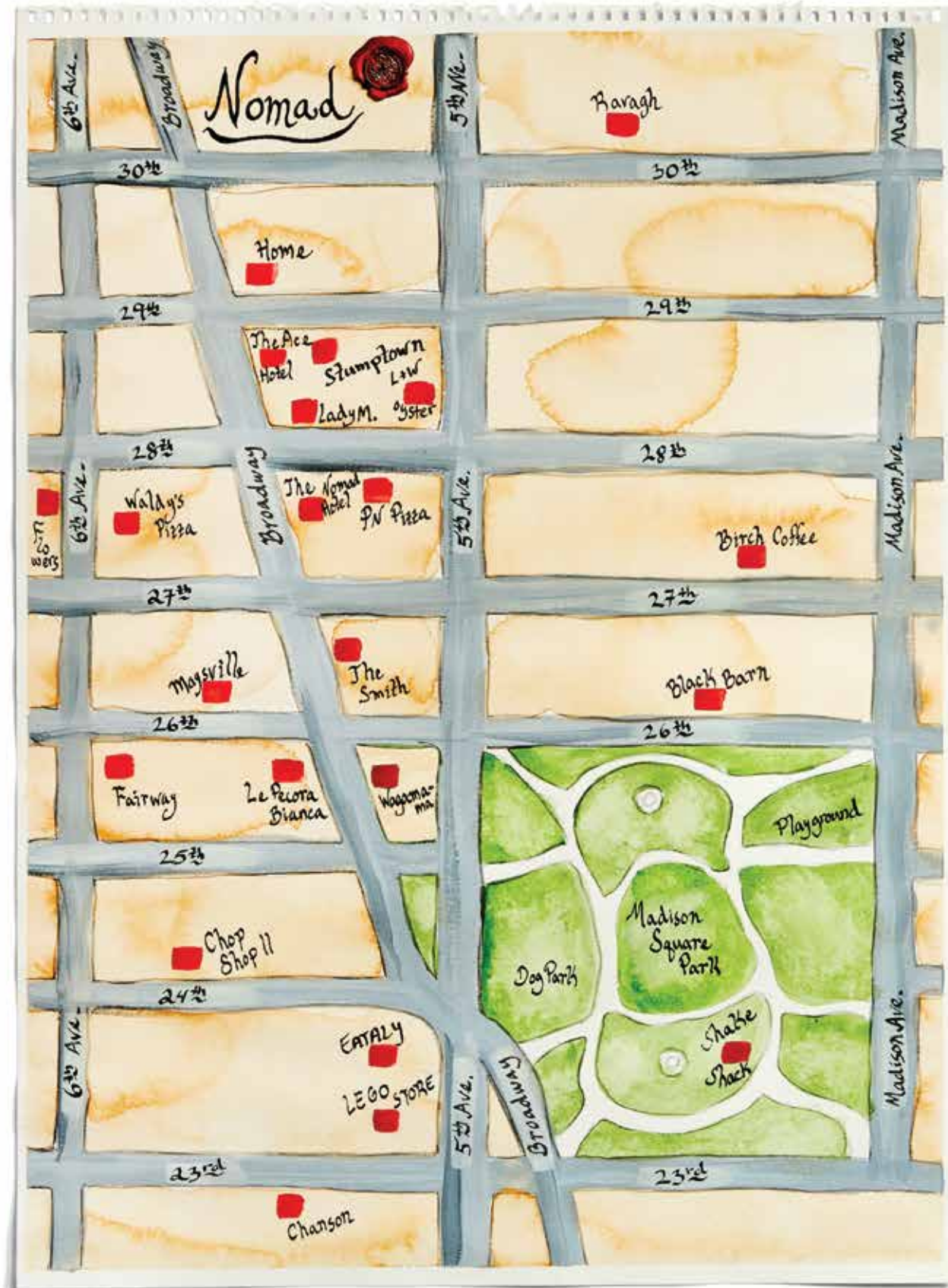
INTERVIEW WITH NOE DEWITT & FAMILY

# All Together Now

PHOTOGRAPHER

Photography, family, and travel are themes that flow through Noe's life. He was born in LA, where his parents were managers for David Bowie and Tina Turner, among others. His family then moved to Mariposa, California, a small town in the Yosemite foothills. His uncle Bruce Weber introduced Noe to the wonders of photography, and his passion for it never waned. After graduating from RISD, Noe moved to New York City, where he shoots brilliant lifestyle campaigns. His short films are gems as well.





NOE DEWITT'S  
LOCAL FAVORITES

“You could say NoMad is everything in one: it’s full-on New York, but it also feels like a real neighborhood.”

NOE DEWITT

**When did you move to NoMad?**

We moved into the neighborhood in 2012. We bought a place in the Gilsey House, which is an incredible landmark building. It was built in 1871, and it was a hotel for 100 years.

When we first came to NoMad, it was a wild neighborhood—in a good way. That’s what we love about it. We’re right on Broadway and 29th Street, which has this extremely diverse mix of people who come through its intersection. It’s between Madison Square Park and Herald Square, so you have the wholesalers on Broadway, and you have the flower market, and all the startups coming in. And there is also the Ace Hotel and Stumptown Coffee Roasters.

**What does a typical weekend day with your kids involve?**

Our typical routine would be to walk the dog in the morning to Madison Square Park and let her chase the squirrels—well, we don’t let her chase the squirrels, but she wants to. She has a little group of dog friends, neighborhood dogs, so she gets to spend time with them. We walk around, and we go to the flower market—that’s a weekly thing that we do. And then it’s all about food, food, and more food!

**What does the shape of the day feel like in NoMad?**

It’s like an ocean tide. In the morning, you have everyone going to work at tech companies and startups, and the coworking spaces like WeWork.

They’re stopping off to get their coffee. In the middle of the day, the streets are full of people shopping and visitors from around the world. And then at night the fashion crowd comes in, and it’s very young and arty and fashion-y, and everyone is well-dressed. It’s like, “Wow—that’s right off the runway.” And with all that, you still have people whom you bump into regularly, especially walking their dogs. We see the same dogs every day and we get to know their owners. You could say NoMad is everything in one: it’s full-on New York, but it also feels like a real neighborhood.

**That’s a great phrase: “everything in one.” Is that what makes the neighborhood special to both you and your kids?**





“You walk out the door and there’s always something new to experience. We like that. NoMad is good energy.”

NOE DEWITT

Absolutely. We moved from Chelsea, and I love Chelsea, but it felt like one note, you know what I mean? It wasn’t growing, it wasn’t getting more peaceful, and it wasn’t getting busier. It was static. Here, you walk out the door and there’s always something new to experience. We like that. NoMad is good energy.

**Can you remember your first impression of NoMad?**

It was the architecture. The architecture is phenomenal. It’s classic New York: beautiful cast-iron buildings and decorative architecture, and the light and the lines and the quality of construction. That’s definitely what excited us when we moved to the neighborhood. To me, NoMad is as New York as it gets.

**You grew up in Mariposa, California. Are there any similarities between your childhood surroundings and your life in NoMad? Or are they polar opposites?**

It’s the polar opposite! My nearest neighbor was two miles away in Mariposa. The only similarity

is scale. Going to Yosemite or seeing El Capitan or Half Dome and being in a valley where you have these epic mountains all around you maybe compares with walking down Broadway. It’s a similar scale—a lot of people forget to look up, but in NoMad, it’s one of the best things you can do.

**What is the benefit of living in NoMad for your kids?**

They claim NoMad as their neighborhood. They know where to get a slice of cake or a burger, or if they want to cruise around they go to Madison Square Park. It’s a sense of familiarity. I think they appreciate what’s around them, including the architecture. They know that they have to respect people at every moment, at every second of the day, because they are surrounded by people constantly. And the beautiful thing about living in the city is also getting out of the city, and appreciating that as well: the beach or the woods or the lakes. So when my kids do experience that stuff, it’s not taken for granted, even if we are going to Paris or London or California. When we come back to NoMad, we’re coming back to their

home. It’s a small-town mentality but in a city neighborhood. People know our faces because we have all of our local spots where we go frequently. It’s wonderful to find that sense of place in a city. It’s a huge convenience. Everything is right here—it’s kind of insane!

**How do people react when you say that you live in NoMad?**

For people who live in New York, their reaction is usually, “Oh, that’s so great, I love it there, it’s a great neighborhood.” Sometimes they are like, “Wow, there’s a lot of stuff going on there right now.” But honestly, we’re having so much fun. Every week, there is something new here. It’s not a stagnant neighborhood—it’s always changing and it’s always growing. It’s a conversation we have recurrently: “Have you been there? This place is about to open; have you seen that place? And what’s that going to be?” It’s all happening in front of us. There is still so much to discover in this ten-block radius. It will take us years.



# Historically Speaking

## CULTURAL INSTITUTIONS

New York City's historical strongholds for the arts, whose splendor will never fade.



### **MORGAN LIBRARY & MUSEUM**

225 Madison Avenue  
themorgan.org

Take in Renzo Piano's modern glass addition before entering the Morgan's historic, landmarked interiors to see what's on view. Exhibitions here are curatorial jewels set within the grandeur of Gilded Age tycoon J. P. Morgan's office and personal library.



### **NATIONAL ARTS CLUB**

15 Gramercy Park South  
nationalartsclub.org

American art has been exhibited and promoted here since 1898. Louise Nevelson, Philip Roth and Lin-Manuel Miranda have all been honored by this storied institution, which also hosts some of the city's best art classes and film screenings.



INTERVIEW WITH JUAN GARCIA MOSQUEDA

# Cabinet of Curiosity

FOUNDER OF CHAMBER

Juan Garcia Mosqueda is the founder of Chamber, a design collective that hosts expertly curated exhibits. They elevate wondrous exhibition spaces into contemporary cabinets of curiosities, where one-of-a-kind and limited-edition art and design objects are shown. Born in Argentina, Juan attended the Art Institute of Chicago and previously worked at MoMA.

“In NoMad, you look up toward the sky via wide open avenues. It’s like a different city.”

JUAN GARCIA MOSQUEDA

**Which six words come to mind when you think of NoMad?**

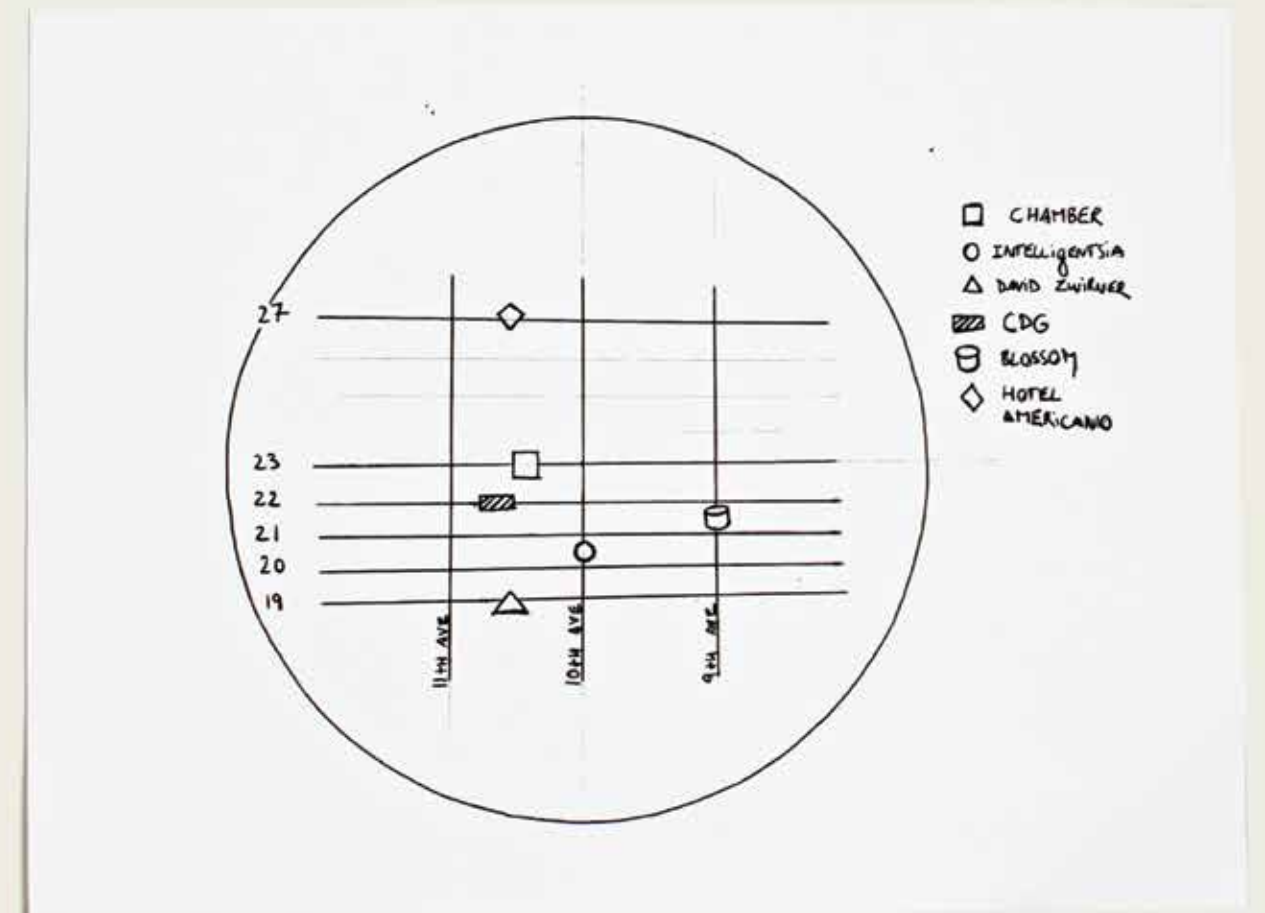
If I had to describe the neighborhood in six words, they would be: young, smart, quiet, cultured, innovative, and fresh. Whereas in the majority of the neighborhoods in Manhattan, you experience the city solely at eye level, in NoMad, you look up toward the sky via wide open avenues. It’s like a different city.

**What is original about Chamber?**

Every year, we have a different curator work on three or four exhibits, a mixture of unique and limited-edition design pieces, art, and other collectibles. Chamber is distinctive, unlike other art initiatives. Chamber has curated shows in this neighborhood, rather than in a neighborhood like Tribeca, where standard retail experiences prevail.

**Has the area changed since Chamber began curating exhibits here?**

Foot traffic here is more serious about art. People are intrepid; they are exploring the neighborhood more. A new architectural iteration is happening, and it is pushing the city to be bolder and less conventional. Personally, I’ve just moved to the area, and compared to other neighborhoods, NoMad is a relaxed, quieter, and more sophisticated place.



JUAN GARCIA MOSQUEDA'S LOCAL FAVORITES



ART OBJECTS IN  
CHAMBER











Outside your door,  
Manhattan's most exhilarating  
neighborhood.

Inside your home,  
everything you've ever dreamed of.

Outside your window,  
New York's most magical views.

BETWEEN FIFTH AVENUE  
AND THE SKY

277 | 5TH