



NYC & COMPANY HIGHLIGHTS 10 WAYS TO EXPERIENCE WHAT’S NEW IN NYC IN 2021

New York City (April 21, 2021) – NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, is encouraging New Yorkers, visitors and meeting delegates to safely enjoy a selection of new experiences and places to visit that have recently opened or will open later this year.

“From prominent new hotels and restaurants, to remarkable once-in-a-lifetime exhibitions, to new attractions and waterfront activities, New York City in 2021 is poised to demonstrate its reawakening and vibrant future ahead,” said Fred Dixon, President and CEO of NYC & Company. “We look forward to safely welcoming visitors back to the City they know and love, while also encouraging them to go deeper and explore more in the dynamic multicultural neighborhoods across the five boroughs.”

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NYC & Company recently launched a new citywide selection of **Neighborhood Getaways**, with deals and savings on attractions, hotels, museums, restaurants, shopping, tours and more to take advantage of while exploring.

Below is a list of 10 ways to experience a selection of what’s new across the five boroughs in 2021 and beyond:

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1.) Fly into the newly-remodeled LaGuardia Airport or Terminal A at Newark Liberty International Airport:

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LaGuardia’s redesigned Terminal B features 35 new gates, along with retail, food and beverage and amenities that more than doubles the previous offerings. With soaring ceilings and plenty of natural light, the new terminal has nearly 50 shops and restaurants including iconic NYC retailers Shake Shack and FAO Schwarz. By mid-2022, with the completion of the head-house for Delta’s new Terminal C, visitors will be greeted by a new, unified airport fit for the 21st century with its two new terminals connected by a magnificent Central Hall, featuring the Orpheus and Apollo sculpture formerly at Lincoln Center.

Additionally, construction at **Newark Liberty International Airport** is nearly 75% complete for an all-new Terminal A, with 33 gates opening next year.

2.) Travel by train to NYC via the new Moynihan Train Hall:

Moynihan Train Hall, a spectacular 92-foot-high skylighted train hall, transformed the landmark James A. Farley Post Office Building into a 21st-century transportation hub serving LIRR and Amtrak passengers. The new station features 50% more concourse space, state-of-the-art wayfinding, information displays and is a welcomed expansion of the Penn Station complex.

3.) Attend an event or exhibition at the newly expanded Javits Center:

The **Jacob K. Javits Center** is completing a 1.2-million-square-foot expansion projected to open this spring, including a 54,000-square-foot special event space, the largest of its kind in the Northeast, a new indoor/outdoor rooftop pavilion that can accommodate 1,500 people, a one-acre rooftop farm to be used in the millions of meals served at the space, 90,000 square-feet of exhibit space, and much more. Although the Javits Center is currently serving as a vaccination site, it will soon welcome people from around the world for conventions, meetings and more at the expanded space.

4.) Enjoy new attractions and tours:

The recently opened **Friends Experience** offers fans of the TV show two floors of interactive experiences including the iconic orange couch, show props and costumes. Visitors can also grab a coffee at Central Perk which is open to the public daily.

On Location Tours is now offering a **Marvelous Mrs. Maisel's Sites Tour**, a private tour of 1950's NYC in a 1957 Studebaker Commander as seen on the show, highlighting iconic locations from the series.

The **Phoenix Family Thrill Roller Coaster** will rise this summer at **Coney Island**. Standing 68 feet tall, the new ride will reach speeds of 34 miles per hour and guarantees a thrilling new addition at Deno's Wonder Wheel Amusement Park, celebrating its 100th season this year.

Opening in the fall, **SUMMIT** will be NYC's newest observation deck and immersive experience at the crown of the iconic **One Vanderbilt**. SUMMIT will take visitors to the highest vantage point in Midtown with views of The Chrysler Building, Empire State Building and north to Central Park, and glass floor ledges that overhang Madison Avenue. The observation deck will also offer food and beverage options.

5.) Visit iconic museums, cultural organizations and performing arts venues for new experiences and exhibitions:

The Frick Collection recently opened the **Frick Madison**, its temporary new home while the main building is under a years-long renovation. Located at the Marcel Breuer-designed building—the former site of the Met Breuer and the Whitney Museum of American Art—the Frick Madison features new acquisitions and highlights from the collection organized chronologically and by region.

Recently reopened after a two-year renovation, **Dia:Chelsea** follows Dia's mission to commission single-artist projects, organize exhibitions, realize site-

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specific installations, and collect in-depth work of artists of the 1960s and 1970s.

Restart Stages at **Lincoln Center** launched earlier this month with a performance for healthcare workers by the **New York Philharmonic** on World Health Day. *Restart Stages* is an outdoor performing arts center with 10 outdoor performance and rehearsal spaces created to help kick-start the performing arts sector by featuring events by organizations from across the five boroughs.

The Landfill Fashionista at **Snug Harbor Cultural Center & Botanical Garden** in Staten Island is currently on display through June 30 as a multimedia art exhibition by the Staten Island Urban Center's Young Women's Leadership Group highlighting the need for environmental justice.

For the first time in a New York museum, the work of sculptor, painter and filmmaker Niki de Saint Phalle is featured at **MoMA PS1**. On display through September 6, **Niki de Saint Phalle: Structures for Life** features more than 200 pieces from the feminist artist dating back to the mid-1960s, including some work that has never been exhibited.

The **Guggenheim Museum** is the first place in New York to show Jackson Pollock's famous "Mural" painting in more than 20 years, with **Away from the Easel: Jackson Pollock's Mural**, on display through September 19. The mural marked a pivotal moment in the evolution of Pollock's artistic style as he began to move into more abstract art styles and non-traditional painting techniques like his signature drip method.

On display through September 26, **Estamos Bien—La Trienal 20/21** is **El Museo del Barrio's** first large-scale survey of Latinx contemporary art, featuring works by 42 artists and art collectives from throughout the US, including Puerto Rico, and representing various cultures, from Chicano to Dominican.

KUSAMA: Cosmic Nature premiered at the **New York Botanical Garden** in the Bronx earlier this month featuring new work by Japanese artist Yayoi Kusama, including two new outdoor monumental sculptures *Dancing Pumpkin* and *I Want to Fly to the Universe*, as well as Infinity Mirror Rooms and colorful flowers and floral sculptures that will change seasonally through October 31.

The **Whitney Museum of American Art** will debut **Day's End by David Hammons** in May, as a permanent public art project located in Hudson River Park, directly across from the museum, that will pay homage to Gordon Matta-Clark's 1975 artwork of the same name in the same location, and change with the light of day and atmospheric conditions. *Day's End* will allude to the history of NYC's waterfront from the heyday of the City's shipping industry in the late 19th century to its role as a gathering place for the gay community in the 1970s.

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Visit **Wave Hill** in the Bronx for **The Shadow of the Sun: Ross Bleckner and Zachari Logan**, an exhibition to be held May 22 through August 15, featuring the works of New York-based painter Ross Bleckner and Canadian artist Zachari Logan who have collaborated for the past decade using different mediums.

The completely redesigned Allison and Roberto **Mignone Halls of Gems and Minerals** will open at the **American Museum of Natural History** in June. The halls will feature nearly 5,000 specimens from 95 countries—including two amethyst geodes that are among the world's largest on public display—which will tell the fascinating stories of how mineral diversity arose, the environments in which minerals form, how scientists classify them, and how humans have used them throughout history.

Beginning June 6, experience **Cézanne Drawing** at **MoMA**, which will showcase more than 200 works on paper—including drawings, sketchbooks, and rarely seen watercolors— alongside a selection of related oil paintings, from modern artist Paul Cézanne. On display through September 25, this is the first major effort in the US to unite drawings from across the artist's entire career, exploring his methods and revealing his most radical works on paper.

Two immersive art experiences will open in June celebrating the works of Vincent Van Gogh. **Immersive Van Gogh Exhibit New York**, opening on June 10, will feature Van Gogh's work in a captivating digital art exhibit, giving guests the rare opportunity to "step inside" Van Gogh's art at a location that will be announced in the coming days. The second, **Van Gogh: The Immersive Experience**, opening on June 21, will be a 360° digital art exhibition at the Skylight on Vesey in Lower Manhattan.

Beginning August 27, **The Obama Portraits Tour** will be presented at the **Brooklyn Museum** on its five-city tour. This special presentation enhances conversations surrounding the power of portraiture and its role in engaging communities, and will be in display through October 24.

The **Metropolitan Museum of Art** will bring back The Costume Institute's next major exhibition in September, a two-part show on view from September 18, 2021 through September 5, 2022. Part one, **In America: A Lexicon of Fashion**, will open on September 18 celebrating The Costume Institute's 75th anniversary while exploring a modern vocabulary of American fashion. Part two, **In America: An Anthology of Fashion**, opening on May 5, 2022, will explore the development of American fashion.

For the first time in decades, the **Intrepid Sea, Air & Space Museum** will allow visitor access to its pilot escalator, which has recently been restored, and later this year, visitors will have the opportunity to peek into one of Intrepid's bomb elevators, which transported weapons to other parts of the ship where they were assembled, armed and loaded onto airplanes.

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Broadway is projected to return this September with classics like *Aladdin*, *Chicago*, *The Phantom of the Opera* and more, and newer productions including *Hadestown*, *Jagged Little Pill* and *Moulin Rouge*. Brand-new shows will also debut, including *Thoughts of a Colored Man*, *Diana* and *Mrs. Doubtfire*.

Victoria Theater will open as an addition to the **Apollo Theater** this fall, marking the first expansion in its history. The theaters at the Victoria, located down the street from The Apollo, are two new and flexible performance spaces, one with 99 seats and the other with 199 seats. The space will be used by artists, students, audiences and cultural partners, extending The Apollo’s role and mission to support artistic creation and collaboration in Harlem. The Victoria Theater redevelopment project will also include residential units, retail space and a hotel, the Renaissance Hotel Harlem.

The **Louis Armstrong House Museum** in Corona, Queens is undergoing a physical and programmatic expansion for a New Center, projected to open this spring, that will increase the Museum’s capacity to fulfill its mission of sustaining and promoting the cultural, historical and humanitarian legacy of Louis Armstrong.

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6.) Stay at a new hotel:

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Nestled between the Times Square, Garment District and Hudson Yards neighborhoods, **Arlo Midtown** will open in late May with a modern mix of 489 total guest rooms, ample communal spaces, and four food and beverage outlets by the award-winning Gerber Group. Guests can choose from King and Double Rooms with terraces overlooking Hudson Yards, or opt for luxury with the Penthouse and King Suites, a first for Arlo.

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Occupying the Crown Building in the heart of Manhattan on Fifth Avenue, **Aman New York** is expected to open in June with 83 rooms and suites, 22 private residences, three restaurants and a spa spanning three stories and featuring an indoor swimming pool, sauna and steam rooms, hot and cold plunge pools, as well as an outdoor terrace with cabana, daybed, and fireplace.

Opening in June, **Margaritaville Resort Times Square** will offer an island oasis at the crossroads of the world. Featuring 234 guestrooms and amenities such as an outdoor heated pool, retail store and fitness center, Margaritaville Resort Times Square will bring an island vibe to the bustling neighborhood.

Situated on the Cornell Tech campus on Roosevelt Island, the **Graduate Roosevelt Island** will offer guests views of Manhattan and Queens upon opening in June. The pet-friendly hotel will feature futuristic themes with nods to Roosevelt Island’s history.

Ace Hotel Brooklyn is expected to open in July in Boerum Hill, on the cusp of Downtown Brooklyn. Designed by Roman and Williams, the 287-room hotel will feature a communal lobby, a verdant indoor garden room, multiple event



spaces, a large-scale installation by artist Stan Bitters, and guest rooms that feature floor-to-ceiling windows with panoramic views of Manhattan, Staten Island and the Statue of Liberty.

Opening near Hudson Yards, the **Pendry Manhattan West** will feature 164 guest rooms including 30 suites, a signature restaurant, a lounge and open-air terrace bar when it debuts in July.

Expected to open this fall a few steps from Madison Square Park, **The Fifth Avenue Hotel** will boast high ceilings and a large ballroom, as well as a multi-level restaurant and a bank vault that has been transformed into a wine cellar.

Development is underway on the 210-room **Renaissance Hotel Harlem**, which is expected to open this fall above the historic 1917 Victoria Theater. Near the Apollo Theater on West 125th Street, the development also includes a cultural center, retail and apartments.

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The 40-story **Ritz-Carlton New York NoMad** will be the City’s second Ritz-Carlton when it opens on 28th Street and Broadway later this year, and will include an outpost of the Mediterranean restaurant Zaytinya, by Chef José Andrés.

The **Virgin Hotel** will be the brand’s first NYC property upon opening in NoMad later this year. The new hotel will feature 463 guest rooms, multiple food and beverage venues and a rooftop pool and bar.

7.) Attend large-scale events and commemorate historic anniversaries:

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Premier art fair **Frieze New York** will take place May 5-9 for the first time at The Shed in Manhattan. Bringing together world-class galleries, collaborations, special projects and talks, this year’s programming will feature the much-celebrated section *Frame*, dedicated to solo presentations by emerging artists from around the world.

NYCxDESIGN will host **Design Days**, May 13-18, showcasing the latest in design through virtual events, open studios, exhibitions, talks, and more, including various events and self-guided journeys across the five boroughs.

Celebrating its 20th anniversary this year, the iconic **Tribeca Film Festival** will take place June 9–20, in a reimagined format with screenings at locations across all five boroughs, including Brookfield Place, Empire Outlets, Hudson Yards, MetroTech Commons, Pier 57 Rooftop and The Battery.

Known as the “World’s Most Famous Building,” the **Empire State Building** will celebrate its 90th anniversary as an iconic landmark in 2021.

September 11 will mark **20 years since 9/11** and the City is honoring those we lost with a citywide tribute of lights and additional cultural programming to



be announced at a later date, to commemorate this important and never-to-be-forgotten day in history.

8.) Dine at a new restaurant:

Melba Wilson, the chef and owner of Melba's, will open a new seafood restaurant in August, **Melba's Mussels**, located in South Harlem. The restaurant will offer mussel dishes inspired by notable icons such as Sophia Loren and Frida Kahlo.

Featuring Indian dishes from the subcontinent and beyond, **SONA** recently opened in the Flatiron District with dishes such as Malabar chicken biriyani and tandoor roasted beets. The elegant restaurant resembles Mumbai in the late 1930s with an art deco lounge that flows into a rear dining room.

Fieldtrip, by JJ Johnson, recently opened its newest location in Rockefeller Center. Fieldtrip embraces the heritage of rice focusing on sustainable rice grains in its prepared rice bowls.

Modern American steakhouse **Charlie Palmer Steak NYC** is now open at One Bryant Park, tapping into Times Square's vibrant and dynamic energy.

Massive Midtown seafood restaurant **Le Pavillon** by Daniel Boulud will open in May at the base of One Vanderbilt with 100 seats, a 30-seat bar and a flowering garden with real black olive trees. The seafood establishment is a nod to the first haute French restaurant in NYC that opened in 1941 and closed in the early 1970s.

This fall, José Andrés will open an outpost of Mediterranean restaurant **Zaytinya** in the new Ritz-Carlton New York, NoMad. Bazaar will follow later in the year, also in the new hotel.

9.) Discover the waterfront and outdoor activities:

Circle Line, **Classic Harbor Line**, **Statue Cruises** and **City Experiences by Hornblower** sightseeing and leisure tours have reopened for the season with updated offers.

With the recent Inwood and Washington Heights expansion, **Citi Bike** is now one of the largest bike share systems in the world next to China.

A **statue of Ruth Bader Ginsburg** was unveiled last month at City Point in Downtown Brooklyn and is available for public viewing daily. Created by contemporary artists Gillie and Marc, the bronze statue underscores the importance of gender equality in public art. The artists said of the statue, "With the two steps on its large base representing the Supreme Court and the climb she made to get there, the work is designed to provide the public with an opportunity to stand at her side, and gain inspiration from her journey fighting for equal rights."

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Expected to open as a public park on June 1, Phase 1 of **Pier 76** will include a walking area and outdoor flexible space, as well as benches with waterfront views.

Marsha P. Johnson State Park (formerly East River State Park) will reopen this June after undergoing extensive renovations. The waterfront park in Williamsburg will include a new park house with public restrooms, classroom space, new park furniture, and a public art display honoring Marsha P. Johnson, an advocate for gay rights, and the LGBTQ+ community.

The **NYC Ferry** will add new routes and stops this year to serve more waterfront communities, including a Staten Island route (to Battery Park and Midtown West) this summer and a Coney Island route (to Bay Ridge and Wall Street) later this year along with the Ferry Point Park/Throgs Neck extension of the Soundview route.

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10.) Shop at newly opened retail storefronts:

Madison Avenue has welcomed recent and upcoming developments by luxury brands, including a newly opened Montblanc flagship as well as a Manolo Blahnik flagship opening this spring. Other expansions currently under construction include Brunello Cucinelli; Fendi; Giorgio Armani; Graff Diamonds; and Hermès.

The RealReal recently opened in Cobble Hill, Brooklyn, making the location its third NYC store. The luxury-consignment store offers gently used adult and children’s clothes, jewelry, fine art and home decor at a fraction of the original cost.

Loeffler Randall recently opened its first storefront in SoHo and will use the inaugural shop to showcase the brand’s unique shoes, handbags and accessories in the trendy neighborhood.

The world’s first official Harry Potter flagship store, **Harry Potter New York**, will open on June 3 in the Flatiron District. The store will feature the largest selection of Harry Potter and Fantastic Beasts merchandise under one roof, as well as 15 themed areas, interactive displays and photo-ops.

Century 21 is expected to make its return to the five boroughs later this year, though the specifics of where and when are still being finalized.

For a list of recent reopenings across NYC, visit nycgo.com/whatsopen.

Visitors to the five boroughs are encouraged to wear masks, practice physical distancing and frequently wash/sanitize hands, as indicated in NYC & Company’s **Stay Well NYC Pledge**. Check with individual businesses for current operating status and hours, as well as health and safety protocols, prior to visiting. For more information on safely exploring NYC, visit nycgo.com.



About NYC & Company:

NYC & Company is the official destination marketing organization and convention and visitors bureau 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.

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