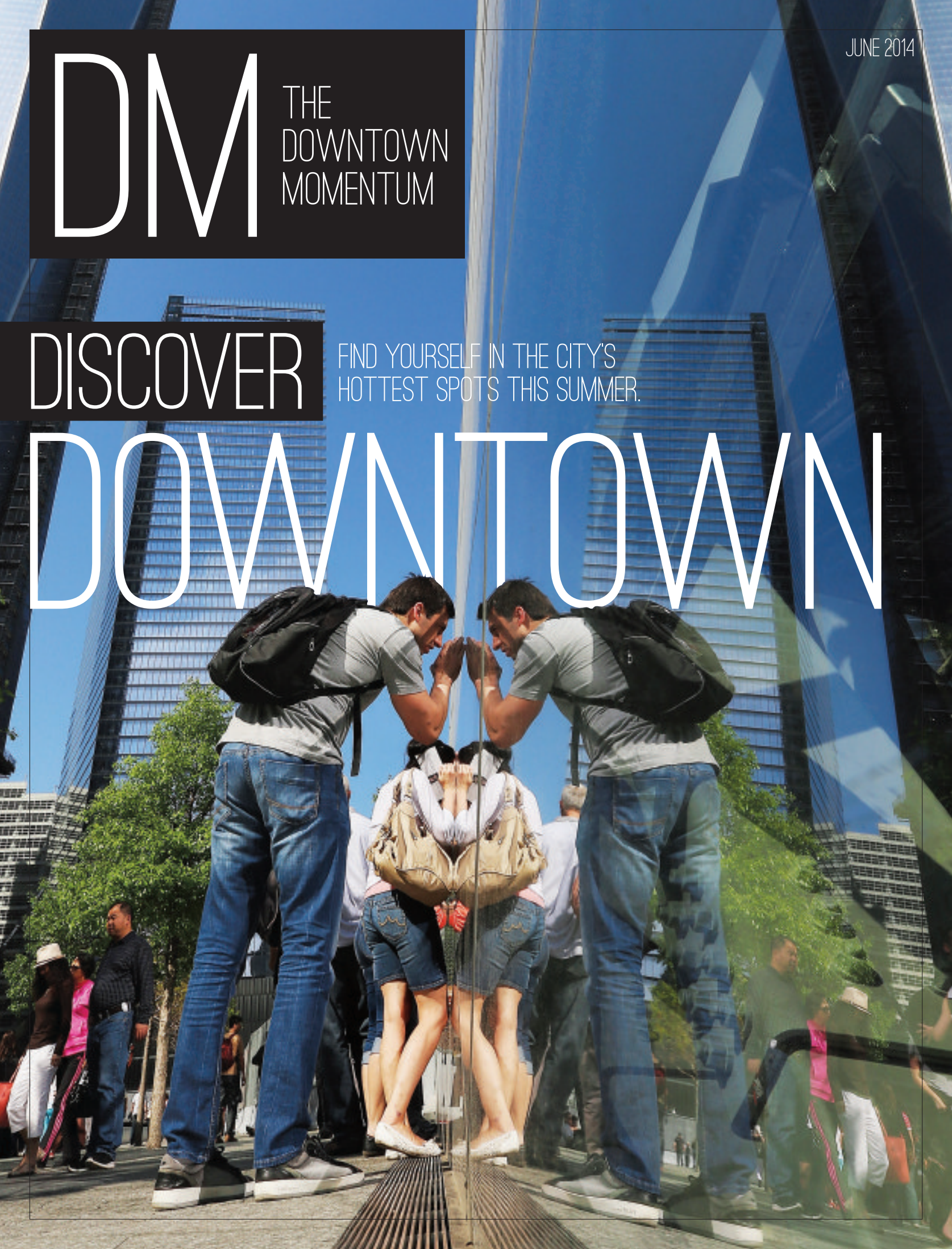


DM THE DOWNTOWN MOMENTUM

DISCOVER

FIND YOURSELF IN THE CITY'S HOTTEST SPOTS THIS SUMMER.

DOWNTOWN



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QUENCHING THE THIRSTS OF FIREFIGHTERS AND CEOs

It's been 30 years of downtown ups and downs for O'Hara's.

pages 16-17



WELCOME

Welcome to the birth of our new magazine, Downtown Momentum — and the rebirth of Lower Manhattan. The Financial District is undergoing phenomenal growth, with the opening of One World Trade Center, The Visionaire and dozens of new shops and restaurants. Inside you'll find stories on a few of those places to eat, from classics (O'Hara's) to your new favorite bite (Ivan Ramen), as well as events, new residences and how to make that high-rise home once you find it. We hope you enjoy reading about it as much as you enjoy living, working and visiting here.

INSIDE

IT'S NOT THAT HARD FOR A KID IN THE CITY

Whether you have a child or just want to act like one, there's a lot to do.

pages 4-8

EAT SOME CLAMS INSIDE OF A GIANT CLAM

Chef Mike Price digs into why this shellfish will soon have its day.

page 10

GO BEYOND YOUR COMMON RAMEN

Chef Ivan Orkin dishes on why this noodle is having its day right now.

page 12

HUDSON SQUARE IS GETTING BIG AND BIGI

Carlo Bigi, that is, and he'll introduce you to the tastes of Il Principe.

page 14

THE HOTTEST APARTMENTS IN DOWNTOWN

You can look, but you'd better not touch, unless you have millions.

page 18

CAN YOU GET DOWN WITH A DOWNTOWN HIGH-RISE?

So you got the place, now you need to decorate with style.

pages 21-22

Words: Tropic Michelle Murphy

Though the city has changed dramatically since O'Hara's opened its doors to FiDi in 1983, the Irish pub and "firefighter bar" (affiliated with the station next door) stays constant. Mike Keane, the longest-serving of the three managers who operate the local watering hole today, has been there since the beginning and represents the venue's stalwart commitment to service. Through the nation's greatest tragedy, multiple stock market crashes and changing neighborhood demographics, he credits O'Hara's longevity to one thing: "You still have to eat," he says.

Tell us about managing a restaurant in the Financial District for 30 years.
We've been here since 1983, and we've had our ups and downs. In 1993 there was a fire upstairs that gutted the building. We had to redo everything inside. After 9/11, we were devastated again, we were closed for six

months. On April 1, [2002], we were able to reopen. There was nobody down in the area at that time. But the tourists made a point of coming, our regulars went out of their way. It was steadily getting better, and then the [2008] recession hit. Back to square one. About two and a half years ago, they opened



up the 9/11 Memorial. Business finally changed for the better for us.
What was the area like when you opened?
In '83 the district was full of bars, all doing business. Back then everybody drank at lunch. And it wasn't beer. Vodka, scotch — that's what they'd drink all day long. In '87, after the crash on Wall Street, that's when everything really started to change. Now people don't drink that much; those days are gone. So the tourists are drinking, but the regulars are having a sandwich and soda.

How is business different since 9/11?
Basically it was an all-Wall Street crowd, there weren't any tourists. After 9/11 things started to come around: It was a mix of tourists and business people. Now the tourist crowd is about 60 percent of the business. So things changed completely since then.

How do you feel about the new hotel lounges and upscale bars opening now?
It's not a choice between, "Are we going to O'Hara's or Morton's [Steakhouse]?" It's two completely different animals, so it's not getting in the way of business. It's helping bring more people into the area, giving them more options. We're friendly with all the hotels; they come in after work. People come to them at the concierge, and they say, "O'Hara's is open, you can watch the game over there."

Tell me about your regulars — the ones who've been coming here for years.
It's nice. There are people that come back to this place four days a week. They feel comfortable. It's like having an outside family. They come in and hang out and watch sports for an hour, then get back to work.

Now there are a lot of apartment buildings that weren't here before.
I guess it was in '95 they changed the law where you can use residential and com-



"SO MANY FAMILIES THAT COME DOWN TO THE MEMORIAL COME IN WITH THEIR KIDS AND THEIR PARENTS. WE HAVE A NICE MIX OF EVERYTHING. WE HAVE A GUY IN A SUIT TALKING TO A GUY FROM MINNESOTA AND A CONSTRUCTION GUY."

mercial in the same space, so they were able to put apartments in these old buildings. It's amazing how many people live down here now. This would be the last place I would want to live right now, with the amount of construction going on and all the tourists. I'd lose my mind.

Is business better for you, now that the effects of the recession are waning?
Tell that to the people who aren't working!

... You still have to eat. You might not go out as many times, but you're still gonna go out and have a drink or two. You won't go to an upscale place for that \$50 steak and \$12 martini. So it doesn't impact us as much as it does those upscale places where people don't feel right at all.

What do you see for this neighborhood in the next five years?
I think it's just going to get better when there's less construction that goes on and more buildings that open up. It's been going on a while, but they say it's going to be unbelievable when it's done.

NIGHTLIFE

Q&A: POURING RIBBONS



Revelers with a taste for unusual cocktails have a sea of options downtown, with haunts like the Financial District's Dead Rabbit and East Village's Rooker & Dax. But no spot piques your curiosity quite like Alphabet City's Pouring Ribbons, whose ultra-creative and ever-changing menu always conjures that "so offbeat you've gotta try it" intrigue without sacrificing good taste. One of the owners, Joaquin Simo, says the first thing she thinks of when creating a new drink is balance: "You have to imagine how a full tray of cocktails will look on a six-top," she says. "You don't want too many in tall column glasses or cocktail glasses, or too many pink drinks or green drinks."

The drinks at Pouring Ribbons all have quirky names. How do you come up with them?

After having to come up with so many drink names, I have a delightful cheat — I name them after race horses. Their names are always short and catchy.

What kind of experience are people in for when they head to Pouring Ribbons?
If you come in on a Tuesday, it will be a different vibe than if you come in on a Friday. We want to make sure you can come in on a first date, with a big group of college friends or with your parents.

What do you like drinking best?
I'm a tireless advocate for sherry! It's just so immensely satisfying.

Words: Natalie Shure

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