

Welcome to New York City!

Thank you for choosing to make TEN15NYC your home away from home in New York. You will find far too many things to do, too many areas of this ever changing city to explore - leave time to simply get lost in Manhattan. Setting aside time to relax in the schedule of your "bucket" list is essential to having a memorable and enjoyable New York visit. Many of the items you will find on your list are iconic features of the city. Therefore, if you miss it this time you will see it next time you come and visit us. Pack your day with fun and exciting things to do, but remember to enjoy the city. There are many stairs (subways are mostly underground) and a lot of walking in New York City, so keep that in mind. Breathe, relax and remember you are on holiday!

We hope this wonderful list that we compiled along with the many suggestions of our dear friend PHT through his many adventures in New York City will help you in planning your visit. We hope you find our list of personal Must Dos of NYC as fantastic, and an authentic taste of the New Yorker's New York!

Cheers,

Erika & Goura

New York is a city meant to be experienced on foot. Walk as much as possible so you can get a better feel of the city and experience how New Yorkers live. Walking around NYC, you will see many things you might miss in a taxi. For example, famous architecture: Empire State Building, Chrysler Building, Rockefeller Center, Radio City Music Hall, The Dakota (where John Lennon lived).

## BROOKLYN

Don't worry, we love Manhattan. The first two pages are of Brooklyn as it is often overlooked, but is a Must Do without a doubt. Manhattan is covered in great detail in the rest of our Must Do list.

Do venture out of Manhattan if you have the time, Manhattan is only one of the five boroughs that make New York City. Boroughs like Brooklyn are great areas to explore. Below we have highlighted very easy to get to, exciting and popular destinations in Brooklyn that we absolutely love.

One of the best things about both Dumbo and Brooklyn Heights is how you get there. You can take the subway straight there or take the more scenic route - walk the Brooklyn Bridge or take the East River Ferry.

The East River Ferry will take you from Manhattan into Brooklyn, and in a far more pleasant fashion than the subway. Also, the vantage point it provides of the Manhattan skyline and the Brooklyn Bridge throughout the trip is not to be missed. Catch the free ferry bus on 6th Ave and 34th Street straight to the pier. ([www.eastriverferry.com](http://www.eastriverferry.com))

### DUMBO (Brooklyn)

Dumbo - "Down Under Manhattan Bridge Overpass" - is located just under and between the Manhattan Bridge and the Brooklyn bridge. This neighborhood is relatively "new", boasting a stunning view of the Brooklyn Bridge, Manhattan skyline & Statue of Liberty. Sit on the beautifully designed water front parks and enjoy. In 2007, the New York City Landmarks Preservation Commission voted unanimously to designate the Dumbo section of Brooklyn as the city's 90th historic district.

#### **grimaldi's pizza**

Home of Grimaldi's, one the best pizzerias in New York City. If nothing else Dumbo is worth the visit for a slice of this famous pizza, enjoyed in the park overlooking the city. (1 Front St, Brooklyn, NY 11201 Tel: 718.858.4300)

## ignazio's pizza

Ignazio's Pizza is another favorite in the area, located just around the corner from Grimaldi's. Here you can sit inside and have beautiful views of the parks. (4 Water St Brooklyn, NY Tel: 718.522.2100)

## brooklyn ice cream factory

The Brooklyn Ice Cream Factory offers simple, pure and delicious ice cream, made in small batches. This is their original location, in a landmark fireboat house on the Fulton Ferry Pier. (1 Water St Brooklyn, NY Tel: 718.246.3963)

## Brooklyn Heights

Brooklyn Heights is located just a few mins walk south of DUMBO. Brooklyn Heights is America's first suburb and has been a prominent area of Brooklyn since 1834. The Brooklyn Heights Promenade will take your breath away. Looking over the East River, the promenade is bordered by grand townhouses and mansions, and is part of Brooklyn's first Historic Preservation District. There are several subways that go to Brooklyn Heights: A,C, the R, and the 2,3,4,5 trains all make stops within this borough. St Anns and the holy Trin

## Brooklyn Historical Society

## Williamsburg (Brooklyn)

Williamsburg is an influential hub of current indie rock, hipster culture, and the local art community. Packed full of great, unique, and beautiful restaurants and bars Williamsburg is the perfect place to spend an evening eating and exploring hidden gems. A few spots we love:

## caracas arepa bar

Caracas Arepa Bar is the home of authentic homemade Venezuelan food. You cannot make a wrong choice on their incredible menu. Try them all. (291 Grand St Brooklyn, NY Tel: 718.218.6050)

## flea market

Brooklyn is well known for flea markets that feature hundreds of top vendors of antique and repurposed furniture, vintage clothing, collectibles and antiques, as well as a curated selection of jewelry, art, and crafts by local artisans and designers, plus delicious fresh food. The New York Times called the Flea "One of the great urban experiences in New York" (Located in many different locations: [www.brooklynflea.com](http://www.brooklynflea.com))

## champs

A great, fun vegetarian/vegan diner & bakery offering classic diner fare, pastries, desserts, muffins, pies, coffee, tea, and fun times. (176 Ainslie St Brooklyn, New York Tel: 718.599.2743)

## foodswings

This vegan fast food restaurant is a mecca for all things salty, savory, and generously fried. The popularity of their buffalo-style drumsticks has reached legendary proportions. With a menu featuring nine different types of French fries (Disco Fries included) and more than 15 milkshake combos, your appetite for the unhealthy will surely be sated. (295 Grand Street Brooklyn, NY Tel: 718.388.1919)

## MANHATTAN

### THE OBVIOUS THINGS

#### **Central Park**

Take a walk through Central Park, starting with a visit to Apple's flagship store (Central Park South, corner of 5th Avenue). Stop at The Plaza HoTel for essence of the English tea - The Plaza is a classic hoTel, which still captures the Gilded Age of New York City.

#### **Museums**

NYC has some of the best and most interesting museums in the world. The Metropolitan Museum of Art (The Met), the Museum of Modern Art (MOMA), the beautiful and fun Guggenheim Museum, The Natural History Museum, and many more. We would recommend The Metropolitan Museum of Art. If you have children, The Museum of Natural History is a lot of fun!

#### **Broadway Shows**

Attend one or two Broadway shows, and then walk through the Theatre District (including Broadway). For beginners, we'd recommend the classic Phantom of the Opera, Chicago and The Lion King. These stories are well known and one's level of mastery of the English language does not affect one's enjoyment of the show.

#### **Grand Central**

Visit Grand Central Terminal (we highly recommend visiting the Oyster Bar!), one of three buildings built in in the early 1900's in the Beaux-Arts architectural style, including the New York Public library (Bryant Park) and the James A. Farley Post Office of New York.

#### **Statue of Liberty**

The Statue of Liberty is a long debated and controversial must do. In our opinion, these kind of attractions (like the Eiffel Tower and the London Eye) are subject to long queues that require long and should therefore be avoided when travel schedules are tight. However, with the time and inclination, they must be seen at least once (with full camera battery and enough space on the memory card). As an alternative, visit Battery Park, opposite the statue without crossing on the ferry and view Lady Liberty.

#### **Empire State Building**

Visit the Empire State Building. This historic icon of New York City should be high on your must do. A visit must happen at least once, this breathtaking building has remained relevant and continues to influence the direction of the New York City sky line. Take a short stroll through the impressive lobby or take a ride up to the top and experience the city as only the birds do.

## Rockefeller Center

The view from Rockefeller Center rivals that of The Empire State building, as it has an unobstructed view of Central Park and a view of the Empire State Building itself. In winter Rockefeller Center also has ice skating, as well as the famous Christmas Tree.

## Times Square

A major commercial and pedestrian intersection that requires no introduction. It is located only a few blocks away. Times Square is the world's most visited tourist attraction, hosting over 39 million visitors annually. It may get crowded, but worth the visit. (Between 42<sup>nd</sup> and 47<sup>th</sup> Street at the junction of Broadway and 7<sup>th</sup> Avenue.)

## THE NOT SO OBVIOUS THINGS

### NYC Public Library

The New York City Public Library is a beautiful historic building, in the Beaux-Arts architectural style. Stunning from the inside and out, it will be undergoing a \$300 Million renovation by architect Norman Foster, scheduled for completion in 2018. For you Sex and the City fans, this was Carrie Bradshaw's wedding venue in the movie.

### St Bartholomew Church

Enjoy coffee, cocktails or a meal in the gardens of St Bartholomew's Church (Park Avenue, between 50th and 51st street). Take in the stunning view of the beautiful architecture (designed by James Renwick) the church and make sure to visit its interior.

### Jazz

Hear a jazz concert at The Village Vanguard. This jazz bar is living history, a global benchmark in the genre. Housed in a small basement with great shows, it continues to showcase the biggest names in jazz (178 Seventh Ave South) also check out the Blue Note, (131 W 3rd Street) one of NYC's oldest bars. This jazz bar is also renowned globally. All the larger than life legends of jazz have played here.

### Morgan Library

The Morgan Library was founded to house the private library of J. P. Morgan in 1906, which included, besides the manuscripts and printed books, in rare bindings, his collection of prints and drawings. (225 Madison Avenue, NY)

### Century 21

Buy name brand clothes at an amazing 30-50% discount at Century 21, located just across from The World Trade Center in the Financial District. ([www.c21stores.com](http://www.c21stores.com))

## **Standard/Gansevoort Rooftops**

See the city from high above, at night, on top of the Standard HoTel (Bar: Boom Boom Room; club/bar: Le Bain) or The Gansevoort HoTel - both with great views in the trendy Meatpacking District.

## **Bryant Park**

Located just two blocks north of TEN15NYC on 40th Street, this park hosts many exciting events all year round: summer films, ice skating, yoga, music and much more. Check out their website to see what is happening during your stay. ([www.bryantpark.org](http://www.bryantpark.org))

## **230 FIFTH**

Experience 230 FIFTH - New York's largest outdoor Rooftop Garden and fully enclosed penthouse lounge. With breathtaking views of the NYC skyline. 230 FIFTH has two floors, one is fully enclosed (Penthouse Lounge) and private event rooms, as well as an outdoor rooftop. Their Rooftop Garden also has very large, oversize umbrellas for rainy, or very hot sunny days; they partially heat the rooftop in cooler months. 230 Fifth is a lounge, however they do offer a full food menu.

## **The London**

Drinks at The London NYC hoTel bar is a must. The London's restaurant is also worth a visit, serving French inspired cuisine with impeccable sophistication. Keep in mind Gordon Ramsay is the Chef, so expect the price tag. (151 W. 54th Street; Tel: 212-468 8889)

## **High Line Park**

A public park built on a historic freight rail line elevated above the streets on Manhattan's West Side. It runs from Gansevoort Street in the Meatpacking District to West 34<sup>th</sup> Street, between 10<sup>th</sup> and 11<sup>th</sup> Avenues. Enjoy sweet treats, savory meals and snacks, freshly brewed coffee, and much more on the High Line between West 15<sup>th</sup> and West 18<sup>th</sup> Streets. [www.thehighline.org](http://www.thehighline.org)

## **Tenement Museum**

Tenement Museum. Housed in an old tenement building that had been abandoned since the 30s, this attraction showcases a series of tenement apartments showing how immigrant families would have lived at different times in the building's history. Each apartment tells the story of one family. (103 Orchard St)

## **TKTS**

TKTS is the perfect way for everyone to experience the arts in New York City at affordable prices. Choose from a wide array of Broadway and Off-Broadway musicals, plays, and dance productions on sale every day at 20% to 50% off regular prices. Three locations in New York City. ([www.tdf.org](http://www.tdf.org))

## Press Lounge

Situated atop of Ink48 HoTel, the Press Lounge offers some of Manhattan's most beautiful and dramatic panoramic views. Home of classic cocktails, an extensive wine list, seasonally inspired small plates and informed and welcoming service. (653 11<sup>th</sup> Avenue at 48th Street)

## Lincoln Center

Lincoln Center is the hub for NYC's performing arts scene. The 16.3-acre Upper West Side complex is home to 11 organizations: Lincoln Center for the Performing Arts, Jazz at Lincoln Center, the Metropolitan Opera and the New York City Ballet. If you're looking for an enriching way to spend an afternoon or evening, Lincoln Center delivers with an extensive lineup of concerts, plays and film screenings throughout the week. (10 Lincoln Center Plaza)

## 9/11 Memorial & Museum

The Memorial Plaza features more than 400 trees and provides a sanctuary for quiet contemplation. Waterfalls flow into two large reflecting pools, in the towers' footprints, and the names of the men, women and children who lost their lives are inscribed in bronze parapets that surround the pools. The museum, located beneath the Plaza, houses exhibitions with artifacts, pictures, videos and accounts from people from around the United States and the world, amounting to a jointly told history of 9/11/01. Note: There is a charge for admission to the museum. Admission to the memorial is free.

## FEELING ACTIVE AND SOCIAL

### Rafa Cycling Club

Enjoy a cup of coffee at their cafe while browsing the newest fashions in the cycling world. Join one of the many rides they offer throughout the week. (64 Gansevoort St; Tel: 212.804.5050)

### Yoga

There are many yoga studios in New York, here are a few of our favorites:


The Bhakti Center Yoga (25 1st Avenue; [www.bhakticenter.org](http://www.bhakticenter.org))  
Yoga Maya Yoga Studio (135 W 20th St; [www.yogamayanyork.com](http://www.yogamayanyork.com))  
OM Factory (265 W 37th St; [www.omfactorynyc.com](http://www.omfactorynyc.com))

### Gyms

We completely understand some of you cannot be separated from your gym routine for too long. Not to worry, there are several great gyms minutes away.

Crunch (144 West 38th Street; [www.crunch.com](http://www.crunch.com))  
New York Sports Club (1372 Broadway; [www.mysportsclubs.com](http://www.mysportsclubs.com))  
Equinox (125 W 41st St; [www.equinox.com](http://www.equinox.com))

## HIGH GASTRONOMY RESTAURANTS

- Per Se** French cuisine, piloted by award-winning Chef Thomas Keller. Per Se has three Michelin Stars. With a beautiful view overlooking Central Park, this restaurant is a must. (10 Columbus Cir #4; Tel: 212.823.9335)
- Daniel** This restaurant serves excellent contemporary French cuisine. Chef Daniel Boulud heads this restaurant with an elegant ambiance, gracious service and delectable menus (60 E 65th St; Tel: 212.288.0033).
- Candle 79**  Beautifully Elegant, Organic, Local, Seasonal, Green, Step Inside, and discover a world of sustainable beauty in food and drink. Vegan and a must. (154 E 79th St; Tel: 212.537.7179)
- La Grenouille** La Grenouille, a fantastic restaurant serving classic French dishes. This restaurant is a must. (3 E 52nd St; Tel: 212.752.1495)
- Raoul's** Chef Marc Murphy's restaurant serves a contemporary bistro fare that blends French and Italian favorites in a decidedly cool space worthy of its cutting-edge Tribeca setting. The restaurant's 300-bottle wine list features hand-picked, famed and esoteric selections from around the world.
- Devi** Named for the mother goddess, Devi is widely praised as one of NYC's top Indian dining destinations, and is the first Indian restaurant in the U.S. to have earned a Michelin star. (8 E 18th St; Tel: 212.691.2100)
- Junoon** "Junoon", meaning "passion" is a modern Indian restaurant reflecting the diversity of India. This beautiful restaurant holds a Michelin Star. (27 W 24th St; Tel: 212.490.2100)
- Landmarc** Chef Marc Murphy teamed up with his wife to open their first restaurant, Landmarc (Tribeca), in 2004. A neighborhood favorite, serving contemporary bistro fare that blends French and Italian favorites with an award-winning wine list, in a cutting-edge Tribeca setting and at the Time Warner Center. (www.landmarc-restaurant.com)
- ABC Kitchen** Lead by Michelin star Chef Jean-Georges Vongerichten, ABC Kitchen has a seasonal menu that is locally focused and globally artistic. While you're here we highly recommend browsing through ABC Home, just upstairs. (35 W 18th St; Tel: 212.475.5829)



## TRENDY, NOT SO EXPENSIVE, RESTAURANTS

### Buddakan

Buddakan is a great place to have dinner before enjoying the nightlife of New York City's famed Meatpacking District. For you Sex and The City fans: this is where the engagement dinner of Carrie Bradshaw's wedding in the movie took place. (75 9th Ave; Tel: 212.989.6699)

### The Heath

With a 1920s speakeasy feel, The Heath serves a modern take on American and English cuisine. Featuring live Jazz ensemble for dinner. Visit the rooftop, The Gallow Green for after dinner drinks or "bottomless brunch" with live music on Saturdays and Sundays. (www.mckittrickhotel.com)

### Pure Food and Wine

Pure Food and Wine has been featured twice in New York magazine's "Top 100 Restaurants" list and has appeared 5 years in a row in Forbes magazine's list of "All Star New York Eateries." Pure Food and Wine's raw vegan menu is entirely plant based and does not use any processed ingredients. Nothing is heated above approximately 118 degrees in order to preserve vitamins, minerals, and enzymes. (54 Irving Place; Tel: 232.477.1010)

### Blossom

Located in the heart of beautiful Chelsea, this candlelit restaurant is equipped with a fireplace, a private dining room upstairs, and organic wines and beer. The meatless menu spans the globe with dishes like Port Wine Seitan with herbed mashed potatoes, Cape Cod Cakes, and Decadent Chocolate Ganache. (187 9th Ave; Tel: 212.627.1144)

### Eataly

Eataly is a high-end Italian food market is located at Madison Square Park. Chef Mario Batali describes the place as a "grocery store with tasting rooms". Every section of this market has a restaurant made with the ingredients sold in that particular section. Browse the authentic Italian imported foods while you wait for your table. Fresh, delicious and a must.

### Malatesa Trattoria

Malatesta's simple wooden tables draped in kraft paper conveys that relaxed quality to which every self-respecting trattoria aspires. The pleasant wait staff and a crowd of happy locals reinforce the sense that you're welcome. The food is a good bargain and very tasty. (649 Washington St; Tel: 212.741.1207)

### Dos Toros

Mexican cuisine. This little spot has simple and succulent food, served in spartan conditions. Dos Toros has a short menu, high standards and very satisfying prices. (137 Fourth Ave; Tel: 212.677.7300)

## Taste of Bhakti

From Indian, Italian, Mediterranean and many more international menus that change daily, Taste of Bhakti is a great place to relax and enjoy a vegetarian/vegan dinner. Bhakti means "Service with Devotion" and you can tell the food is cooked with love. In addition to the restaurant, the rest of the building houses Kirtan, temple, yoga, cooking classes, and a boutique. (25 1st Ave; Tel: 920.624.2584)

## Lombardi's Pizza

In 1905, Lombardi's was licensed by the City of New York, becoming America's first pizzeria! The delicious pizza and casual atmosphere make this a must do. (32 Spring St; Tel: 212.941.7994)

## Rice - to - Riches

After having pizza at Lombardi's Pizza, cross the street and eat some dessert at Rice-to-Riches. Like an ice cream parlor, but of rice pudding (37 Spring St; Tel: 212.274.0008)

## Arturo's Pizzeria

Arturo's Pizzeria. Great traditional pizza, simple and delicious. Catch the live jazz played nightly and remember that here their coal-oven pizzas are the thing. (106 W Houston St; Tel: 212.677.3820)

## Balthazar

Created by Keith McNally this masterpiece is an evocation of a Paris brasserie nestled in Soho. It gets crowded but worth the visit. Relaxed and fun atmosphere. (80 Spring St; Tel: 212.965.1414)

## Empire Diner

Empire Diner. Chef Amanda Freitag's redo of the iconic NYC eatery features upgraded versions of diner classics like matzo-ball marrow soup, bagel and lox and a Greek salad. The spot is now open for lunch and is a favorite among locals and Chopped fans alike. (210 10th Ave; Tel: 212.596.7523)

## Prosperity Dumpling

The quintessential "hole-in-the-wall" joint, that is steaming and frying up delicious dumplings fast. A five-minute wait guarantees freshness, and the plump, irregularly shaped beauties have the tenderest wrapper and a loosely packed, juicy filling. (46 Eldridge St; Tel: 212.343.0683)

## Rosemary's

In the heart of Greenwich Village, Rosemary's seasonal Italian dishes highlight the herbs and produce from their rooftop farm, as well as housemade pastas and a selection of focaccia. (18 Greenwich Ave; Tel: 212.647.1818)

## Blossom Du Jour

Powered by delicious and nutritious 100% vegan recipes, this is a must stop if you're on the go and need a quick healthy lunch. Three locations in the City. ([www.blossomdujour.com](http://www.blossomdujour.com))

## DESSERTS AND COFFEE

### Doughnut Plant

These amazing gourmet doughnuts will spoil you completely! Don't miss this opportunity to try some internationally recognized treats. Located at the legendary HoTel Chelsea, this is the second location of The Doughnut Plant. (222 W 23rd St; Tel: 212.505.3700).

### Sprinkles

Cupcakes. What more is there to say? These cupcakes are made with the best local ingredients. They even have a Vegan Red Velvet!! We highly recommend using their Cupcake ATM. Exactly what you think it is. (780 Lexington Ave; Tel: 212.207.8375)

### Cafe Lalo

It's a toss up whether this Upper West Side dessert spot is best known for its cameo in *You've Got Mail* or for the more than 100 cakes, pies and tarts that flood its sweet selection. A perfect place for cheesecake, there are 29 flavors. A great menu of salads and sandwiches, daily international brunch, plus some kosher selections add variety to the sugary repertoire. (201 W. 83rd St; Tel: 212.496.6031)

### Magnolia Bakery

Magnolia Bakery has been cherished and known for its classic American baked goods, vintage decor and warm, inviting atmosphere. The original bakery is located in the West Village, but they have many locations throughout Manhattan. (401 Bleecker St; Tel: 212.462.2572)

### Veniero's Pastry

America's oldest Italian Pastry Shop, Veniero's first opened in 1894 and is still run by the Veniero family. The pastries here are all amazing, delicious and well worth the visit. (342 E 11th St; Tel: 212.674.7070)

### Culture Espresso

Located across the Street from TEN15NYC, this little coffee shop is a great and convenient place to start the day. In our opinion this is the best Espresso. (72 W 38th St; Tel:212.302.0200)

**TEN15NYC**

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