

New York by Numbers | A Tempting Big Apple Guide

Keeping up with where's hot in the city-that-never-sleeps, Sofia Hedstrom, of Swedish Television and Swedish Fashion Council, shares some of her favourite places to visit. This guide to some less-known, secret treasures is a must for your next trip.

Hotels | Restaurants | Brunch Spots | Bars | Pampering Spots
Spas / Hair Salons | Concept Stores | Galleries

Hotels

The Night Hotel

Indian party playboy, Vikram Chatwal's neo-Gothic, 74-room Night Hotel is one of the best theme-lodgings in Midtown. Its chic black-and-white interior, small, but super-modern rooms, and high-tech accoutrements, like plasma televisions and, on request, black Nano ipods, attracts cool, cosmopolitan followers.

135 West 4th Street
<http://www.nighthotelny.com>



The Bowery Hotel

The Bowery Hotel is the most-buzzed about place to stay these days. Created by Eric Goode and Sean MacPherson, the same team that produced The Maritime (still a favourite among designers like Luella Bartley and other fashion royalty). This fresh, red brick enterprise is inspired by the famed avenue's rough-and-tumble past and its ever-changing present.

335 Bowery
<http://www.theboweryhotel.com>

Restaurants

Centovini

Centovini is a Fellini-inspired wine shop and restaurant from the owners of Soho's world-renowned Moss Design store. Centovini translates as "100 wines," and indeed 100 Italian "vinos" are offered here. Additionally, the eatery serves breakfast, lunch, dinner, and late-night snacks on white porcelain plates, aglow in the soft light of Venini chandeliers.

Alias

Eclectic combinations and moderate prices make Alias a longstanding hit. The menu features everything from comfort food, such as man'n'cheese and fried chicken to Greenmarket salads and Mexican fare. Breakfast, lunch, and dinner are served, alongside fanciful and addictive cocktails.

76 Clinton Street
<http://www.aliasrestaurant.com>



The Russian Tea Room

A quintessential, New York classic and a throwback to an earlier, more kitsch era, the original Russian Tea Room closed five years ago and reopened after an extensive makeover in 2006. The rich dishes, such as chicken Kiev and borscht, taste just right in a room laden with opulent, gilded décor.

150 West 57th Street
<http://www.russiantearoomnyc.com>

Brunch Spots

European Union

European Union, or EU, a self-described gastropub, in a sprawling, self-consciously rustic, ground-floor space in the East Village, opened to much fanfare last year, but then temporarily closed soon afterwards, allegedly, for the filming of a movie. When it reopened the crowds were suddenly gone, meaning that its luscious brunch foods, like Brioche French toast, eggs with mushrooms, and Tapas-style, Patatas Bravas, are available without the hassle of a long wait.

235 East 4th Street
<http://www.theeunyc.com/>



Mudspot

Some of the best and richest coffee in New York City, and great Mexican-inspired brunch fare are available at Mudspot. The classic "mud" (basically café au lait) and avocado panini come highly recommended, as does an afternoon, spent lingering in the back garden, in spring, summer, or fall. If you can't get a table, takeout is available from the nearby Mudtruck, a travelling version of the café with a limited food menu but the complete java offerings. Incidentally, when Kiehl's (skincare & hair products) opened their East Village, flagship store, they permanently parked their own Mudtruck inside.

307 East 9th Street
www.themudtruck.com/spots.html

Clinton Street Baking Co.

New York's most decadent pancakes (in blueberry and banana varieties), and a host of Southern and Creole-inflected staples—fried green tomatoes, biscuits, soft shell crab—make for lengthy queues at this Lower East Side, brunch favourite, located on downtown's unofficial restaurant row. Weekdays are less busy but the food, no less delicious. There's also a take-away counter offering baked goods and frothy cappuccinos for those on the run.

4 Clinton Street
<http://www.clintonstreetbaking.com>

Bars



Bar Veloce

An oasis, in a particularly NYU-student-crowded section of the East Village, Bar Veloce, is an upmarket wine bar (one of the city's first) with a wide selection of whites and reds; as well as sakes, grappas, and bourbons. Its sleek, minimalist décor and soft music, makes a great date venue—providing you can find a seat.

175 2nd Avenue
<http://www.barveloce.com>

Rare Bar & Grill

8 oz. burgers, rare and well done are the specialty of this Murray Hill bar and lounge. A full-menu of eats and brews ensures this sprawling, rooftop bar remains a summertime favourite.

303 Lexington Avenue
<http://www.rarebarandgrill.com>

Angel's Share

Behind an unmarked door, upstairs of an eclectic Asian diner, is Angel's Share, one of the city's most civilized spots. With beautiful views of the East Village from its plush, booth seating, East/West fusion cocktails, and a small selection of dim sum on the menu, it's the ideal place for hours of quiet conversation.

8 Stuyvesant Street

Pampering Spots

Spas

Juvenex Spa

A jade, igloo sauna (comprising of 20 tons of stones) and sake soaking-ponds are just a couple of the exotic, Far Eastern-style treatments awaiting visitors to Juvenex Spa. Hot stoning therapy, sports massage, and energy healing are all on the treatment menu, as are a host of other services from waxing to facials.

25 West 32nd Street
<http://www.juvenexspa.com>

Priti

A 100% organic pampering spot, Priti even stocks biodegradable slippers but then this is eco-luxury at its most luxurious. The spa's hand and foot soaks (in bowls filled with rose petals, chamomile and mint) are pure bliss.

35 East 1st Street
<http://www.pritiorganicspa.com>

Hair Salons

Seagull

For an authentic, punk-rock hairdo head to Seagull Salon, co-owned by musician, Johanna Fateman, from the feminist band, Le Tigre. Seagull offers avant-garde haircutting in a traditional setting. The jewel-box size beauty parlour in the heart of the West Village overflows with vintage furniture and whimsical art.

240 West 10th Street
<http://www.seagullhair.com>

Beehive

Thee beehive behind all the too-cool-for-school shags, mullets and coifs flaunted by Williamsburg-ers, Brooklyn's hippest girls. Beehive Salon, where owner "Bean" Schappert and her staff offer bargain cuts and all-natural hair care products to a discerning clientele, in a kitsch '60s setting.

494 Lorimer Street, Brooklyn,
718-782-8376
<http://www.thebeehivesalon.com>



Concept Stores

Erie Basin

In the heart of Red Hook, Brooklyn's most up-and-coming shopping and eating neighbourhood, you will find Erie Basin, where owner, Russell Whitmore, claims to "take a curatorial approach" to retail. Each season, Whitmore comes up with loose historical themes and fills his estate jewellery, revivals, and antique store with the relevant treasures.

388 Van Brunt Street, Brooklyn
<http://www.eriebasin.com>



An Earnest Cut and Sew

In addition to made-to-measure jeans from the favourite cult label, Earnest Sewn, this bespoke denim store houses everything from pop-up stores for other brands (like, Maine-based, Rogues Gallery) to an old-fashioned barbershop. Sprawling out, in a Meatpacking District location, An Earnest Cut and Sew is a must-visit for anyone searching for the perfect-fitting jeans, plus much, much more.

821 Washington Street

Organic Avenue

Talk about, killing two birds with one stone? Shop for raw food, a new outfit, and kitchen wares, all in the same place, at Organic Avenue; a new store devoted to the highs of natural living. Top in-store picks include beautiful silk sarongs, in every colour of the rainbow, jute bags and organic teas.

101 Stanton Street
<http://www.organicavenue.com>

Galleries

Voltz, Clarke

A pop-up gallery that cleverly changes locations, from the owner's own parlour to the Salvatore Ferragamo boutique, Voltz Clarke is one of New York City's most innovative and elusive art endeavours. Recently, Voltz Clarke has showcased the portraiture of Natasha Law and the sculptures of Sasha Sykes.

<http://www.voltzclarke.com>

Nicole Klagsbrun

Amid the overheated Chelsea scene, there remain few, truly stellar galleries who are not yet household names (Gagosian, Matthew Marks, etc). One such contender is the Nicole Klagsbrun Gallery, which has been mounting must-see, solo shows from emerging art stars, like Mika Rottenburg and Adam McEwen. After hours, the space also hosts environmental benefits and cultural events, attracting both young professionals and creative types.

526 West 26th Street
<http://www.nicoleklagsbrungallery.com>



John McWhinnie

Located inside a charming townhouse with Glenn Horowitz Booksellers (which sell rare books, first editions, and design monographs), John McWhinnie gallery is an intimate exhibition space devoted to a fine listing of talented artists. (Recently both Matthew Barney and renowned fashion illustrator, Mats Gustafson, have graced the walls).

50 1/2 East 64th Street
<http://www.johnmcwhinnie.com>