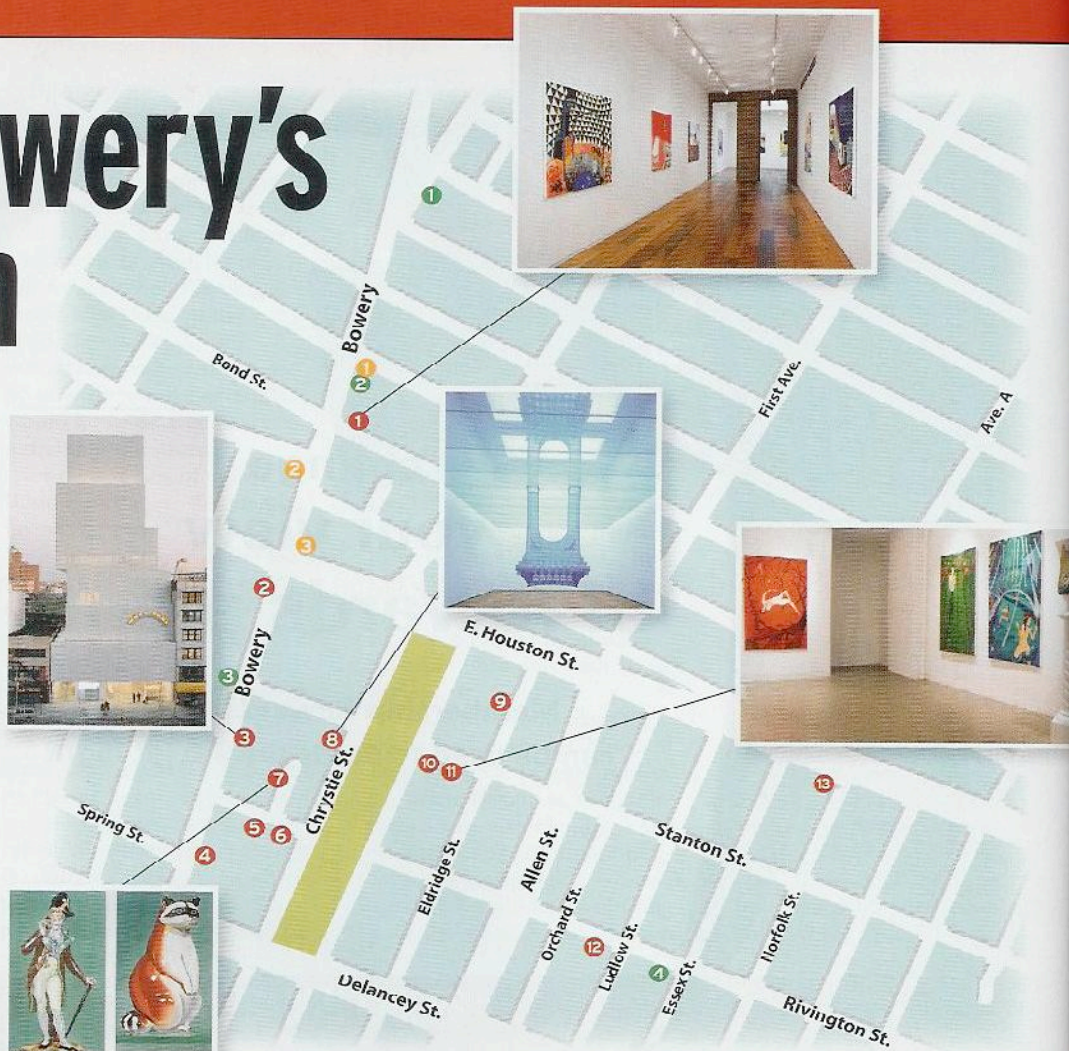


# The Bowery's Rebirth

**T**he transformation of the Bowery, a once-forsorn stretch of flophouses, dive bars, and kitchen supply stores on Manhattan's Lower East Side, has reached full throttle. The clothing boutique Blue & Cream recently moved in and John Varvatos and Rogan are coming soon. Chef Daniel Boulud is opening an upscale burger joint. Following the success of the year-old Bowery Hotel, the Carlos Zapata-designed Cooper Square Hotel debuts later this year.

The area is becoming something of a destination for celebrity architects, with buildings by Thom Mayne, Herzog & de Meuron, and Bernard Tschumi. The jewel of the Bowery—imperfections aside—is SANAA's New Museum of Contemporary Art, whose opening this fall served as a magnet for art galleries, which began popping up here several years ago but are now coming in waves. Recent arrivals include Salon 94, Luxe, Lehmann Maupin, Feature, and DCKT Contemporary, a transplant from Chelsea, where spiraling rents are forcing some galleries to look elsewhere.

"In the short time I've been on the Lower East Side, the number of galleries has practically doubled," says Amy Smith-Stewart, a former curator at PS.1 Contemporary Art Center in Long Island City who opened her space last summer. "In Chelsea there's such an oversaturation, it can feel like work. Here there's great diversity in the neighborhood and in the galleries. People feel they can talk to the owners—it's more intimate."



## ON AND OFF THE BOWERY

### ART GALLERIES

- 1 Rivington Arms 4 E. 2nd St.; 646-654-3213; rivingtonarms.com
- 2 Feature 276 Bowery; 212-675-7772; featureinc.com
- 3 New Museum of Contemporary Art 235 Bowery; 212-219-1222; newmuseum.org
- 4 DCKT Contemporary 195 Bowery; 212-741-9955; dcktcontemporary.com
- 5 Thierry Goldberg Projects 5 Rivington St.; 212-967-2260; thierrygoldberg.com
- 6 Eleven Rivington 11 Rivington St.; 212-982-1930; elevenrivington.com
- 7 Salon 94 Freemans 1 Freeman Alley; 212-529-7400; salon94.com

- 8 Lehmann Maupin 201 Chrystie St.; 212-254-0054; lehmannmaupin.com
- 9 Sunday 237 Eldridge St.; 212-253-0700; sundaynyc.com
- 10 Luxe Gallery 53 Stanton St.; 212-582-4425; luxegallery.net
- 11 Smith-Stewart 53 Stanton St.; 212-477-2821; smith-stewart.com
- 12 Museum 52 95 Rivington St.; 212-228-3090; museum52.com
- 13 Participant Inc 253 E. Houston St.; 212-254-4334; participantinc.org

### NEW HOTELS AND RESTAURANTS

- 1 Cooper Square Hotel 25 Cooper Square (opening in July)
- 2 Bowery Hotel 335 Bowery; 212-505-9100; theboweryhotel.com
- 3 250 Bowery The city's first green hotel (opening late 2008)
- 4 Hotel on Rivington 107 Rivington St.; 212-475-2600; hotelonrivington.com
- 5 Gemma at the Bowery Hotel 335 Bowery; 212-505-9100
- 6 AvroKO's unnamed restaurant at 310 Bowery (opening late 2008)
- 7 Daniel Boulud's new brasserie at 299 Bowery (opening this summer)

● Art Gallery ● Hotel ● Restaurant

