

## Art Elevated

**For the first time this year**, in celebration of our 15th Annual Arts Festival, the Garment District Alliance presented Art Elevated.

Organized in partnership with Orangenius, an online art platform and community, the Art Elevated aerial exhibition displayed the jury-selected works of 90 talented artists from around the world on light pole banners throughout the Garment District.



All photos by Alexandre Ayer/Diversity Pictures, unless otherwise noted.

# ART IN THE GARMENT DISTRICT

## Arts Festival

The 15th annual Garment District Arts festival kicked off with a new opening act on Broadway as **ZAZIOTS** hosted a fashion-packed reception at **1441 Broadway**, along with a multi-faceted presentation that included video art, dance, and installations of art and sculpture.

The district's creative energy was on display throughout the Arts Festival, from "light hugs" by acclaimed artist



Vicki DaSilva, presented by the **SL Gallery**, to more than a hundred open artist studios and receptions at the **Elizabeth Foundation for the Arts** and the artists of 315 W. 39th Street.

A Saturday highlight was the third installment of our **Makers Way** arts and crafts demonstrations on the Garment District Plazas. Thousands of visitors enjoyed interactive crafts, including paper cutting, pottery, knitting, line drawing, and painting. Free apple cider and free comics from Midtown Comics were included.

*Clockwise, from top right: Open studios of David Frieberg, Arleen Joseph, and Danielé Perna; works of light artist Vicki DaSilva at SL Gallery; GDA President Barbara Blair with Tzili Charney of ZAZIOTS.*

Arts Festival photos by Laurentiu Garofeanu.



*Counter-clockwise, from top left: Mashiko at Medialia Gallery; crowds flock to Makers Way on Broadway; knitting circle with Knitting Around New York; Distill candy skull decorating; Laurence Jenkell with her Candy Nations public art exhibition on the GDA Plazas on Broadway.*

In addition to an eclectic offering of shows at **Medialia Gallery**, **Booth Gallery**, **Last Rites Gallery**, **Kenektid Gallery**, **Metropolitan Gallery**, and **Artosino Gallery**, installations could be found in the **GDA Space for Public Art**, **Kaufman Arcade**, **Staybridge Hotel**, **Port Authority Bus Terminal**, and **Shinn-yo Center**. **Laurence Jenkell's** signature oversized candy sculptures engaged the public on the Broadway plazas, and, flying high above it all, the 90 banner artworks of **Art Elevated** adorned every block in the Garment District.



# STREETSCAPE

## Take Your Building From Bland To Grand

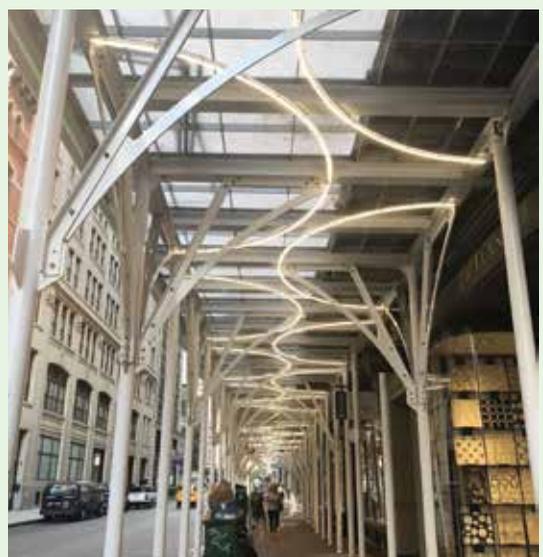
**Your building's appearance** impacts safety, sales, and satisfaction. But by making some simple façade changes, you can add value to your property and distinction to the neighborhood. We're all in this together, so let's make the Garment District the very best it can be!

### Say 'so long' to scary scaffolding.

Scaffolding detracts from your property and from the neighborhood. It makes sidewalks feel less safe and invites anti-social behaviors and homeless encampments. This is particularly true when scaffolding remains up for long periods.

However, there are simple things you can do to address these issues – and

even turn your scaffolding into a visual asset. Leaving the maximum amount of clearance under the scaffolding, constructing the framework to project an appearance of symmetry and order, flooding the sidewalk with light, and washing down the sidewalk each morning are simple things that every owner should do as a matter of practice. But, with just a little creativity, your scaffolding can really make a statement. Treating the scaffolding structure and lighting as decorative elements will go a long way toward creating something that enhances the pedestrian experience for your tenants and visitors. We encourage all owners to improve the appearance of their scaffolding, and, of course, to remove it without delay when projects are complete.



Attention to scaffolding structure and lighting can have a dramatic positive impact on your property.

**Take advantage of our complimentary lighting consultation and free light fixtures.**

The Garment District Avenue Lighting Program is open to all avenue-facing (Sixth, Broadway, Seventh and Eighth Avenues) properties in the Garment District. The GDA will supply each qualifying property with up to 4 security light fixtures, and will contribute \$1,000 per fixture, up to 4 fixtures, to help defray installation costs. Additional security fixtures, as well as façade fixtures, may be ordered, but must be purchased by the property owner. The GDA offers a complimentary consultation with a lighting design expert from KNL, who will help determine the number and placement of fixtures to properly illuminate your sidewalk and façade. All installations and maintenance are the responsibility of the property owner.



To learn more about this program, please visit [www.garmentdistrictnyc.com](http://www.garmentdistrictnyc.com) or contact Anne Bonacum at [abonacum@garmentdistrictnyc.com](mailto:abonacum@garmentdistrictnyc.com)

**Turn on the lights!**

499 Seventh Avenue is the latest property to participate in the **Garment District Avenue Lighting Program**. The GDA's recommended security and façade lighting fixtures were installed in early October, making the sidewalks brighter and safer, while highlighting the building's distinctive features.



**Join others who have already 'seen the light.'**

In addition to 499 Seventh Avenue, your neighbors at 519 Eighth Avenue and 520 Eighth Avenue have already installed safety and accent lighting. Soon to follow are 530 Seventh Avenue, 550 Eighth Avenue, 498 Seventh Avenue, 558 Seventh Avenue, 1385 Broadway, 584 Eighth Avenue, 525 Seventh Avenue and 575 Eighth Avenue.

# STREETSCAPE

## Seventh Avenue Sidewalk Extension

**At long last**, the Seventh Avenue sidewalk extension is complete. The western lane adjacent to the curb has been closed to traffic and converted into a pedestrian corridor, in order to alleviate the problem of foot traffic spilling into the street, particularly during the morning and evening rush. Bus boarding islands have been installed to accommodate stops, and planters and safety barriers have been put in place to protect the pedestrian space and soften Seventh Avenue with greenery.



## Congratulations To...Us

**On October 27**, the GDA was awarded a Downtown Achievement Certificate of Merit at the International Downtown Association's Annual Conference in San Antonio, Texas. GDA was recognized in the Public Space category for our 2017 Garment District Urban Garden on Broadway. IDA awards recognize best practices in the areas of innovation, representation and sustainability. The 2017 Garment District Urban Garden was our first summer street closure on Broadway, which allowed us to bring expanded plaza programming and amenities to the community, transforming the space into an urban oasis for residents, business tenants and visitors.

**GDA President Barbara Blair with Roxanne Earley of NYCSBS on San Antonio's famed Riverwalk.**

# ECONOMIC DEVELOPMENT

## Zoning Update

**On October 31**, the NY City Planning Commission voted in favor of the proposed text amendment to the Garment District zoning that would ease the use restrictions on side streets between Broadway and Ninth Avenue. Put in place in 1987, the restrictions were intended to retain garment manufacturing. However, as apparel manufacturing has continued to decline dramatically due to global market forces, the City has proposed removing the restrictions and replacing them with a host of programs and supports that will more directly benefit local manufacturers and ensure their sustainability. The GDA has agreed to fund programming to support some of these initiatives. On November 15, the NY City Council held its public hearing on the matter. By year's end, we expect the Council to hold its vote, which will be the final step toward ratifying the change and putting this plan into action.

## Economic Report

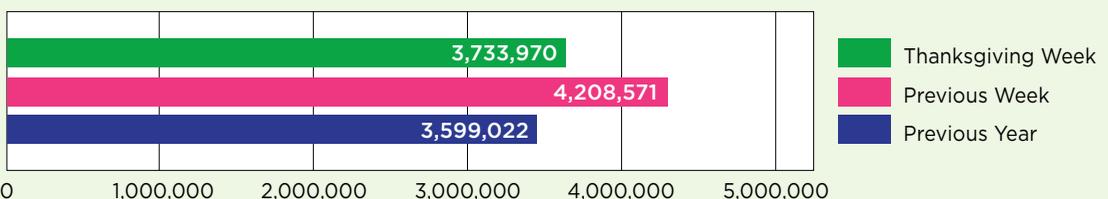
**In September**, we released our latest Economic Quarterly Report, outlining the district's economic indicators. Findings include:

- Garment District employment is stable and is up 51% since 2000.
- Office rents continue to rise—up 27% within the BID boundaries since 2015.
- Retail rents across Midtown have slumped, with the exception of Times Square, which has seen a 30% boost in retail rents since 2015.
- With 42 Garment District hotels now online, the number of annual hotel guests in the area has exceeded 1.5 million. The revenue per available room (RevPAR), a key hotel performance metric, increased 4% from 2017 to 2018 across Garment District hotels.

To download the full report, visit [garmentdistrict.nyc/real-estate](http://garmentdistrict.nyc/real-estate).

## THANKSGIVING WEEK PEDESTRIAN ANALYSIS

Although the Thanksgiving Day Parade brings pedestrians to the area, traditionally overall Garment District pedestrian activity dips during Thanksgiving Week, as a result of holiday office closings in this business district. Pedestrian counts indicate that was true again this year. However, despite much colder temperatures, the Garment District did see an increase of 135,000 pedestrians over Thanksgiving Week of 2017.



# FOOD SCENE

The Garment District is home to popular roof top lounges, pubs, and restaurants of all cuisines.

## The Infatuation with The Garment District

The GDA partnered for a second time this summer with The Infatuation, the dominant source for trusted, honest dining reviews. The Infatuation editorial team did over a month's worth of research to come up with their curated list of ***Where to Drink with Coworkers in The Garment District***. This guide is featured on The Infatuation's popular website and was promoted through their social media channels and e-newsletter.

The results of this partnership were impressive, as the guide garnered 23,636 unique visitors, who spent an average of 6 minutes and 52 seconds viewing the list of venues – a virtual lifetime for online viewing. The social media promotion of the guide garnered 6,405,635 impressions and 2,891 engagements.



UrbanSpace photos by Bailey Alcivar

## UrbanSpace Garment District

The UrbanSpace Garment District fall food market returned to Broadway, September 17 through October 26. Offering a curated blend of artisanal fare with fresh, creative and unusual offerings, UrbanSpace featured Bian Ding, La Sonrisa Empanadas, Enfes NYC, Indian Project, Croton Reservoir Tavern, Domo Taco, Bacchanal Sauce, City Sandwich NYC, Bao by KAYA, 2 Dough Boyz, Memphis Seoul BBQ, Taste of Ukraine, and German Bratwurst.



## Tonchin New York named to MICHELIN Guide

**Michelin, the world's premiere** restaurant rating guide, has released its coveted list of "Bib Gourmands," and the Garment District's own Tonchin New York, at 13 West 36th Street, is among the 27 newcomers to make the list. Bib Gourmand restaurants serve high quality food while making it possible to order two courses and a glass of wine or dessert for an accessible price of \$40 or less (tax and gratuity not included). Known as where "Tokyo meets New York with love," Tonchin is dedicated to serving the best ramen with the freshest ingredients. From broth made using the highest quality pork stock, to noodles, chashu (pork belly) and nitamago (sliced egg), everything is made daily to ensure maximum freshness. Tonchin's mission is to "strive for perfection." Michelin has taken notice - and so have we. [www.tonchinnewyork.com](http://www.tonchinnewyork.com)



## NEW



### Clinton Hall 36 16 West 36th Street

Clinton Hall's commitment to excellence starts with their Supercraft™ beer program. In-house beer guru Brad Kesler curates a constantly changing selection of rare offerings to challenge and surprise even the most knowledgeable beer lover. In the kitchen, the team reimagines American classics with a playful and innovative edge, while staying dedicated to quality preparation and fresh ingredients. [www.clintonhallny.com/locations/36th-street](http://www.clintonhallny.com/locations/36th-street)

# FOOD SCENE

## NEW

### Castell Rooftop & Boqueria

#### In the AC Hotel

#### 260 West 40th Street

This design-driven hotel melds an urban vibe with classic Spanish elements, and serves up iconic cuisine and views.

The AC Hotel lobby is home to Boqueria, a lively Barcelona-style tapas bar. This restaurant serves a European-inspired breakfast, followed by a menu of tapas, paella, and Spanish cheese and charcuterie, paired with hand-selected Spanish wines, cocktails, and seasonal sangria. [www.boqueriarestaurant.com](http://www.boqueriarestaurant.com)

Ascend to the 20th floor to find Castell, a year-round rooftop lounge serving spectacular views along with classic cocktails, signature drinks, shareable plates and happy hour rituals. Inspired by the vaults and shapes of Spanish architecture, the indoor lounge with an outdoor garden terrace is the perfect place to watch the city transition into the evening. [www.castellnyc.com](http://www.castellnyc.com)



### New York Sweets

#### 21 West 38th Street

This tarte shoppe and confectionery describes itself as an “old school from scratch bakery.” The longtime dream of founder Philip Misseri, New York Sweets specializes in bringing customers the flavors of their childhood. Dishes include savory and sweet tarts, classic and deep dish cookies, candies and other delicious indulgences.

[www.newyorksweets.com](http://www.newyorksweets.com)



# WELCOME

Innovative, creative companies want to be in the Garment District.

## Howdy Partner

**265 West 37th Street**

Howdy Partner provides creative content solutions, including illustration, photography and video for brands of all sizes. They strive to make a difference in their community and are excited to be a production resource for businesses in the Garment District. Their convertible studio space at 265 West 37th Street can function as a photo/video inset stage with editorial suites and client services.

**[www.howdy-partner.com](http://www.howdy-partner.com)**



## Indiewalls Inc.

**16 West 36th Street**

If you find yourself admiring a unique piece of art in a premiere restaurant or chic hotel, there is a good chance it is an Indiewalls find. This art consultancy has the largest online community of independent artists, and enables interior designers and companies to source and commission art for commercial projects. Their impressive roster of clients includes Starbucks, LinkedIn, Google, and our very own Moxy, Refinery and AC Hotels. **[www.indiewalls.com](http://www.indiewalls.com)**

## Knotel

**22 West  
38th Street**

Knotel is a relative newcomer to the Garment District, but is already expanding its presence here, having recently increased from its first space at 22 West 38th Street to include others at 989-991 Sixth Avenue, 530 Seventh Avenue, and the soon-to-open 213 West 35th Street. A fast-growing, flexible-office provider, Knotel manages and leases customized office spaces on demand, with each location tailored to the client company's unique brand and identity. **[www.knotel.com](http://www.knotel.com)**





**The Garment District Alliance**  
209 West 38th Street, 2nd Floor  
New York, NY 10018  
Tel. 212.764.9600  
[www.garmentdistrict.nyc](http://www.garmentdistrict.nyc)  
[info@garmentdistrictnyc.com](mailto:info@garmentdistrictnyc.com)

THE GARMENT DISTRICT ALLIANCE



BE IN THE KNOW!

#GarmentDistrict

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.

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](http://garmentdistrict.nyc)