

# 25/25 New York USA

Despite possibly the world's ugliest drive from airport to city, brutal hedge-fund guys and publicists who have exploited any last sign of cool and originality from the city, it is still possible to find some magic in New York. With cheap theatre tickets and a wide range of restaurants and shopping, New York is an exciting place.

## Essentials

- 01 If you have to get to LaGuardia airport during rush hour – consider taking a subway uptown to 86th street and take a taxi from there. It will save you an hour of traffic and \$30.
- 02 Contrary to popular belief, New Yorkers are generally friendly, just don't try to talk to them on the subway.
- 03 Avoid using the subway in summer.
- 04 Central Park is a great spot for outdoor sports and fitness. Jog around the Reservoir, rollerblade along the paths, or play Frisbee on the Great Lawn.
- 05 Rent a Zipcar to drive upstate or to the Hamptons.

## Guide/Info

### Hotels

#### Independent and easy

The Bowery Hotel  
335 Bowery  
+ I 212 505 9100  
[theboweryhotel.com](http://theboweryhotel.com)

#### Dependable chain

Four Seasons  
57 East 57th Street  
+ I 212 758 5700  
[fourseasons.com/newyorkfs](http://fourseasons.com/newyorkfs)

#### Premium

St Regis  
2 East 55th Street  
+ I 212 753 4500  
[starwoodhotels.com/stregis](http://starwoodhotels.com/stregis)

### Dining

#### Fast breakfast

Café Gitane  
242 Mott Street  
at Prince  
+ I 212 334 9552

#### Business breakfast

Balthazar  
80 Spring Street  
+ I 212 965 1414  
[balthazarny.com](http://balthazarny.com)

#### Mid-morning coffee

Abraco  
Samedan  
86 East 7th Street (near  
1st Avenue)  
+ I 212 388 9731  
[abraconyc.com](http://abraconyc.com)

#### Working lunch with colleagues

Fatty Crab  
643 Hudson Street  
+ I 212 352 3590  
[fattycrab.com](http://fattycrab.com)

#### Lunch on your own

Quartino Bottega  
Organica  
11 Bleeker Street  
+ I 212 529 5133

#### Afternoon tea/drink

Norwood Club (private)  
241 West 14th Street  
[norwoodclub.com](http://norwoodclub.com)

#### Dinner on your own

10 Downing Street  
+ I 212 924 9089  
[10downingny.com](http://10downingny.com)

#### Dinner with friends

MAS (farmhouse)  
39 Downing Street  
+ I 212 255 1790  
[masfarmhouse.com](http://masfarmhouse.com)

#### Private Diner

Bar Jamon  
125 East 17th Street  
+ I 212 253 2773  
[casamononyc.com](http://casamononyc.com)

#### Big dinner with partner/ clients

MASA  
10 Columbus Circle, 4F,  
Time Warner Center  
+ I 212 823 9800  
[masanyc.com](http://masanyc.com)

#### Late drinks

Sway  
305 Spring Street  
+ I 212 620 5220

#### On the tiles

The Back Room  
102 Norfolk Street  
+ I 212 228 5098

### Reading

#### Books and magazines

McNally Jackson Books  
52 Prince Street  
+ I 212 274 1160  
[mcnallyjackson.com](http://mcnallyjackson.com)

#### Bookshop

Strand Book Store  
Corner of 12th Street and  
Broadway  
+ I 212 473 1452

### Thank yous

#### Flowers

Belle Fleur  
134 Fifth Avenue  
+ I 212 254 8703  
[bellefleurny.com](http://bellefleurny.com)

### Shopping

#### Something you can't get anywhere else

American farmhouse  
cheese from Saxelby  
Cheesemongers  
Essex Street Market  
+ I 212 228 8204  
[saxelbycheese.com](http://saxelbycheese.com)

#### Lost luggage – where to buy shirts, socks and underwear

Century 21 Department  
Store Manhattan  
22 Cortlandt Street  
+ I 212 227 9092  
[c21stores.com](http://c21stores.com)

#### Something for the kids

A seesaw from BDDW  
5 Crosby Street  
+ I 212 625 1230  
[bddw.com](http://bddw.com)

#### Something for someone you love

Isamu Noguchi lamp from  
the Noguchi Museum  
store

32-37 Vernon Boulevard,  
Long Island City, Queens  
+ I 718 204 7088  
[extension.217noguchi.org](http://extension.217noguchi.org)

#### Something for yourself

Vintage Rolex from  
J Crew's Liquor  
Store Bar  
235 West Broadway  
+ I 212 226 5476

### Two-hour tour

- 01 Bike ride up the West side highway to the 25-acre Battery Park garden in lower Manhattan.
- 02 Take the ferry to Ellis Island immigration museum where 12 million immigrants were inspected before (hopefully) entering the country.
- 02 The Frick Collection  
Enjoy industrialist Henry Clay Frick's brilliant collection of painting, sculpture and decorative art housed in the family's Fifth Avenue mansion.  
1 East 70th Street  
[frick.org](http://frick.org)

### Limousine/car

Ozo Car New York  
+ I 866 696 5966

### Transport

Buy a pass MetroCards are the cheapest way to travel (daily, \$7/€5; weekly \$24/€18).

### Fitness

#### Good gym

Equinox  
Midtown, Uptown,  
Downtown, Brooklyn  
Great classes, equipment,  
locations and good-  
looking clientele.  
[equinoxfitness.com](http://equinoxfitness.com)

#### Best yoga class

Ragunath at Kula Yoga  
Project  
28 Warren Street,  
4th floor  
[kulayoga.com](http://kulayoga.com)

