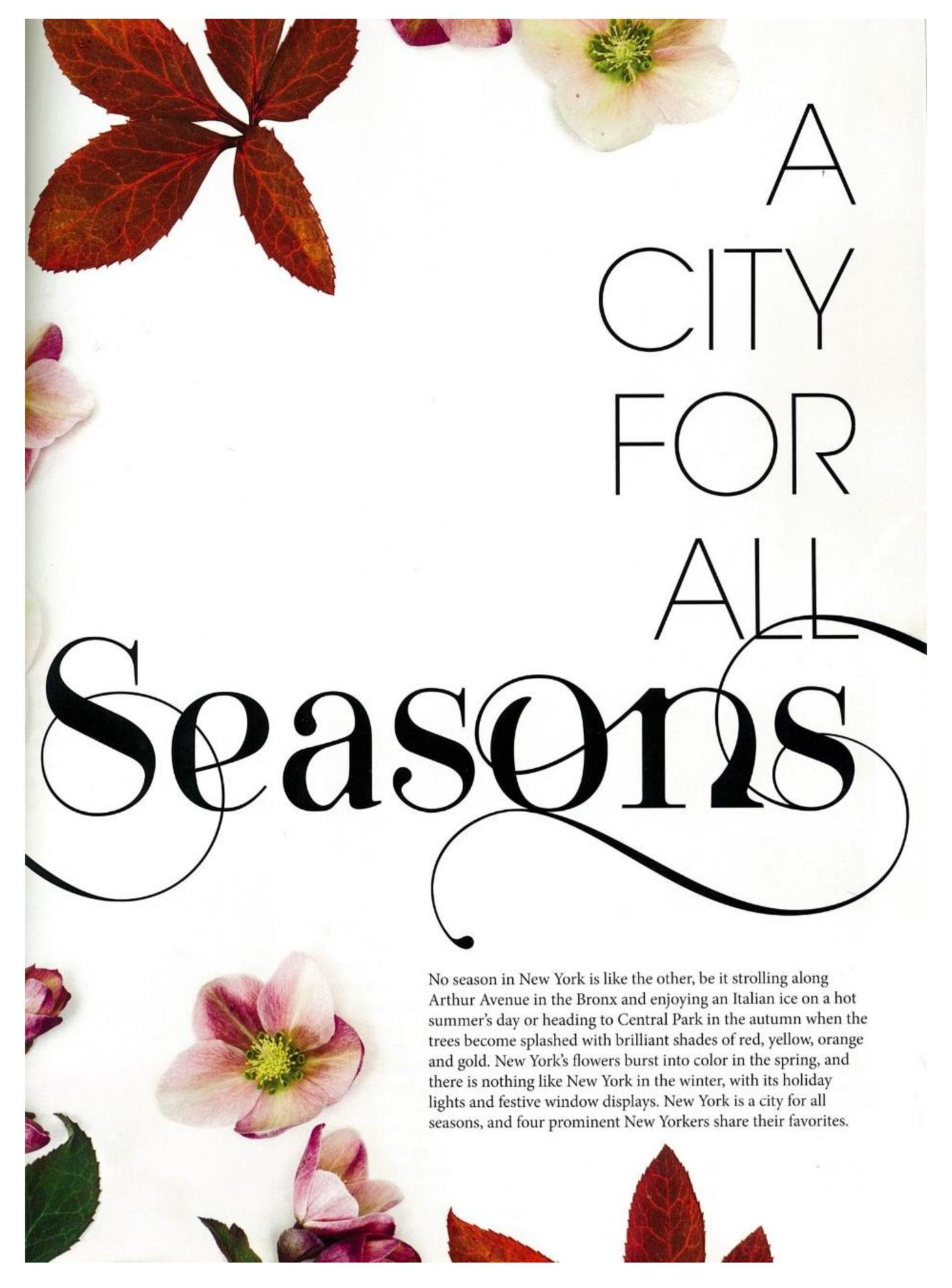


AVENUE

THE ULTIMATE INSIDERS' GUIDE TO MANHATTAN

Concierge Edition 2016–2017

Circulation: 42,833

A collection of botanical illustrations scattered around the page. In the top left, there are several dark red, serrated leaves. In the top right, a single white flower with a green center is partially visible. In the bottom left, there are pink and purple flowers and a green leaf. In the bottom right, there are more pink and purple flowers and a red leaf.

A
CITY
FOR
ALL

Seasons

No season in New York is like the other, be it strolling along Arthur Avenue in the Bronx and enjoying an Italian ice on a hot summer's day or heading to Central Park in the autumn when the trees become splashed with brilliant shades of red, yellow, orange and gold. New York's flowers burst into color in the spring, and there is nothing like New York in the winter, with its holiday lights and festive window displays. New York is a city for all seasons, and four prominent New Yorkers share their favorites.



MARIAN HARPER

President and Owner,
Carnegie Deli

Founded in 1937, the Carnegie Deli is one of the country's most famous establishments, and Marian Harper is now at its helm. Located in the heart of midtown Manhattan just across from its namesake, Carnegie Hall, the deli was a labor of love for Marian's dad, Milton Parker, who took over the restaurant in 1976 from the original owners, who opened it in 1937.

Today, as the president and owner of the Carnegie Deli, Harper oversees its management, customer relations, restaurant expansion, quality control, menu development and e-commerce. She is the face of the restaurant.

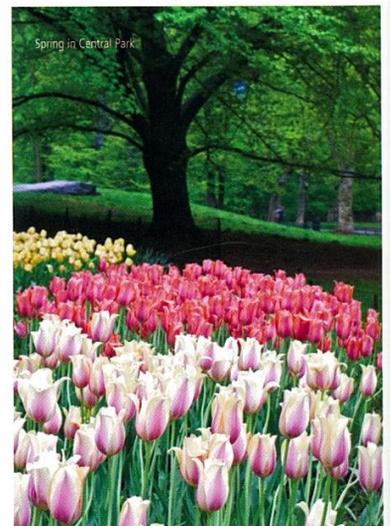
After a brief closure, the famous eatery reopened in February 2016 with a splash. Mayor Bill de Blasio was on hand and exclaimed, "This is a quintessential city place, this is an icon . . . this is the finest pastrami sandwich in New York!"

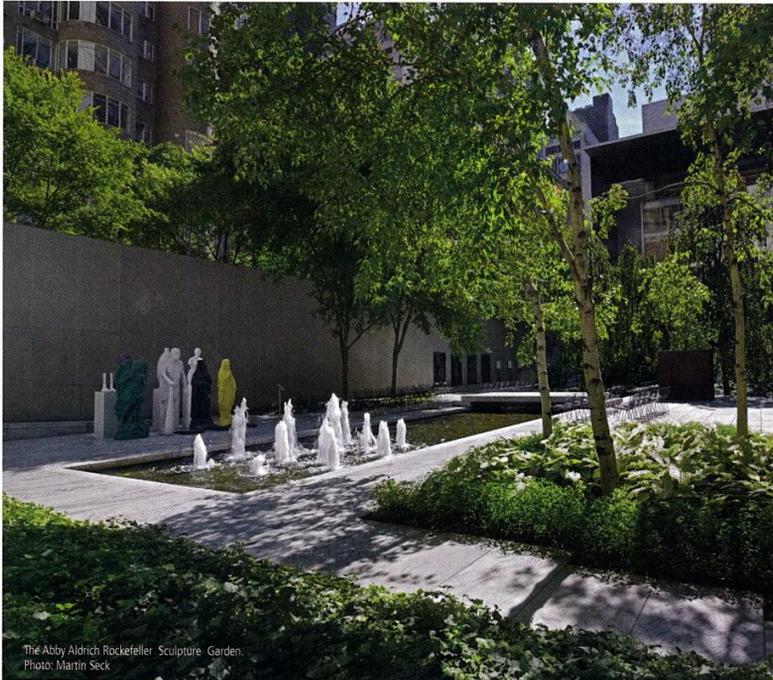
Presidents, celebrities and athletes join New Yorkers and tourists alike as they clamor for Carnegie Deli's towering sandwiches.

The *New York Times* has declared the pastrami here the tops. What makes it special is that Carnegie Deli cures and smokes all its own meats and also bakes its own celebrated cheesecakes and knishes.

It has been said there are eight million stories in New York City, and that holds

true for the Carnegie Deli. Chance encounters, engagements and business deals have taken place at the restaurant's communal seating. The site was thrust into the spotlight when Woody Allen based the narrative of *Broadway Danny Rose* from its tables.





The Abby Aldrich Rockefeller Sculpture Garden.
Photo: Martin Sieck



Cafe Fiorello

Spring is a special season, says Harper as the weather starts to warm, flowers burst into color and the trees bloom. Plus, Harper, a true “foodie,” enjoys sitting outdoors eating and drinking at her favorite haunts.

A treasure is Nocello, a welcoming restaurant where the owners are always on hand to greet its patrons with a wonderful ambience, serving the most delicious food. It’s easy to miss it as you walk by, but don’t! They will make you anything you desire and the wine list is wonderful. A nice touch is the Nocello, an after-dinner drink they serve.

Another one of Harper’s neighborhood haunts is Café Fiorello, which features an antipasto bar with 32 vegetables and 12 seafood options, as well as pasta, fish, steaks and the restaurant’s signature thin-crust pizza.

The North River Lobster Company, the largest floating lobster shack in New York City, sets sail every spring. Not only does Harper love the views during the cruise, she loves the seafood as well.

The warmer weather also brings Harper to one of her most beloved outdoor spaces,



The North River Lobster Company

the Museum of Modern Art’s Abby Aldrich Rockefeller Sculpture Garden. Gurgling fountains, rustling trees and amazing sculptures make this space one of her favorites in the city.

Another favorite is the Modern, overlooking MoMA’s sculpture garden, and featuring contemporary cooking in a bright and airy setting.

Central Park is another one of Harper’s respites. A walk around the reservoir is a favorite way to relax. The High Line in Chelsea is another treasure, says Harper,

built on the bed of an abandoned elevated train track, with more than 200 species of grasses, trees, perennials and shrubs now flourishing there.

Across the street from her apartment, the fountain at the centerpiece of Lincoln Center Plaza dances as three concentric rings of jets shoot water into the air in a carefully orchestrated routine. Just as this water extravaganza is no ordinary fountain, spring in New York is no ordinary season.