

Shopping Daze

This holiday season, you can cross off everyone on your shopping list without ever leaving the Garment District. **The UrbanSpace Garment District Holiday Market** on Broadway features 25 gift vendors offering artisanal merchandise, ranging from jewelry, beauty and apparel to home décor, ornaments and specialty foods.



Photos by Alexandre Ayer

SHOPPING DAZE

The Holiday Market's enchanting design includes evergreen mannequins, a German Christmas pavilion, and holiday lights to get you in the spirit of the season. While you are shopping, be sure to stop for sweet and savory bites, like WOOPS! macarons, Jianbing Company Shanghai-inspired street food, and La Sonrisa Empanadas.

Visit the UrbanSpace Garment District Holiday Market daily, 11 am - 8 pm, through December 24, Broadway between 39th and 41st Streets.

**Bosphorus Jewelry
Boutique
Cacao Market
Chic Afrique
Christmas in New York
Enfes
Eva NYC
Field Trip Jerky
Floga
Freezy Freakies
Hanami Real Flower Jewelry
HoneyGramz
I Am Here Brooklyn
Jewelry Designs By Aris
Jianbing Company**

**Joon Crispy Rice
JustStars
La Sonrisa
Lady Bug Fashion
Mistura Timepieces
MonkeyBusiness
Nirvana Designs
NYC Touch
Posh Pop Bakeshop
Sabon
Santa's Workshop
Spice Professors
Studiokonde
WOOPS! Macarons & Cookies
WOW Paper Art**



ARTS FESTIVAL

From October 19 through 21, the GDA hosted our most successful **Garment District Arts Festival** to date. Our 14th annual event featured artists' open studios, gallery exhibits, performances, crafting demonstrations, and art installations in unique venues throughout the neighborhood. **200 participants** took part in the Arts Festival this year, attracting a combined attendance of over **10,000 visitors**, who came to the Garment District to experience the creative energy of our vibrant arts community.



Clockwise, from top: Bryan Whitney, Xin Song, Joanne Handler, Michael Eade, Gwyneth Leech



Photos by Laurentiu Garofeanu

ARTS FESTIVAL

Makers Way - On Saturday the GDA's homemade arts and crafts exhibition returned for its second year, with an expanded program of interactive demonstrations and displays on Broadway between 40th and 41st Streets, which was closed to traffic for the day as part of the Arts Festival celebration. Clear skies, warm temperatures and an impressive line up of artists set the stage for more than **5,000 visitors** to experience the processes involved in making prints, jewelry, pottery, portraits and other crafts.



Clockwise, from top: Bekka Palmer, Umberto Squarcia Jr., Errant Hart, Aki Kano

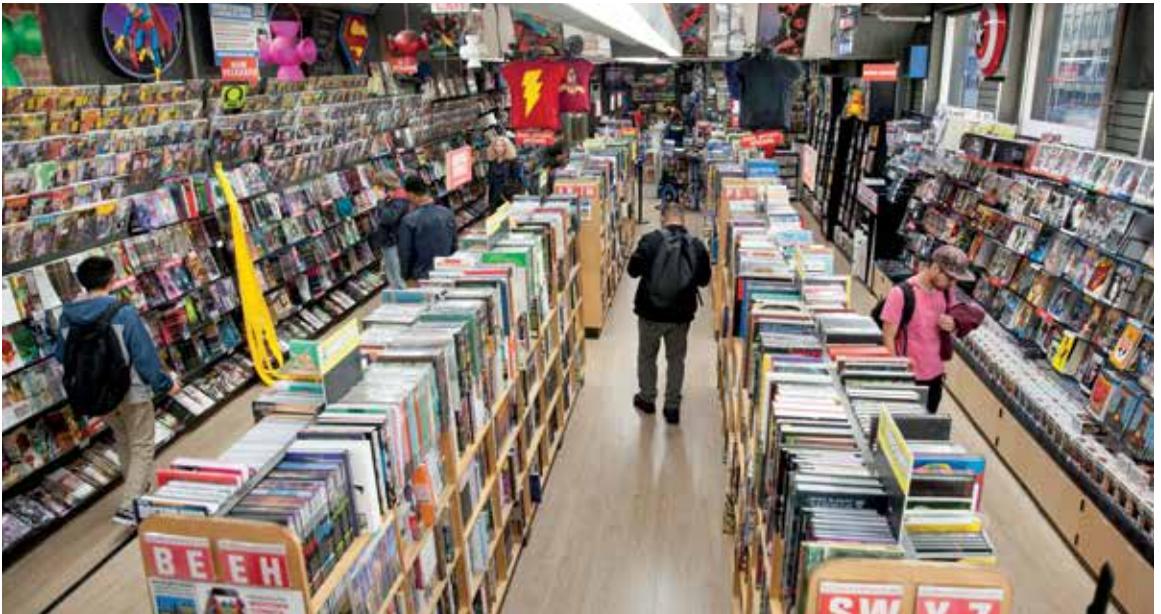




Clockwise from top: Metropolitan Miss, Instant Rabbit, Manhattan Graphics, River Horse Studios, Ying Graphic

ARTS FESTIVAL

For the first time this year, the Arts Festival celebrated the Garment District's cult status as the **Comic Book Art** capital of the world. Comic books have been a pervasive element of pop culture for decades, and the Garment District is home to some of the most influential artists and venues of the genre. From the works of the legendary Neal Adams, to exhibitions of vintage anime, to a special installation at the world famous Midtown Comics, the Garment District Arts Festival offered an in depth exploration of this popular art form.



Top: Midtown Comics; left: work of Neal Adams

The GDA hosted performance art, curated by chashama, on the Garment District Plazas on Broadway.



PUBLIC ART ON THE PLAZAS

In the Loop

This winter, from February 16 to March 11, the **GDA Public Art on the Plazas** program will present Loops, an illuminated, interactive, musical installation on Broadway between 37th and 38th Streets. Members of the public are invited to sit inside the exhibit's six giant cylinders and activate a mechanism that will bring to life beautiful images inspired by fairy tales. Loops will be sure to spark children's imaginations and revive their parents' childhood memories, while helping to illuminate our dark winter nights.

Each loop is a cross between a music box, a zoetrope and a pump-powered railway handcar. The retro-futuristic machines play animated fairy-tale loops that are set in motion when visitors work levers. When the cylinder starts spinning, it lights up, making a series of still images appear to move. A flickering strobe effect accompanies the black and white images, like in the very first movies. The speed at which the images move is determined by how fast the participants work the levers.



The Loops installation is a collaboration between artist Jonathan Villeneuve and the Ekumen production company. Villeneuve's works attempt to define a space, and frame a trajectory. He designs scenes where the public is encouraged to move about automaton-landscapes deployed in a dialogic exchange between nature and technology, where the pre-dominance of one over the other seems inexistent. Ekumen is a Montreal production company, whose main focus is sound and media art in diverse contexts.

Loops is being presented in the Garment District by the GDA, in partnership with the NYCDOT Arterventions Program. The GDA provides programming and art installations on the Broadway pedestrian plazas to enhance the public space, increase public access to art, and promote the cultural environment of the Garment District. On average, over 50,000 people enjoy these enhancements each day as they pass through the plazas.



NEW

The Garment District's newest hot spots offer everything from quick, fresh bites to immersive dining and drinking experiences.



Luke's Lobster
1407 Broadway

Maine-bred Luke's Lobster is famous for serving fresh, simple dishes sourced from sustainable fisheries and traceable back to the very waters where the seafood was caught. From ocean to plate, Luke's handles every step of the supply chain. With locations across eight states, Luke's has developed quite a following among seafood lovers, and the opening of its newest venue right here in the Garment District has been much anticipated. Now you can step out of the hustle and bustle on Broadway and into the atmosphere of an authentic seaside shack. You can practically smell the salt air.

www.lukeslobster.com/location/garment-district

Maison Kayser
1400 Broadway

Founded by Eric Kayser in Paris in 1996, Maison Kayser is an authentic artisanal French boulangerie, where all bread and other baked goods are mixed and baked on-site all day long. Recognized as one of the most talented artisan bakers of his generation, Eric Kayser has built his reputation on his passion for bread, the quality of his products, and his incredible skill to combine authenticity and innovation in the world of French artisanal bakeries. In addition to having a French bakery retail shop, and being known for having the best baguette in NYC (New York Magazine 2013), Maison Kayser is also a French style sit-down café, offering a wide selection of Eric's favorite prepared dishes.

www.maison-kayser-usa.com



Frank Apollonio



The Moxy
485 Seventh Avenue

The Moxy hotel describes itself as “fearlessly imagined for fun hunters.” And it doesn’t disappoint. Its fresh design, immersive social spaces, lively bars and vibrant restaurants make this hotel “your ultimate playground.” Not to be missed, Magic Hour is the Moxy’s amusement park themed indoor-outdoor rooftop lounge and bar that includes a mini golf course. Head to Magic Hour for epic views, light bites, decadent cocktails, and an experience you won’t forget.
www.moxy-hotels.marriott.com

sweetgreen
1384 Broadway

The Garment District has gone green – sweetgreen, that is. Offering warm bowls, salads and housemade beverages, sweetgreen’s simple, seasonal, healthy food is made from scratch every day, using produce delivered that morning. sweetgreen’s mission is to inspire healthier communities by connecting people to real food. So get real and get yourself to sweetgreen Garment District.
www.sweetgreen.com



Frank Apollonio



The Ragtrader
70 West 36th Street

Fox Lifestyle Hospitality Group’s The Ragtrader is the latest addition to the sizzling dining and bar scene in the Garment District. Named for the space’s colorful history as a garment factory, The Ragtrader showcases multiple dining and drinking experiences, and reveals some surprises, including a hidden lounge known as Bo Peep, which offers live music and cocktails.
www.ragtradernyc.com

STREETSCAPE

Button and Needle Redux

Following the conclusion of our design RFP process, the GDA has engaged UAP Company to refine our concept for updating the button and needle sculpture that sits atop our information kiosk on Seventh Avenue at 39th Street. UAP is an international firm with a strong track record of design and fabrication of unusual public realm projects. They will lead a team that includes Local Projects, the experiential design firm that guided us through a kiosk concept exploration last spring. The exercise

concluded with our intent to remove the obsolete kiosk structure but enhance the beloved button and needle as a pop art sculpture, Garment District icon, and social media destination. The UAP team is tasked with bringing the concept to life, with a design that references the neighborhood's storied past and modern future. Once the final design and construction documents have received all necessary approvals, an RFP will be issued for demolition, fabrication and installation.

Seventh Avenue Sidewalk Expansion

To alleviate pedestrian congestion on Seventh Avenue, and address the dangerous rush-hour overflow of pedestrians into the street, NYCDOT plans to close the western lane of traffic on Seventh Avenue, converting it to a pedestrian lane with bus boarding islands. NYCDOT will provide planters and granite blocks as barriers to vehicular traffic to protect the lane, and the GDA has agreed to maintain the planters as part of our horticulture program. The lane closing is scheduled to take place in March 2018. More information may be found at: www.garmentdistrict.nyc/Seventh-Avenue



Winter Green

As the temperatures dropped, our horticulture team swapped annuals for evergreens and added twinkle lights to create our Broadway plaza winterscape.



Light the Way

The first phase of our City Light conversion project is underway. Sixty one LED City Light poles are being installed on Broadway, Seventh and Eighth Avenue in a one-for-one replacement of the existing light poles. Funding for this first phase was allocated in 2013 by then Manhattan Borough President Scott Stringer and then NY City Council Speaker Christine Quinn. Phase two replacements, for all of Sixth Avenue and West 40th Street, have been funded by City Councilmember Dan Garodnick, but have not yet been scheduled by NYCDOT. The City Light pole is a new, modern design that uses LED technology to provide brighter and more sustainable lighting.



Photos by Frank Apollonio

VITAL SIGNS

Economic Quarterly Report

The Garment District's 36 hotels have added 7,422 rooms to midtown Manhattan. With 19 more hotels under construction or in development, this number is expected to increase by 4,500 rooms over the next few years. The GDA's latest Economic Quarterly Report, released in September, examines how these hotels have impacted the neighborhood. For example, the number of hotel guests who stay in the Garment District is now more than 1.2 million annually, up from 897,000

in 2014. The new hotels also explain why the district now boasts more than 1,500 jobs in the accommodations subsector, a 678% increase from 2000. In addition to hospitality data, the Economic Quarterly Report includes the latest numbers on the Garment District's retail and office markets, employment, residential and transportation information, as well as pedestrian counts. The Economic Quarterly Report is available at www.garmentdistrict.nyc/Real-Estate.

Change In Jobs By Industry, Zip 10018, 2000 - 2016



The New Deal

Marquee companies continue to flock to the Garment District, attracted by the neighborhood's convenient location, modern office buildings and classic loft spaces.

Comcast, the cable and internet giant, has leased 100,000 sq. ft. in Shorenstein Properties' 1407 Broadway. The ten-year deal covers two and half floors of the building, which has recently undergone a \$30 million renovation, including a new lobby and elevators, and an upgraded façade. Comcast Corporation is a global media and technology company offering entertainment and online experiences through NBC Universal and Comcast Cable XFINITY.



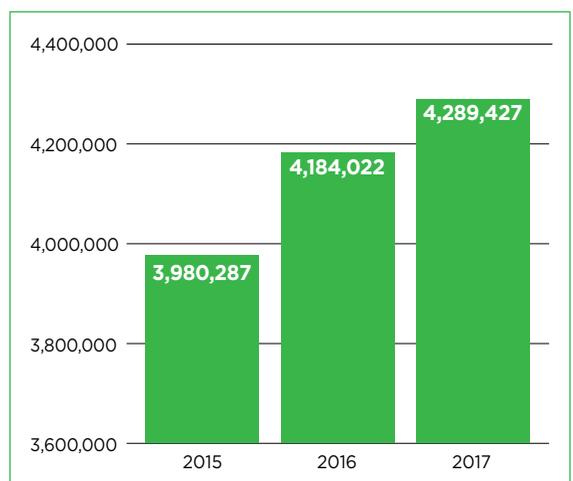
Fragomen, Del Rey, Bernsen & Loewy, LLP, the world's largest immigration law firm with 40 offices around the globe, will be moving its New York headquarters uptown to the Garment District. A recently signed deal will give the firm 108,000 sq. ft. - a full three floors - in ESRT's 1400 Broadway. They will join Interpublic, OnDeck Capital and other notable office tenants who have moved to this premier property, which has been fully modernized for the 21st century.



Pedestrian Activity

Saturday foot traffic in the Garment District in September and October again surpassed the previous year's counts. Nearly 4.3 million people were counted in the district on the nine Saturdays from September 1 to October 31, 2017. This is up 3% from 2016 (4.18 million) and 8% from 2015 (3.98 million). The highest increases have occurred along Broadway, where the fall programming lineup for the Garment District Plazas included an UrbanSpace Garment District food market and the Garment District Arts Festival. Pedestrian data are regularly posted at www.garmentdistrict.nyc/Real-Estate.

September/October 2017 combined Saturday pedestrian counts



Visit www.garmentdistrict.nyc/Real-Estate for more information on Garment District metrics.

PLAZAS

Survey Says ...

This summer's Garment District Urban Garden was a success by every measure.

As part of NYCDOT's Summer Streets program, two blocks of Broadway were closed to traffic for the months of June through August, and the GDA jumped at the chance to enhance the expanded public space with birch trees, permaculture parklets, turf boxes, and Steed Taylor's 400-foot public art road tattoo, all of which provided a more vibrant experience. To further promote and activate the space, the GDA held Wellness Wednesdays free fitness classes, rolled out our pop-up lemonade stand, and hosted our UrbanSpace Garment District food market.

To gather community feedback about the summer street closures on Broadway, and the amenities and programming we brought to the spaces, the GDA engaged C&C Market Research to conduct user intercept surveys during the week of July 10 - 14. Over this four day period, 1,000 people were surveyed. The majority of respondents were local; three-quarters indicated they live in NYC and 60% either work or live in the neighborhood. Responses were overwhelmingly positive.

- » 91% of people agreed that the Urban Space food market has a positive impact on the neighborhood.
- » 84% of respondents stated that Broadway should be closed for at least the summer season or year-round.



Alexandre Ayer

In addition, the Urban Garden generated a 29% increase in foot traffic, as measured by our Springboard pedestrian counting cameras. In June and July, 1.8 million additional pedestrians were counted on the Broadway Urban Garden blocks, as compared to the same time period in 2016.

Complete results from the satisfaction survey, as well as pedestrian data, can be found on our website.

Watch the Steed Taylor Road Tattoo and Garment District Urban Garden come to life in our short film, which can be found at www.garmentdistrict.nyc/arts/plaza-art

PUBLIC SERVICES

Extended hours

Based on our analysis of increasing district pedestrian counts from 2015 – 2017, we have increased the hours of our Sanitation and Public Safety services.

New GDA hours of operation are:

Winter Weekdays	6am – 10pm
Summer Weekdays	5am – 10pm
Weekends Year Round	8am – 10pm

Clean

From January 2017 through October 2017, our staff collected 500.7 tons of refuse in 89,753 of our logo trash bags.

Homeless at the Holidays

With the holiday tourist season upon us, we can expect that we will see a proliferation of panhandlers. Please refrain from giving money to panhandlers, as this only perpetuates the problem and discourages those who are in real need from accepting critical services. We encourage everyone to indulge the desire to help those less fortunate, particularly during the season of giving, but we urge you to do so by donating to the many reputable social service agencies and non-profit organizations which are actively engaged in helping individuals get the mental health, medical, housing and employment assistance they need.

If you see a person in need, please alert 311 to initiate an outreach response.

Safe

Our Public Safety department continues to work closely with elected officials, the NYPD, the Midtown South Community Council and our outreach team from Urban Pathways to address quality of life issues related to homelessness and panhandling in the Garment District. These are intractable problems for cities all over the country. Nevertheless, we remain actively engaged in working with stakeholders to find solutions and policies, including legislation and services, that will make a difference to homeless individuals and the community. In the meantime, we work at the neighborhood level to offer outreach in the Garment District through a contract with Urban Pathways, and to address areas of concern with increased attention from our public safety and clean teams.



Frank Apollonio



THE GARMENT DISTRICT ALLIANCE

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NUMBERS

With a **104% increase** in our residential population since 2000, do you wonder who lives in the Garment District today?

9,168 residents

\$105,500 median income

30.7 median age

1.92 individuals - household size

40.4% walk to work

BE IN THE KNOW!

Follow us on social media, visit our website, and sign up for our regular email news, so you can keep up to date on what's happening in the Garment District.

#GarmentDistrict

We are your source for information on new businesses, restaurants, special offers and events.



@GarmentDstrctNY



TheGarmentDistrictNYC



@garmentdistrictnyc | #GarmentDistrict

We are the Garment District Alliance

We serve New York's storied Garment District, in the heart of Midtown Manhattan. Working in partnership with local building owners and businesses, we improve the quality of life and economic vitality in this authentic New York neighborhood. The Garment District Alliance is a not-for-profit corporation, established in 1993.

For More Information on all that's happening in the Garment District, visit garmentdistrict.nyc