



## NYC & COMPANY INVITES VISITORS AND LOCALS TO EXPERIENCE FLATIRON DISTRICT THIS SUMMER

**—Following Recovery of Steam Pipe Explosion, Iconic Neighborhood is Open for Business with Vibrant Cultural, Retail and Restaurant Opportunities—**

**New York City (August 1, 2018)** — NYC & Company, New York City’s official destination marketing organization, today announced that Manhattan’s Flatiron District is open to visitors, with most businesses cleared for re-occupancy after select closures due to a steam pipe explosion July 19.

CONTACTS

Mike Stouber  
RUBENSTEIN  
212-843-9381  
[mstouber@rubenstein.com](mailto:mstouber@rubenstein.com)

Chris Heywood/  
Rachel Peace  
NYC & Company  
212-484-5475  
[cheywood@nycgo.com](mailto:cheywood@nycgo.com)

DATE  
August 1, 2018

FOR IMMEDIATE RELEASE

“Despite the recent steam pipe incident, New York City’s Flatiron has bounced back and is eager to welcome visitors and locals to one of the City’s most beautiful neighborhoods,” said Fred Dixon, president and CEO of NYC & Company. “Everyone can discover or rediscover the Flatiron’s unparalleled offerings—from its iconic Flatiron Building to the beautiful Madison Square Park to many cultural, retail and restaurant offerings, including those partaking in NYC Restaurant Week® this summer.”

“Flatiron is one of New York City’s most iconic and beloved neighborhoods, a mixed-use hub of vibrant commerce and culture,” said Jennifer Brown, executive director of the Flatiron/23rd Street Partnership Business Improvement District. “While the July 19 steam pipe incident caused significant impact and certainly inconvenience, many of the district’s retail, restaurant and cultural attractions were not affected and nearly all of those that were are now open for business again.”

The Flatiron District—easily accessible by the F, M, N, Q, R, W, 1,4, 5, 6 and L subway lines, among other public transportation—is one of the most iconic neighborhoods in Manhattan. Its 103 block faces stretch from 21st to 28th Streets, bordered by Third and Sixth Avenues, and the district is home to more than 230 restaurants, bars and casual food establishments.

The Flatiron/23rd Street Partnership offers free 90-minute walking tours of the historic Flatiron District every Sunday at 11am year-round. Notable sights and landmarks include the **MetLife Clock Tower**, **Appellate Courthouse** and the famous **Flatiron Building**. **Madison Square Park** has existed as a public space since 1686 and formally opened as a public park in 1847. Its current art installation *Delirious Matter* by Diana Al-Hadid is on view through September 3, and Jorge Palacios’ *Link* debuts August 16 on the Flatiron North Public Plaza, a pedestrian plaza between Broadway and Fifth Avenue from 23rd to 24th Street.

For foodies, a prix-fixe taste of the Flatiron neighborhood is on the menu through August 17 at any of 16 participating neighborhood eateries in NYC Restaurant Week Summer 2018. These include but are not limited to:

- **Junoon**, meaning “passion” in Hindi, which plates organic Indian dishes.
- **Park Avenue Summer**, an eatery that changes its name, decor and menu every season.
- **Scampi NYC**, which offers fresh seafood specialties in a golden-hued dining room with big picture windows.
- **Obicà** and **Zero Otto Nove**, two restaurants that serve up contemporary and casual Italian dining, among others.
- **Eataly** a 50,000-square-foot-plus high-end Italian food market and rooftop restaurant and its brewery **Serra by Birreria**.
- Full list of Flatiron District NYC Restaurant Week participants [here](#).

CONTACTS

Mike Stouber  
RUBENSTEIN  
212-843-9381  
[mstouber@rubenstein.com](mailto:mstouber@rubenstein.com)

Chris Heywood/  
Rachel Peace  
NYC & Company  
212-484-5475  
[cheywood@nycgo.com](mailto:cheywood@nycgo.com)

DATE  
August 1, 2018

FOR IMMEDIATE RELEASE

Upcoming and ongoing events of note include the annual **Summer Streets** celebration (August 4, 11, 18, from 7am to 1pm), which offers visitors nearly seven miles of car-free streets to play, run, walk and bike, including Park Avenue South in the Flatiron District. For budget travelers, the **Flatiron Summer Series** offers free tech classes, fitness and games through August 9, with programs including Wellness Wednesday, Throwback Thursday and more.

On the retail front, countless boutiques, name-brand menswear, women’s apparel and accessories, textile shops, hand-crafted goods, beauty and beyond await the modern shopper. **Fishs Eddy** vends eclectic, reclaimed and found items including home goods and dishware. Family travelers will enjoy the hands-on play opportunities at **Flatiron District LEGO Store**.

Cultural organizations in the neighborhood include the **National Museum of Mathematics**, whose interactive exhibits and Family Fridays promote an interest in math among children, and the **Museum of Sex**, which highlights the evolution of human sexuality in the current installation *Celestial Bodies*.

When the sun goes down, the Flatiron District comes alive with unique activities to entertain visitors. Literary-inspired **Oscar Wilde** cocktail bar was established in 1854 and ironically served as headquarters for Prohibition Enforcement 1919–1933. **Repertorio Español**—at Gramercy Arts Theatre since 1972—puts on excellent Latin American, Spanish and Hispanic-American theater productions. The flagship of global sensation **SPiN**—frequented by artists, models, bankers, celebrities and table tennis professionals—offers Ping-Pong tournaments, happy hours and events.

Those seeking overnight accommodations in the Flatiron District have distinct options from which to select. **The New York EDITION** is situated in a historic 41-story building—formerly a clock tower—and is home to The Clocktower restaurant helmed by Michelin-starred chef Jason Atherton. The brand-new **Freehand New York** features 395 rooms, the buzzy rooftop cocktail bar Broken Shaker and weekend studio sessions with local artists.

**About NYC & Company:**

NYC & Company is the official destination marketing organization for the City of New York, dedicated to maximizing travel and tourism opportunities



throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For all there is to do and see in New York City, visit [nycgo.com](http://nycgo.com).

-30-

By downloading these [Media Assets](#), you are agreeing to the following terms:

NYC & Company is granting you permission for press use only. Any use of the provided Media Assets, in whole or in part, other than for PRESS purposes, is prohibited (including, but not limited to, copying, distribution or sale of these Media Assets). Please note that the Media Assets must not be used for commercial purposes or rebranded in any way without explicit permission from NYC & Company. NYC & Company is providing this to you without any representations as to rights and clearances with regard to 3rd party rights.

CONTACTS

Mike Stouber  
RUBENSTEIN  
212-843-9381  
[mstouber@rubenstein.com](mailto:mstouber@rubenstein.com)

Chris Heywood/  
Rachel Peace  
NYC & Company  
212-484-5475  
[cheywood@nycgo.com](mailto:cheywood@nycgo.com)

DATE  
August 1, 2018

FOR IMMEDIATE RELEASE