

MIDTOWN Village BEAT

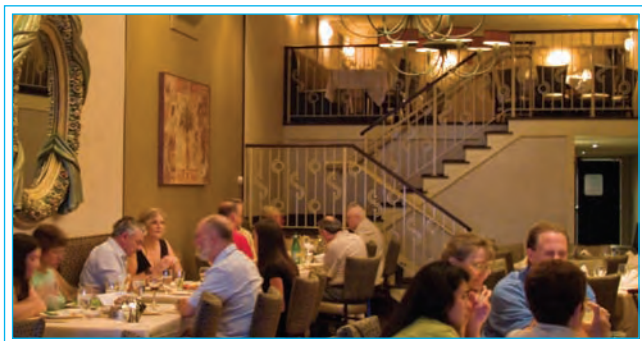
ISSUE 6 • AUGUST, 2008

PORTOFINO: A TASTE OF ITALIAN HEAVEN

One of the oldest Italian restaurants in the city, Portofino, is truly a slice of authentic Italian heaven. Having been in the business for over thirty years, owner Ralph Berducci runs this Philadelphia institution with charisma, charm and expertise. Portofino has played host to the likes of Frank Sinatra and Liza Minelli, and exemplifies superior dining with fine Italian cuisine, superior service and some of the most reasonable pricing in the city.

People from all over the world flock to Portofino Restaurant for generous portions of moderately priced Northern and Central Italian cuisine served in a casually elegant ambiance. You won't find a better lunch deal anywhere. Salads, including the best Caesar in town, range from \$5 to \$9. Pastas are all \$10 and under, with entrees ranging from \$8 for Chicken Parmigiana to \$13 for the Veal Gamberetti, which is a delicious mix of sautéed veal medallions and shrimp.

At dinner, I had a wonderful experience from start to finish. The moment you walk through the door, you are greeted with a warm friendly atmosphere, with luxe decor, and a welcoming by the jovial host, Boris. After being seated, I was served immediately with water in a chilled glass, which was quite a refreshment after walking in the 100 degree



MIDTOWN VILLAGE is a unique enclave of independent, open-minded boutiques, restaurants, lofts and more.

The area attracts a diverse group of forward thinking individuals who are drawn to the locale's distinctive energy. Its vitality and spirit is almost tangible to those walking through its streets.

Abuzz with new life, restored turn-of-the-century buildings serve as the backdrop for Philadelphia's new hub of creativity and modern discovery.

Close-knit relationships between local businesses and the area's many residents create a strong sense of community, evident in its seamless transition from bustling business district to vibrant nightspot at dusk.

heat. The wine list was varied and extremely reasonable. For appetizer, the grilled Calamari was done to a perfect tenderness and served with radicchio and a sweet balsamic reduction. Next, we enjoyed the Fettucine Abruzzese, a large portion of homemade fettucine tossed with pancetta, broccoli, mushrooms, shrimp, sun-dried tomatoes, fresh herbs and goat cheese in light cream sauce. The Crabcakes provided a surprising, but delectable variation on the traditional Italian cuisine served here. The Chicken Marco Polo was a juicy breast of chicken topped with spinach, prosciutto and mozzarella, finished with a white wine sauce. A variety of seafood specials chosen by Chef Giuseppe Falconio daily also give the menu great variation. Next time, I will be sure to save room for dessert!

With a location in the heart of Midtown Village and the theater district, Portofino is also perfect for pre-theater dining. You are able to choose from their regular menu without being restricted to price-fixe menu and the highly skilled servers at Portofino guarantee to get you to your show on time.

During the week, Portofino also features Happy Hour specials Sunday through Thursday from 4pm-8pm with live music and al-fresco dining.

Portofino serves it all up: quality, price and service, making it quite apparent why this restaurant has remained a Philadelphia dining destination for more than 30 years.

Portofino Restaurant • 1227 Walnut St.
215-923-8208 • www.portofino1227walnut.com
Lunch: 11:30am – 4pm (Monday-Friday)
Dinner: 4pm – 10pm (Monday-Thursday)
4pm – 11pm (Friday & Saturday)
4pm – 10pm (Sunday)

Fusing a small neighborhood atmosphere with all that fast-paced city living has to offer, Midtown Village has grown to become one of Philadelphia's most distinctive areas.

Sharing similar boundaries with an area of Center City known as the Gayborhood, the Midtown Village Merchants Association is proud of its diversity, its many independent businesses and its willingness to love all!




WORD ON THE STREET


Usually we save this section of the Newsletter to share information with you about new businesses that have announced that they are coming to Midtown Village. This month, I would like to give you what I think is valuable information about living, working, or just hanging out in Midtown Village and how to interact with homeless people and pan--handlers you may encounter.

We have all been asked for money from someone on the street. They may be homeless, but often they are not. The recommendation from Project HOME is: Do not give the person money –it may only serve to feed an addiction. Instead, we should do what we can to help a person get the appropriate services he or she needs.

- Always treat a person with respect and dignity.
- If a person tells you he or she needs money for food, you may, if you feel comfortable doing so, offer to buy the person a cup of coffee or a sandwich.
- If the person needs a place to stay for the night, offer to call the **Project HOME 24 hour Outreach Coordination Center HOTLINE at: 215-232-1984.**

Whatever you do, the message we must all send is one of discouraging addiction and promoting recovery. We must advocate for services that will assist addicted people with their disease. When you call to request assistance for a homeless person, the operator will ask for a description of the person you are concerned about and the location. A trained outreach team from the Outreach Coordination Center will be sent to the location and will offer to assist the person with emergency housing and other appropriate services.

PLEASE KEEP IN MIND:

- In case of a medical or psychiatric emergency, call 911 immediately.
- Outreach teams cannot require a homeless person to accept services.
- Effective outreach to homeless people builds on trust and positive relationships. Always treat a homeless person with respect and dignity. Avoid confrontations.
- Homelessness is not a crime. Often it results from economic hardship and lack of affordable housing. Sometimes, mental illness and addiction play a part.
- Last year, the Outreach Coordination Center helped 1,600 Philadelphians find respite from living on the streets.
- **Check out Project H.O.M.E.'s website: www.projecthome.org**

The Outreach Coordination Center is a partnership between Project H.O.M.E. and the City of Philadelphia.

If you encounter someone who is passed out on a sidewalk, do not ignore them. Determine if they need help or if they are simply under the influence. Call 911 to report their location, as this is the way that the Police Department wishes us to report these situations.

James Mc Manaman/President, Midtown Village Merchants Association.

Midtown Village Members for more information, visit www.midtownvillage.org
ARCHITECT

Gray Smith's Office
JKR Partners

BANKING

Citibank
Royal Bank America
Wachovia Bank

BOOKSTORE

Robin's Bookstore

BUSINESS SOLUTIONS

215 Secure
AT&T Wireless
Creating Real Estate Innovations
DLC Solutions
Gyro Worldwide Advertising, Inc.
Happy Cog
Media Copy
Printers Place
Seventy 7 Advertising
Three-Sixty Consulting
The UPS Store
Wireless Philadelphia

EROTICA

Danny's

FITNESS

015 Workout
12th Street Gym
Everyone's Racquet
Fusion
Seeger Park Tennis Club
VIGORworks
FLORIST
FruitFlowers
Walnut Flower Company
(Formerly Barbara's Florist)

FOOD & DRINK

13th St. Pizza
Bill's Breakfast & Lunch
Bindi Restaurant
Bonte Wafflerie & Café
Brew Ha Ha!
Capogiro Gelato Artisans
Caribou Café
Cool Beans
Doc Watson
Dragon Place
Edible Arrangements
El Vez Restaurant
Fergie's Pub
Finn McCools

Grocery

Joe Coffee Bar
Knock
Lolita
McGillin's Olde Ale House
Midtown II Restaurant
Passage to India
Portofino Restaurant
Prime Lounge
RAW Sushi & Saké Lounge
Starbucks Coffee
Time
Tbar
Tria
Upstares & Sotto Varalli Restaurant
Valanni Restaurant
Vintage
Woody's
Zinc
Zio's Pizza
OTHER
Philadelphia Sketch Club
Friends of the Free Libraries of Philadelphia

REAL ESTATE

Goldman Properties
Pearl Properties

JEWELER

Caleb Meyer
Simpson's

LIFESTYLE

1154 Lil Studio
Absolutes Abstract
Absolute POP!
All Makes Electric
Blue Lotus
Center City Engraving
Dada Rug & Art Gallery
Doggie Style
Duross & Langel
Fast Frame
Hostelling International
I Goldberg Army Navy
Lucky Strike
Matthew Izzo
Media Copy
Mitchell & Ness
Modern Eye
Open House
Paper On Pine

Philadelphia Sketch Club

Printers Place
Sailor Jerry
Scarlet Fiorella
PHAG (Philadelphia Home Art Garden)
Spruce Street Video on 12th
Tracey Evelyn Day Spa
Washington Square Chiropractic

LODGING

Alexander Inn
Holiday Inn Express Midtown
Loews Philadelphia
Philadelphia Marriott Downtown

SALON

Andre Richard Salon
Cut Hair Studio
D.Tails & D.Signs
Groom
Nova Hair Salon
Decarlo Hair Salon
Salon Ricochet
Salon Vanity
TANNING SALON
Soleil Tanning Center

AUGUST CALENDAR & NEWS

PHILADELPHIA SKETCH CLUB

235 S. Camac St., 215-545-9298
www.sketchclub.org

August 31st through September 24th

Cultural Collision: Latino Artists in Philadelphia

Opening Reception: Sunday, August 31st, 2pm-5pm.
This exhibition features the work of approximately 20 Philadelphia area artists who have Latin-American origins either through birth or heritage, and whose work reflects Latin-American artistic traditions either in general style or content. The juror interpreted these parameters broadly in an attempt to exhibit artists from as many different Latin-American countries and cultural traditions as possible and to illustrate their continuing influence on contemporary American art. Admission is free and open to the public. Gallery hours: Mon., Wed., Fri.-Sun. 1pm – 5pm.

LOLITA

106 S. 13th St., 215-546-7100
www.lolitabyob.com

BBQ Mondays

All summer, featuring a 3 course, family style meal for \$35 with dishes like: sweet and spicy baby back ribs, mexican street style corn on the cobb, and roasted jalapeno cornbread. Don't forget your tequila, watermelon margaritas are back for the summer! Call for reservations.

BINDI

105 S. 13th St., 215-922-6061
www.bindibyob.com

Tuesday Summer Tastings

Choose any appetizer, entree and dessert from the entire regular menu for only \$35. Plus, bring your own rum or vodka for our fresh cocktail mixers.

DUROSS & LANGEL

17 South 13th St., 215-592-SOAP
www.durossandlangel.com

Wednesday Nights During August from 6 PM to 8 PM

The whole family is invited to experience the process of making soaps and balms, while sipping on a Lolita Margarita (virgin for the kiddies) or sampling Capogiro's limoncello sorbetto, while brewing a fresh batch of limoncello soap plus, take home a sample of what's being made.

MCGILLIN'S OLDE ALE HOUSE

1310 Drury St., 215-735-5562
www.mcgillins.com

August 26th-October 4th

Octoberfest

Local breweries start producing Octoberfest beers in late August. Instead of storing it for a month, McGillin's will start pouring the coveted seasonal brews on August 26. McGillin's Olde Ale House, Philadelphia's oldest continuously operating tavern, will also serve German fare during its month-long Octoberfest celebration.



SAVE THE DATE!



FROM LEGEND TO LIFESTYLE BRAND

Sailor Jerry Conquers It All

Located in the heart of Midtown Village, The Sailor Jerry store has been offering the means as a tried and true lifestyle brand for two years, this coming November. The store, designed by Philly-based multi-media underground artist Adam Wallacavage, is meant as a brand showcase.

Adam, who has designed interiors for such clients as pro-skater Bam Margera and designer Tarina Tarantino, gave the Sailor Jerry space a vintage South Seas feel to reflect Sailor Jerry's days tattooing the US Navy in the Pacific during WW2. This included the creation of his custom octopus chandeliers and embellishing the rustic, curio-inspired interior. Original drapery designs by Philadelphia underground fashion designer Kim Montenegro (who also designs Sailor Jerry's denim) also accent the space.

Based on the original designs of Norman "Sailor Jerry" Collins, the father of American tattooing, the Sailor Jerry collection features tees, denim, dresses, outerwear, accessories and spiced rum. Each item in the collection features a hand picked design straight from the work of the man himself. The brand is able to capture originality and exemplify class while creating fashions that are unique and flattering.

The women's line offers classic tees, a staple to every girl's wardrobe, original denim, designed by Philadelphia designer Kim Montenegro, versatile dresses that are a vision of beauty, and many more items such as: tanks, sleepwear and hoodies.

The men's line embodies the sense of honor and pride that was present in the hearts of the sailors when they began to get tattooed. Within the line are classic tees, which feature bold flash art graphics, making them stand out from the everyday tee; hoodies that are designed for comfort; work shirts, inspired by the hard-working man; as well as denim, boxers and sleepwear.

In order to stick with true tradition, the Sailor Jerry brand vends their very own signature spiced rum. Like the preferences of sailor drinkers, Sailor Jerry Rum keeps the presence of strong flavor with a 92-proof blend of Caribbean-style rum with notes of vanilla, lime and other spices.

In addition to the full line of Sailor Jerry clothing for men and women, the flagship store also offers Sailor Jerry Converse, Trés Noir sunglasses, jewelry and accessories, as well as books and housewares.

The store also presents the discerning Sailor Jerry fan the chance to get their favorite, hard-to-find music on vinyl, CD and DVD. Among the baroque-style tables and displays, sits the music collection with an array of styles and artists.

Due to the fact that music culture blends heavily into the brand and lifestyle that is Sailor Jerry, the store is known for their ability to throw concerts and parties, that pour out onto 13th street. While inside you could find Sailor Jerry Rum cocktails floating about the crowd, miscellaneous chatter about clothing designs that match customers' tattoos, and the beginning stages of a rowdy sing-a-long, outside you can watch a live performance of some of the most talented bands around. Perhaps one of the most legendary events included the performance by Philadelphia Hardcore band Paint It Black, which filled the city block of 13th street with over 2,000 fans.

From a brute, artistic and talented man, came a legendary name within the American folk art and tattoo world. From that legend, came a brand that demonstrates a lifestyle that portrays the honor, pride, and sometimes grit that was a metamorphic stage in American history.

Visit www.sailorjerry.com or the Sailor Jerry store for all of these items and more products, that are always a good bet for anyone who appreciates authentic tattoo design and a genuine piece of American culture.

**Sailor Jerry
116-118 S. 13th St.
215-531-6380**

