

STREET CATALOG

Issue #36

BOND STREET

New York, NY 10012
USA

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Bond Street began in 1805 as people began developing areas north of Houston Street. Bond was considered luxurious from the beginning for its wide size – the early 1800s saw the street become a well-to-do place for New York's elite.

However, by the 1850s the street was already changing into a space for businesses. Considered a fall from grace by its wealthy occupants, the street began to house merchants, fabric workers, manufacturers and dentists.

By the late 1890s the area had become proliferated with lofts housing 'minstrels, actresses and tradesmen.' These inclinations continued into the early 1900s. Architects built a few notable buildings on the street in various revival styles. Most notable of these buildings is the Bouverie Lane Theatre, which started as the Bond Street Savings Bank. The bank later became the German Exchange Bank up until the 1960s, during which time it became an off-Broadway theatre. Today the building houses a Billy Reid clothing store and Drake's October's Very Own clothing store.

Notable artists had a presence on Bond Street throughout the 1950s, 60s and 70s. Robert Mapplethorpe, the famous photographer, lived at 24 Bond. Jazz musician Sam Rivers had a studio at the same address. Many of these artists lived in lofts illegally until protective legislation was passed in 1970. The street was also home to the Gene Frankel Theater, a space in which actor and teacher Gene Frankel taught generations of actors. James Earl Jones was one of Frankel's students, among others.

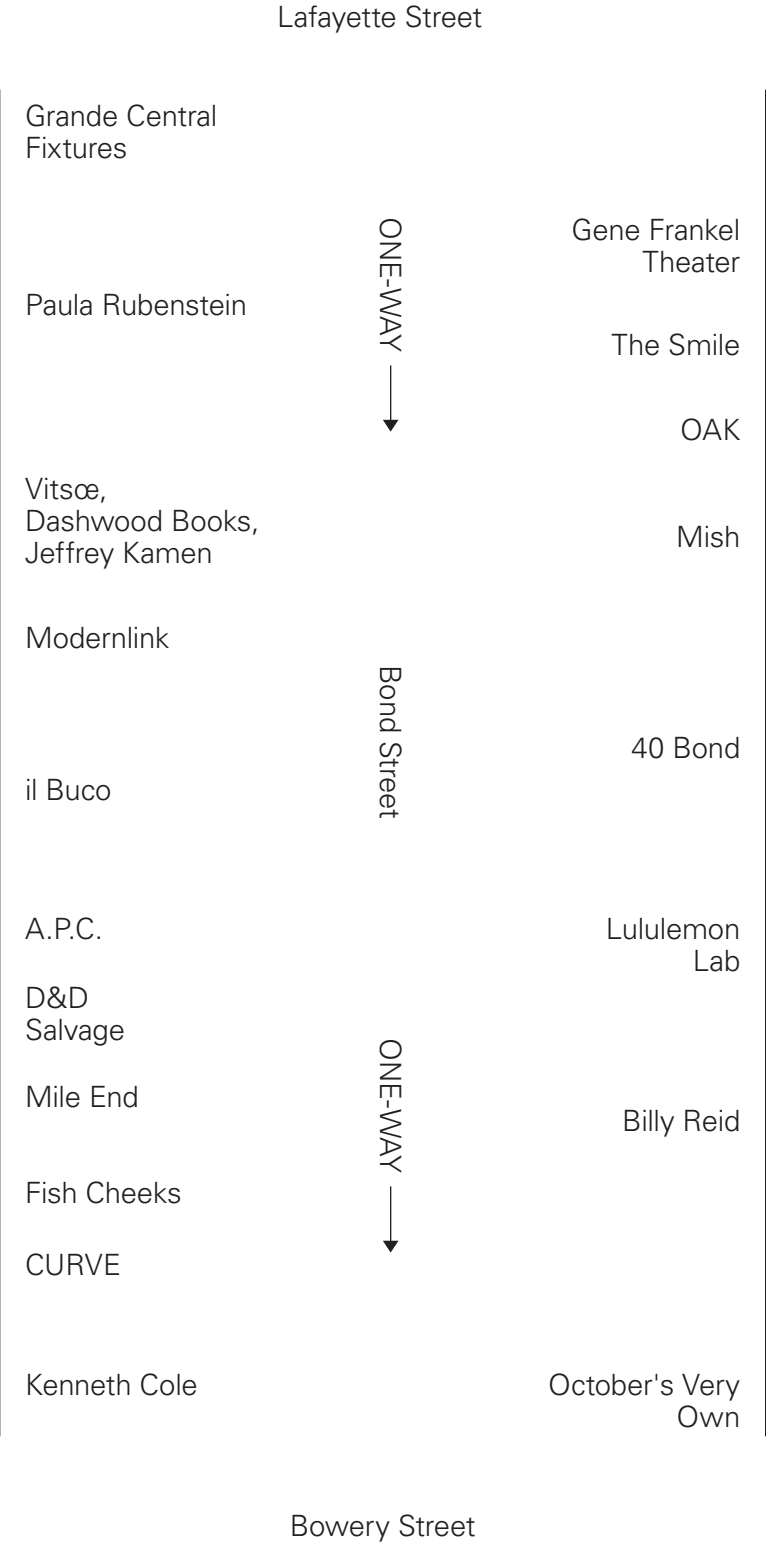
Today, Bond Street is a mix of luxury retail and residential spaces. Stores on the street include A.P.C., OAK, Lululemon, Billy Reid, Vitsø and OVO. There are also quiet, out-of-the-way restaurants scattered throughout the street. Recently, the top floor apartment of 40 Bond sold for

\$27 million. Single bedroom apartments in the same building begin at \$4,000 a month. Various new developments on the street fetch similar prices. There are still, however, a few vacant buildings that have yet to find a purpose.

MAP: SURROUNDING STREETS



MAP: STREET LEVEL



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CLOTHING



A.P.C.

Opened: ca. 2014

Price Range: High-end

Hours:
M–Sa: 11a–7p
S: 12p–6p

A.P.C. is a French ready-to-wear brand, founded in 1987 by fashion designer Jean Touitou in Paris. A.P.C. stands for 'Atelier de Production et de Création.' The brand is known for its minimalist designs. Its clothing features clean lines and simple patterns. This particular store is one of four A.P.C. locations in New York. A.P.C. has only one other U.S. location in L.A.



Billy Reid

Opened: ca. 2007

Price Range: Moderate to high-end

Hours:
M–Sa: 11a–8p
S: 11a–7p

Billy Reid is an American fashion designer based in Florence, Alabama. His line includes men's, women's, accessories and eyewear. His clothing, self-described as 'lived-in luxury,' is known for its classic styles in high quality fabrics with unusual accents and Southern influence. The company has had a presence on Bond Street for over a decade, recently moving from one side of the street to the other within the past few years.



CURVE

Opened: 2015

Price Range: Moderate to high-end

Hours:
M–Sa: 11a–7p
S: 12p–6p

'We provide fashion forward, accessible and engaging environments that inspire clients and employees. One outfit at a time, we inspire clients to define their personal style. Through customer service and personal attention and consistent follow through, we build trust and loyalty.'

— CURVE, company website



Lululemon Lab

Opened: 2015

Price Range: Moderate to high-end

Hours:
M–Sa: 10a–7p
S: 12p–6p

'Lululemon recently debuted a store called 'The Lululemon Lab' in the upscale NoHo neighborhood of Manhattan. The 2,893 square foot store is unique because it is split between retail boutique floor space and a studio where 15 designers and pattern makers are actually working live. As you browse the latest collection, you can literally spot who was responsible for the pants in your hand.'

— John Kell, Fortune Magazine

CLOTHING



Kenneth Cole

Opened: 2015

Price Range: Moderate to high-end

Hours:
M–Sa: 11a–8p
S: 12p–7p

Kenneth Cole designs men's and women's footwear, clothing, and accessories under the Kenneth Cole Reaction Line. Kenneth Cole sells clothing and accessories under the following lines: Kenneth Cole New York, Kenneth Cole Reaction, and Unlisted. The company now operates over 90 retail and outlet stores worldwide, and sells in catalogs and websites.



Mish

Opened: ca. 2011

Price Range: Very high-end

Hours:
M–F: 10a–6p
Sa–S: Closed
(by appointment only)

'Mish Tworkowski, nationally acclaimed jewelry designer of his eponymous New York City based company, is widely regarded as one of this country's most talented and exciting fine jewelry designers. Each month the pages of Town & Country, W, Vanity Fair, Veranda or Vogue feature one of his exquisite creations.'

— Mish, company website



OAK

Opened: ca. 2008

Price Range: Very high-end

Hours:
M–Sa: 12p–6p
S: Closed

'OAK is a New York-based, cutting edge retailer offering men's and women's designer clothing, shoes and accessories.'

— OAK, company website



October's Very Own

Opened: 2016

Price Range: Moderate to high-end

Hours:
M–Sa: 12p–7p
S: 12p–6p

OVO Clothing was launched in 2011. The series of clothing began with a series of collaborations between Roots Canada and OVO, which produced several parkas, jackets and other collaborations. In 2013, merchandise included collaborations with the Toronto Raptors, which coincided with Drake becoming the franchise's Global Ambassador. OVO has since morphed into its own clothing brand, releasing clothes during every season of the year.

FURNITURE



Grande Central Fixtures

Opened: 2003

Price Range: All ranges

Hours:
M–W, F: 9a–5:30p
Th: 9a–7p
Sa: 10a–3p
S: Closed

‘This bi-level showroom is packed with the newest and most exciting designs and styles and will be a feast for your eyes. Our array of offerings is the perfect complement to the trendy lower Manhattan scene and a showcase to themes prevalent in kitchens and bathrooms throughout the city today.’

— Howard, owner



Modernlink

Opened: 2003

Price Range: High-end to very high-end

Hours:
M–Th: 11a–7p
F–S: 12p–6p

‘For 18 years, we have been bringing modernist Danish designs directly from Denmark. We have learnt to handle the entire process with the utmost care and respect for the art and workmanship of these Danish designs, along with the historical value of each piece.’

— William, owner



Paula Rubenstein

Opened: 2012

Price Range: High-end to very high-end

Hours:
M–Sa: 12p–6p
S: Closed

‘This revered antiques shop specializes in American textiles from the nineteenth and twentieth centuries, along with a collection of dated jewelry, home décor, and lighting. A longtime collector, Rubenstein piles lamps, books, and small oddities atop well-preserved antique dressers, tables, and stools. The store typically caters to true collectors, who fawn over finds like tin Miverva doll heads, vibrant nineteenth-century wool blankets, and rare antique industrial furniture priced at more than a thousand dollars per piece.’

— Lauren Murrow, New York Magazine



Vitsoe

Opened: 2009

Price Range: High-end

Hours:
M–Sa: 11a–7p
S: Closed

Vitsoe is a British furniture company that manufactures and retails furniture designed by Dieter Rams. Vitsoe’s main product, the 606 Universal Shelving System was designed by Dieter Rams, in 1960. Since 1995, the company and all manufacturing have been based in England. The German company was closed before opening in Britain, which created the opportunity to re-engineer every component of the 606 Universal Shelving System with new suppliers.

RESTAURANTS



Fish Cheeks

Opened: ca. 2016

Price Range: Moderate

Hours:
M–Th, S: 12p–4p; 5p–11p
F–Sa: 12p–4p; 5p–12a

‘Fish Cheeks, a Thai restaurant in NoHo, focuses on traditional seafood dishes from around Thailand. The menu isn’t particularly adventurous by Thai standards, with just five appetizers and nine family-style main courses. Service is still in the eager-but-wobbly toddler stage, and the cocktail list is not so much a minefield as a box of live grenades. But the cooking is fresh, vivid and intense.’

— Pete Wells, New York Times



il Buco

Opened: 1994

Price Range: Moderate to high-end

Hours:
M–Th: 12p–11p
F–Sa: 12p–12a
S: 5p–10:30p

‘The restaurant Gourmet magazine calls ‘one of the best and most exciting in America’ started when independent filmmaker Donna Lennard and her Italian partner, Alberto Avale, opened an off-the-beaten path antique store on Bond Street. Eventually the couple transformed the rustic store into a charming restaurant attracting an incredible roster of chefs over the years and bringing the restaurant international acclaim.’

— il Buco, company website



Mile End

Opened: ca. 2012

Price Range: Moderate

Hours:
M: 8a–4p
T–F: 8a–10p
Sa: 10a–10p
S: 10a–4p

Mile End Deli is a Jewish delicatessen specializing in traditional specialty foods, including housemade Montreal-style smoked meats, hot dogs, and sausages.



The Smile

Opened: 2009

Price Range: Moderate

Hours:
M–F: 8a–11p
Sa: 9a–11p
S: 9a–10p

‘The Smile is a cozy, subterranean café on picturesque Bond Street in Downtown Manhattan. Located in a landmark 1830s Federal-style townhouse, the café is firmly rooted in the local community and serves as a clubhouse of sorts serving breakfast, lunch, and dinner.’

— The Smile, company website



Dashwood Books

Opened: 2005

Price Range: Moderate to high-end

Hours:
M–Sa: 12p–8p
S: 12p–7p

‘Dashwood Books is New York City’s only independent bookstore devoted entirely to photography. Dashwood has become a Mecca for artists, collectors and art directors. Our main specialty is in contemporary photography; importing books that have no or very limited distribution in the United States including limited press runs from Japan, Germany and The Netherlands; artists self-published books, signed books and a carefully curated selection of collectible post-war titles.’

— Dashwood Books, company website



D&D Salvage Scrap Metal

Opened: 1953

Price Range: N / A

Hours:
M–Sa: 7a–4:30p
S: Closed

‘D&D Salvage is a family owned and operated scrap metal dealership. They specialize in the buying and selling of various non-ferrous metals such as #1 and #2 copper, #1 bright, #1 heavy cable, plated cable, electrical wire (ex. 10 & 12 wire), data and communications wire, traveling cable, transformers, motors / generators, bronze / brass gears, all types of brass, aluminum and steel Bx, Romex, Aluminum (cable, extrusions, old sheet), lead, stainless steel; and ferrous metals such as steel.’

— D&D Salvage, company website



Jeffrey Kamen

Opened: Unknown

Price Range: N / A

Hours:
By appointment

‘Jeffrey Kamen is an architect living and working on Bond Street in downtown Manhattan. For over 30 years, Mr. Kamen has worked on both residential and commercial projects in a variety of scales. He offers not only his own hands-on and personal approach, but also close relationships with a team of expert technical and NYC Department of Buildings consultants. Working in an atmosphere of mutual respect, Mr. Kamen has developed a tight network of local contractors.’

— Jeffrey Kamen, company website



Spruce & Bond

Opened: 2014

Price Range: Moderate to high-end

Hours:
M–F: 9a–9p
Sa–S: 10a–6p

‘Founded in 1998 as Completely Bare, we envisioned a totally new concept in hair removal – one where clients could expect the highest level of expertise in an environment where they could feel at home and talk about anything with us. With our 2014 relaunch as Spruce & Bond, we’re even more dedicated to this mission. Our customized wax, laser and brow treatments – plus highly trained specialists you actually want to talk to – help our clients stay smooth without spending hours in the shower.’

— Spruce & Bond, company website

Bond Street is very quiet. My analysis of the street, having spent considerable time spanning multiple observation periods, is that residential projects fare better than commercial ventures. Within commercial ventures, specialized shops and 'destination stores' with preexisting, loyal clients fare much better than businesses looking to profit from walk-in customers.

Despite claims to the contrary, the street does not seem to receive very good traffic at any hour of the day or night. Nearly every person on the street seems to be just passing through, not coming to shop or eat at all. Those I have seen going into stores do not look resolute in wanting to buy anything, but instead look to be merely 'looking.'

Clothing shops seem to do better than restaurants, and restaurants seem to do better than furniture stores. The furniture stores received almost no traffic during nearly every observational period.

Those walking on the street do not seem to come from any particular social or economic class, aside from residents, who are very clearly upper-class.

As documented in the interviews appearing later in this guide, a considerable amount of photoshoots occur on the street. I would say I saw photoshoots occurring on around half of my observational visits. One of the visits even featured a more elaborate display of two models and a handful of photographers taking their pictures.

At the time of this writing there are a few construction projects on the street, creating, what looks to be, a few more residences. These projects are totally new constructions instead of renovations of preexisting buildings.

The D&D Salvage yard is somewhat of an eyesore – a sore thumb for the street. It does not make very much sense for the street, yet has been there longer than all of the current businesses.

Many employees of the stores on Bond look somewhat bored – I have seen a few waiting by the windows, scanning for potential customers. However, when I entered the stores the employees were kind and easygoing, instead of being predatory or clingy. Nearly all employees I talked to seemed satisfied with their current jobs.

FOOT TRAFFIC: DAY

TUESDAY 3-7-17 3:00–3:20 P.M. RAINY 64°F

SOUTH SIDE:	37 people walked by			
	A.P.C.	il Buco	Mile End	Vitsøe
went inside:	2	0	2	0
purchases:	0	0	2	0
walk-in rate:	5%	0%	5%	0%
purchase rate:	0%	0%	100%	0%
NORTH SIDE:	25 people walked by			
	Billy Reid	Lulu. Lab	OAK	The Smile
went inside:	2	0	0	6
purchases:	0	0	0	6
walk-in rate:	5%	0%	0%	24%
purchase rate:	0%	0%	0%	100%

SATURDAY 3-11-17 1:00–1:20 P.M. SUNNY 37°F

SOUTH SIDE:	40 people walked by			
	A.P.C.	il Buco	Mile End	Vitsøe
went inside:	5	1	0	1
purchases:	1	1	0	0
walk-in rate:	13%	3%	0%	3%
purchase rate:	20%	100%	0%	0%
NORTH SIDE:	20 people walked by			
	Billy Reid	Lulu. Lab	OAK	The Smile
went inside:	2	5	1	2
purchases:	0	2	0	1
walk-in rate:	10%	25%	5%	10%
purchase rate:	0%	40%	0%	50%

SUNDAY 3-12-17 12:00–12:20 P.M. CLOUDY 34°F

SOUTH SIDE:	40 people walked by			
	A.P.C.	il Buco	Mile End	Vitsøe
went inside:	4	3	2	0
purchases:	0	3	2	0
walk-in rate:	10%	8%	5%	0%
purchase rate:	0%	100%	100%	0%
NORTH SIDE:	14 people walked by			
	Billy Reid	Lulu. Lab	OAK	The Smile
went inside:	0	6	2	10
purchases:	0	0	1	8
walk-in rate:	0%	43%	14%	71%
purchase rate:	0%	0%	50%	80%

MONDAY 3-13-17 11:00–11:20 A.M. SUNNY 30°F

SOUTH SIDE:	23 people walked by			
	A.P.C.	il Buco	Mile End	Vitsøe
went inside:	1	0	0	0
purchases:	0	0	0	0
walk-in rate:	4%	0%	0%	0%
purchase rate:	0%	0%	0%	0%
NORTH SIDE:	19 people walked by			
	Billy Reid	Lulu. Lab	OAK	The Smile
went inside:	0	0	0	2
purchases:	0	0	0	2
walk-in rate:	0%	0%	0%	11%
purchase rate:	0%	0%	0%	100%

FOOT TRAFFIC: NIGHT									
TUESDAY	3-7-17	5:00–5:20 P.M.		CLEAR	59°F				
	SOUTH SIDE:	53 people walked by							
		A.P.C.	il Buco	Mile End	Vitsøe				
	went inside:	0	10	0	2				
	purchases:	0	10	0	1				
	walk-in rate:	0%	19%	0%	4%				
	purchase rate:	0%	100%	0%	50%				
	NORTH SIDE:	40 people walked by							
		Billy Reid	Lulu. Lab	OAK	The Smile				
	went inside:	5	4	3	0				
	purchases:	0	2	3	0				
	walk-in rate:	13%	10%	8%	0%				
	purchase rate:	0%	50%	100%	0%				
SATURDAY	3-11-17	5:30–5:50 P.M.		CLEAR	32°F				
	SOUTH SIDE:	37 people walked by							
		A.P.C.	il Buco	Mile End	Vitsøe				
	went inside:	2	0	2	0				
	purchases:	0	0	2	0				
	walk-in rate:	5%	0%	5%	0%				
	purchase rate:	0%	0%	100%	0%				
	NORTH SIDE:	25 people walked by							
		Billy Reid	Lulu. Lab	OAK	The Smile				
	went inside:	2	0	0	6				
	purchases:	0	0	0	6				
	walk-in rate:	5%	0%	0%	24%				
	purchase rate:	0%	0%	0%	100%				
	DATA				22				

SUNDAY	3-12-17	6:00–6:20 P.M.		CLEAR	34°F				
	SOUTH SIDE:	43 people walked by							
		A.P.C.	il Buco	Mile End	Vitsøe				
	went inside:	0	5	0	0				
	purchases:	0	5	0	0				
	walk-in rate:	0%	12%	0%	0%				
	purchase rate:	0%	100%	0%	0%				
	NORTH SIDE:	41 people walked by							
		Billy Reid	Lulu. Lab	OAK	The Smile				
	went inside:	3	10	0	4				
	purchases:	1	6	0	3				
	walk-in rate:	5%	24%	0%	10%				
	purchase rate:	0%	60%	0%	75%				
MONDAY	3-13-17	7:00–7:20 P.M.		CLEAR	37°F				
	SOUTH SIDE:	23 people walked by							
		A.P.C.	il Buco	Mile End	Vitsøe				
	went inside:	0	10	0	0				
	purchases:	0	10	0	0				
	walk-in rate:	0%	43%	0%	0%				
	purchase rate:	0%	100%	0%	0%				
	NORTH SIDE:	26 people walked by							
		Billy Reid	Lulu. Lab	OAK	The Smile				
	went inside:	0	2	0	2				
	purchases:	0	2	0	0				
	walk-in rate:	0%	8%	0%	8%				
	purchase rate:	0%	100%	0%	0%				
					23				

FOOT TRAFFIC: TOTALS

ALL SURVEYS: MARCH from eight 20-minute surveys \approx 2.5 hours of time

SOUTH SIDE:	296 people walked by			
	A.P.C.	il Buco	Mile End	Vitsoe
went inside:	14	29	6	3
purchases:	1	29	6	1
walk-in rate:	5%	10%	2%	1%
purchase rate:	7%	100%	100%	33%
NORTH SIDE:	210 people walked by			
	Billy Reid	Lulu. Lab	OAK	The Smile
went inside:	14	27	6	32
purchases:	1	12	4	26
walk-in rate:	7%	13%	3%	15%
purchase rate:	7%	44%	67%	82%

TOTALS BY CATEGORY from eight 20-minute surveys \approx 2.5 hours of time

STREET TOTAL	506 people walked by
went inside a business:	131
purchased something:	70
walk-in rate:	26%
purchase rate:	53%
CLOTHING	
went inside store:	61
purchased something:	18
walk-in rate:	12%
purchase rate:	30%
FURNITURE	
went inside store:	3
purchased something:	1
walk-in rate:	1%
purchase rate:	33%
RESTAURANTS	
went inside:	67
purchased something:	61
walk-in rate:	13%
purchase rate:	91%
OTHER	
went inside store:	10
purchased something:	3
walk-in rate:	2%
purchase rate:	30%

INTERVIEWS

VITSCE



VITSØ

Vitsoe is a British furniture company that manufactures and retails furniture designed by Dieter Rams. Vitsoe's main product, the 606 Universal Shelving System was designed by Dieter Rams, in 1960. Since 1995, the company and all manufacturing have been based in England. The German company was closed before opening in Britain, which created the opportunity to re-engineer every component of the 606 Universal Shelving System with new suppliers.

Before we begin – would you like to be anonymous or named?

AE1: Definitely anonymous – it's how I live my life [laughs].

(This employee will henceforth be referred to as Anonymous Employee 1, or AE1.)

RR: Hmm ...

You can choose a fake name ...

RR: 'Rubin Redford.' No idea where that came from [laughs].

AE2: What did everyone else pick? Well, I don't want to be that guy so I'll just be anonymous.

(This employee will be known as Anonymous Employee 2.)

How long have each of you worked here?

AE1: Since 2012.

RR: 2 years.

AE2: A month.

AE1: We are going through all spans of time here ...

[group laugh]

How do you get to the area?

AE1: Subway to Broadway-Lafayette.

RR: Same.

AE2: I walk..

Where are you coming from, and about how long is your commute time?

AE1: Around 35–40 minutes, coming from Harlem.

RR: Same, again.

AE2: About 90 seconds, if I make both lights.

[group laugh]

Is it easy to get to Bond Street?

AE1: Yeah, I would say so.

RR: It is – yeah, totally.

AE2: Of course.

Do you like this street? Why?

AE1: It's a nice street ... aesthetically pleasing. Vitsoe is there so ...

RR: Yeah! I love this street. It is a quiet street, which I really enjoy. There's not a lot of foot traffic through here ... it feels like it's off – off the path. I love sitting outside during the summer, eating my lunch. It's always great, sitting outside; I see the same people.

AE2: I do like this street. It's not a heavily traffic street in terms of cars because it's cobbled, so I think, in terms of walking, it has a different feel from a lot of streets in New York because there aren't cars flying down it. It's nice and wide – a kind of piece of vintage New York, even though none of the buildings are left that were vintage. The street still manages to maintain some of that feel for me.

What is your favorite thing about the street in particular?

AE1: Favorite thing ... I'm just gonna go for everyone here – I would say it's all of the photo shoots ...

RR: [laughs] Those shoots are ...
 AE1: ... they're quite entertaining.
 This is slightly sarcastic and slightly true. And today it's raining a bit but I mean, that wouldn't stop it – there's probably someone out on that street.
 RR: Yeah ... favorite – all the cool shops are down here.
 AE2: My favorite thing about the street ... probably just people watching, just seeing who comes down the street, you know? There's usually something going on, because it is a less-traffic street – you do have impromptu photo shoots, things going on because you can get away with it. Like, you couldn't get away with it on 2nd Ave. but you could do it here. And it's got nice light.

What is each of your least favorite things about the street?

AE1: The same as my favorite [laughs] – it's a love / hate.
 RR: It's too expensive to eat around here; you can't buy cheap food so I go game Whole Foods at their hot bar and make a \$4 sandwich – you know, game the system [laughs].
 AE2: Hmm ... did everyone say this building [points to residential building 40 Bond across the street]?
 RR: I meant to [laughs].

[laughs] ... Rubin did.



AE2: My least favorite thing is riding my bike down Bond; it's dangerous.

Because of the cobbles?



AE2: Yeah. They look nice, but they're actually not nice.

What is your favorite thing about the area?

AE1: I think favorite-wise – there's a lot of amenities in the area so it's easy if you want to get a bite to eat, if you want to get your nails done, hair cut, whatever it may be, there's lots of options to choose from. But I guess, at the same time, that brings a busyness, which means you don't have much green space until you get to Washington Square Park. There's things like that – it's that love / hate. There's a lot of things to choose from but with that comes with things I would associate as negative, like heavier traffic.

Favorite restaurant in the area?

AE1: It's a stretch for 'the area' but I would say Taim.
 RR: I love Cal Mexico's food cart on Wooster. It's really good Tex-Mex.
 AE2: Hecho en Dumbo on Bowery – Mexican restaurant.

What is your favorite place or store to go in the area?

AE1: McNally Jackson – great bookstore choice. Mast is another good one but that's pretty far away.
 RR: That's a good question. I'd say

Nalata-Nalata on Extra Place. Extra is this single alley near E. 1st Street – it's a home goods store.
 AE2: Dashwood Books [actually right downstairs from Vitsø on lower-level].
 RR: Ooooooh ... dangerous place.
 AE2: Yeah, dangerous ... it's all photography books.

If you could design this street differently, what would you do?

AE1: I wish there was more green space down this street. Maybe you could even take the – well, this is a through-street so it's a dead-end – imagine if this could just be a pedestrian street with no cars. That would allow for much easier access for pedestrians and for people doing photoshoots [laughs].
 RR: Get rid of 40 Bond [laughs] or get rid of their fence [laughs]. I'm just not into the green or their graffiti fence – it's just not visually pleasing and I have to look at it every day I go to work [laughs].

It's huge ...

RR: It is enormous.

When was that finished?

RR: [to AE1] Do you know when that was finished?
 AE1: My guess would be ... well we moved here in September 2009 and that building wasn't complete yet, but it was completed just shortly thereafter. It was done by a really famous architect – a starchitect.
 AE2: It was 2005 ...
 AE1: Oh was it? It was boarded up ...
 AE2: Oh it was started in 2005, finished in 2007.
 RR: Maybe nobody moved in until later ... [sly smile]
 AE1: It was the same architect who did the Bird's Nest for the Beijing Olympics. This was their first New York building. It's probably also worth

noting that someone very famous lives in the penthouse ... well, not famous but well-known.

Who is it?

AE1: Ian Schrager [well-known real entrepreneur, hotelier and real estate developer; created and co-owned the famous Studio 54 Nightclub in NY a few decades ago].
 RR: Oh and our good friend Chuck Close lives on this street. We see him a lot – his studio is right at the end of the street.

Chuck Close? That's pretty cool ...

RR: Yeah it really is.

[to AE2] and what would you re-design?

AE2: Fix the cobbles. I'd maintain them, keep them nice 'cause they can still be safe and nice but they don't really maintain them so there's divots and hollows.

PICTURES
 Pg. 28
 Vitsø, interior
 Pg. 30–31, L–R
 1. 40 Bond, 'graffiti fence'
 2. Bond Street cobblestones



The Lululemon Lab is an experimental retail concept in which both a regular retail store and design shop are shared in the same space. Customers can come to buy clothes normally, but with the added benefit of customization and the ability to give live feedback to designers within the company. There is only one other Lululemon Lab, located in Canada.

How long have you worked here?

Maya: I've been here since April of last year [2016] – almost a year.

Micah: I've been here for like, two weeks [laughs].

How do you get to Bond Street?

Maya: I take the train. I live in Bed-Stuy and I take the A / C to the F. I usually get off at 2nd Ave. but recently I've been using Bleecker because it's easier to go to The Smile [café on Bond] and get coffee.

Micah: I take the 7 to the B or D to Washington Square.

How long is your commute?

Maya: It is usually around 35 minutes.

Micah: It takes me 35 minutes, coming from Queens.

Is your route easy?

Maya: Yeah – it's chill. We open at 10, so of course the morning commute blows, but if it's a closing shift, it's really chill.

Micah: Yeah, it's nice.

What do you like about Bond Street?

Maya: I love the cobblestones. I enjoy the slow foot traffic when I am walking around. I love the

infrastructure; the buildings are old and crafty but with that new, modern take to them. Even though a lot of history is being erased – like what the area was in the past – it is still kind of lingering, which is nice.

Micah: The big, white building on the corner – have you seen it? It used to be the Bouwerie Theater [currently houses Billy Reid and October's Very Own]. They recently redid it and there are three duplexes in that building; it's just awesome to think about what lifestyles those people must live. That building is massive, so those people must have insane lifestyles, living in this sublime building.

What is your favorite and least favorite thing about the area?

Maya: My favorite thing about the area is the food. I love that there is convenience to shopping. I love that there are just good vibes in general. But, my least favorite thing is the lack of bodegas, 7-elevens ...

Everything is 'nice' ...

Maya: Yeah! Sometimes I just want to go and get a bag of chips without having to go to Whole Foods but I wind up going there anyway.

What is your least favorite thing about the street in particular?

Maya: My least favorite ... well ... nah I don't really have one.

Micah: That it's downtown [laughs].

What don't you like about downtown?

Micah: Oh nothing, it's just difficult. I mean – I think Maya was saying that it's hard to find food around here.

It's great because it's fun; if I want to meet up with friends after work I could but ... I don't know. I'd just prefer to be somewhere uptown – it's just easier for me, personally.

So, in general, you would say it's hard to find something to eat around here?

Micah: I mean, yeah, obviously. If you're trying to be anywhere remotely budget-friendly, it's not the place to be.

Speaking of food – what's your favorite restaurant in the area?

Maya: il Buco, right across the street.



It's our all-time favorite. They have the best Italian food, they have the best people working there ... it just feels like your Italian grandma's basement. It's really homey.

Micah: I don't really have one. As far as being budget friendly, I think I would probably just say Whole Foods because I enjoy grocery stores – I'm just weird like that. I like going in the store and having all of these options for nearly anything.

What's your favorite place in the area?

Maya: My favorite store is at 2 Bond – it's called C'H'C'M.' It's a super fun, little menswear shop. I got this super great Japanese t-shirt – the front says 'front' and the back has

a picture of Bach and it says 'Bach.' It's a super cool menswear store. Micah: I would say Yuca Bar – it's like a 10-minute walk. They have a great happy hour. Lots of good, cheap memories there.

If you could design the street differently, what would you do?

Maya: I kind of wish the buildings were shorter. Imagine if it were more about storefronts and less about apartments. I'm from Richmond and there's a street there called Cary Street. There's an area there called Carytown with boutique stores – so that type of thing but with only one apartment above the store. Other than that, I love that it's one-way. There's not a lot of car traffic. Micah: I would take over one more block and make it more residential. There are some residential properties on this street being done artistically, made for people who like good design. I would take this artistic approach and just expand upon it.

What sort of foot traffic do you receive?

Maya: The weekdays are very chill from morning until 3. Because we have such great restaurants in there area, people will start coming in when they are waiting for their dinner reservations or before they go to Equinox [on next block of Bond Street, across Lafayette]. So, evenings are the best time during the week. Weekends are phenomenal.



PICTURES
L-R
1. il Buco – Italian restaurant on Bond
2. Lululemon Lab, interior



Billy Reid is an American fashion designer based in Florence, Alabama. His line includes men's, women's, accessories and eyewear. His clothing, self-described as 'lived-in luxury,' is known for its classic styles in high quality fabrics with unusual accents and Southern influence.

How long have you worked here?

Will: I've been with the company longer, but they moved me to this location about a year ago. Billy Reid itself has been on this street for about a decade.

How do you get to the area?

Will: By bike – I live in Chinatown and I use Citi Bike.

Always Citi Bike or do you have your own bike as well?

Will: I have my own bikes back home in Nashville, but I use Citi Bike all the time in NY. Mostly because the convenience at this part of town is incredible. And the price is \$120 a year for unlimited use. I am a total believer in Citi Bike – I know that they lose money on it, too, because it's too cheap [laughs]. It's nice they provide this public service.

How long does it take you?

Will: Around 8 minutes.

Do you like this street?

Will: I do like this street. I like the architectural diversity. I do have favorite buildings on this street but as for the street itself – the fact that it's cobbled keeps car traffic down. There are a lot of visually interesting

buildings; it keeps an interesting amount of traffic as well as people coming to look at it, so generally the conversations I get to have – and that's part of this brand, we believe in relationships; that's partly why I'm with this brand, because we can sit down and talk with customers and actually hang out – I guess there's a lot of interesting people coming to this street to look at interesting things. So, that's definitely a plus to being on Bond Street, and this building in particular has been under renovation for awhile. We had scaffolding for about three years – it's a cast-iron building so they were forced to take off each individual piece and clean it, then put it back on. The renovation has been long and arduous, but it is gorgeous. Even just the history of this particular building is amazing. Right across the street you have this white building, the oldest one on the block, which is done in a Dutch Revival style – you can tell by the way the chimneys come up. It was probably built in the 1810s, 1820s. This building was 1870s; it opened as a Germanic bank. It's so interesting seeing the history that goes into it. Down the street you can see architecture pieced on top of preexisting buildings, when commercialism came to the Bowery in the late 1880s, 1890s. The street really changed at that time – you can look up and see how the structures above the store fronts are not in the same style and not in the same construction. You can see that especially across the street at A.P.C., how the glass structure is directly on top of an older brick building. Another way to date the buildings is to look for copper that has greened – those are generally going in around the

late 1800s or early 1900s when they started turning tenements into retail or some sort of commercial venture. But that's also part of all of New York, but I think this street in particular has an interesting history and proximity to the Bowery, where all of the punk scene was going down – Bond Street was where all the winos hung out in the 70s and 80s.

I don't know very much about the punk movement – could you tell me more about what was going on?

Will: Sure – you know where John Varvatos [315 Bowery, less than a block away] is? What happened is awful ... it used to be CBGB. The Ramones, Patti Smith, all of those guys used to play there. The brand isn't awful but that space should have been turned into a museum. If you see all of those pictures of them just hanging out and drinking, that was on Bowery. Varvatos as a brand is totally fine but that store has a build-out that's kind of 'rock and roll' – I want it to be a museum. I feel that would be a bit more fitting. I know that the price per square foot of this block has one of the highest changes in Manhattan in the last decade ... it turns out I know a lot more about this street than I thought.

What is foot traffic like during the week?

Will: It honestly depends on the day and what's going on. We're so close to the Standard and a bunch of hotels that are cool, as well as NYU, as well as just shopping in SoHo in general. Today's been slow but it's also been rainy and shit outside. But yesterday was wildly busy, on a Monday. So it's generally all over the place. And with our price point and our clientele; this brand really relies on building relationships with people and repeat business. We strive to be 70 / 30 percent client to walk-ins. But this building in particular we'll usually get

more walk-ins. This particular location is probably 50 / 50 whereas our location in West Village, on Charles, is like 80–90 percent known customers. This store on Bond is just a more visible location.

So, in general, would you say weekends are busier?

Will: Definitely. Friday, Saturday, Sunday – early afternoon to 4:30 is the busiest time. During the week we get more traffic when people are getting off of work in the evenings.

What is your favorite thing about Bond Street in general?

Will: I like the architectural diversity. I grew up in a family of architects; whenever we went anywhere we always started the trip with an architectural tour.

Did you study architecture at all?

Will: No – I was a literary theory and history major. A lot of my friends were architects, so I helped them with their thesis work and proofread a lot. I've read a decent amount of architectural theory but never formally studied it.

I spent one semester drafting and I just couldn't do it.

[both laugh]

What is your least favorite thing about this street in particular?

Will: When companies film on the street. They shutdown the entire street. I understand why they want to film on Bond Street but it's still my least favorite thing.

How often does that happen?

Will: Probably once a month but it also depends on the season.

Recently the new Ocean's Eight movie filmed for two days here and that was the most shut down the street has been. There's a fair amount of TV shows filmed here and a lot of companies do commercials here too. The last thing that happened here was a Cadillac commercial where they blocked off the entire street – I get it, but personally it's annoying. They tell me, 'you can't walk here' and I'm like, 'I'm going to work ...' Also it's like, come on don't be mean to me, I'm just trying to work [laughs]. It's also annoying because that shuts down any traffic we're getting to the store. That's my biggest gripe, which is not really that bad [laughs]. It's not a particularly noisy street – a lot of one-ways in the East Village get really loud, but that's not something we ever have to worry about.

What is your favorite and least favorite thing about this area in general?

Will: I'd like more accessible things at ground level. A lot of this area is pretty residential, so you have a lot of high-end fancy places and residences. It's pretty spread out. It's not like where I live – the Lower East Side – where there's a lot of stuff going on, accessible from the street. Here it's more spread-out and that feels a little more desolate for New York. For anywhere else in the world, it's a happening street, but in NoHo there have been some pockets allowed to develop in ways that are less than inclusive.

What are some of your favorite restaurant in the area?

Will: That would depend on price range. General, day-to-day – I would say Bite. Bite is the most New York place I go to on a regular basis. It's just a stand – I get bagel sandwiches. It's good, solid, not expensive. The guys who work there are really nice.

What's your favorite other store or place in the area?

Will: I don't really shop, but I love Great Jones Café on Great Jones Street [a block away]. It's a very solid Cajun place that's been there for a long time. One of the dudes who works there was in Pavement. The crowd that's usually there is very good, they play good music; it's a good place to hang. There's a bar called The Scratcher, slightly subterranean ... the crowd is more subdued. This area can get a little ... post-frat, college crowd and that's not necessarily my scene.

If you could design the street differently, what would you do?

Will: I'd probably not allow any car traffic. I would love to have a median with actual things growing in it – make the street into a walking corridor. I'd add some picnic tables and benches so people could just enjoy the street.

As an impartial observer, I would not recommend choosing Bond Street for a business relying on any kind of foot traffic. All of the clothing stores, restaurants, and furniture stores seem to be suffering.

These drawbacks for retail spaces make Bond Street great for residential properties – little traffic, quietness, and wide streets with nice looking cobblestones. Proximity to major streets like Bowery and Lafayette promise lots of dining options for those with decently-sized budgets. Bond Street is also close to major train lines and would provide easy access to many areas of New York.

The street could become an interesting place for architects to make their mark – imagine a space, proposed by a few employees I talked to, where no car traffic occurs and where the street becomes a destination for pedestrians.

Consequently, this proposal would increase foot traffic to levels that create less potential risk for new businesses. But until that day, I would advise potential retail stores and restaurants to stay away from Bond Street.

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BIBLIOGRAPHY / ACKNOWLEDGEMENTS

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Unless noted, entries in CURRENT USE have been sourced from direct observation, Wikipedia, Yelp and Google Maps.	

COLOPHON

This guide is set in Univers 45 Light, a weight of Adrian Frutiger's Univers family.

Frutiger began work on Univers in 1954, completing his design in 1957. Univers was enormously influential both on its release and in its years thereafter, being one of the first cohesive, extended type families comprised of many different weights and styles that share close proportions. Past sans-serif designs such as Gill Sans and Venus had much greater differences between weights, while Akzidenz-Grotesk and the Franklin Gothic family often were advertised under different names for each style, to emphasise that they were separate and different.

Paper: Munken Polar Rough 90 gsm²

STREET CATALOG

This catalog offers data and insight that would be particularly useful for anyone looking to start a business on BOND STREET. Collected from multiple periods of observation, this analysis includes an index of current businesses, statistics on foot traffic, interviews with current employees on the street and other impartial critique generated from time spent on the street itself.



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