

MIDTOWN Village BEAT

ISSUE 5 • JULY, 2008

The Alexander Inn: Rich in History and Elegance

Built between 1890 and 1898 as an upscale hotel, for elite clientele, the building at 12th and Spruce Streets was originally called the Flanders Hotel. The hotel had many prominent visitors, seeking the best accommodations Philadelphia had to offer. In the early days, guests arrived by horse-drawn carriages and were met at the curb by a uniformed footman.

The building was originally built with gas lighting fixtures, but shortly after opening, at the turn of the century, it was converted to electric lighting. A few years later it was one of the first buildings in Philadelphia to have an elevator installed.

Over a century later, in 1998, after a two-year restoration directed by local designer Thom Crosby, Philadelphia philanthropist Mel Heifitz re-opened the building as the Alexander Inn. Heifitz employed every effort to restore and maintain the original architectural detail of the building, while bringing the building up to the fire and comfort standards of the day. Many examples of the original fine oak woodwork and fine marble and mosaic tile work are visible throughout the building.

The Alexander Inn now offers 48 modern rooms, all with new baths and design features reminiscent of the great deco cruise ships of the 1940s. All rooms are equipped with DirecTV featuring eight complimentary movie channels, an in-room safe, a breakfast buffet, a 24 hour fitness center, and wireless internet access.

The Inn is one of the only boutique hotels in Philadelphia and features a bed and breakfast format. Most notably, the Alexander Inn never up-charges their room rates. The rates are consistent, starting at \$109 for a single occupancy

room. The largest rooms are corner rooms with bay windows offering great views in three directions. Rooms feature two double beds, a separate sitting area, small personal refrigerator, and lots of storage. These deluxe accommodations are available for only \$159 per night.

With gas prices rising, the Alexander Inn is not only a destination for out of town guests, but also for Philadelphians looking for a getaway that is close to home. The 1940's feel of the Alexander Inn gives its guests the feeling of traveling to another time, yet with all the amenities of today.

The Alexander Inn is the perfect way to experience Philadelphia's history, whether as a visitor or for a relaxing getaway in your own city.

Alexander Inn is located at 12th and Spruce Streets
Call 215.923.3535 or 877.ALEX.INN for reservations.
www.alexanderinn.com



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.

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!



KNOCK

Knock is the Ultimate Midtown Village Restau-Bar

After 27 years of ownership, brothers Bill and Steve Wood sold Woody's, the city's venerable gay bar, and opened Knock last August. Knock is both restaurant, bar and lounge all rolled into one, and offers an intimate cozy feel courtesy of wood paneled décor and oversized fireplaces.

The menu at Knock, developed by Executive Chef Steve Heuey, features a New American-meets-global-comfort-food menu in a chic setting, right in the heart of the neighborhood. Knock has mastered the art of attracting neighborhood regulars to their 57-seat restaurant by providing reasonably priced, delectable dishes served up in an upscale, yet casual atmosphere. Heuey's signature braised short ribs are rubbed and braised until the meat literally falls right off the bone and melts in your mouth. The eclectic American menu also offers a large selection of seafood options, with entrees starting at \$18 and up.

For Sunday brunch, the crab Benedict with Knock's bloody mary is an absolute must. Knock is open every Sunday for brunch from 11am- 3pm and even features 24 seats for alfresco dining, the perfect way to enjoy a warm summer afternoon.

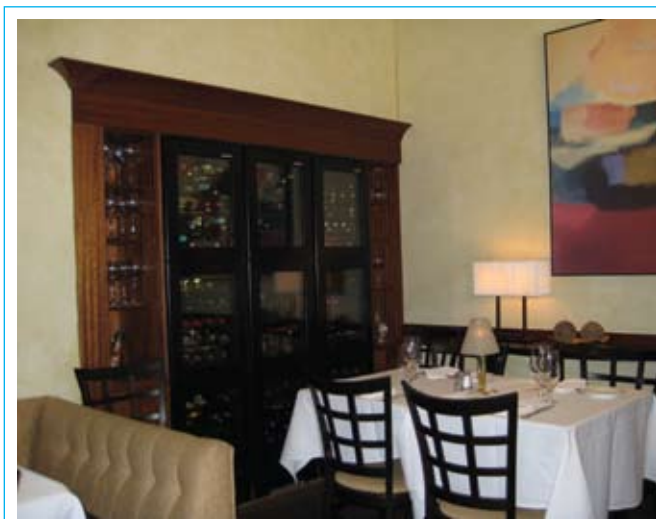
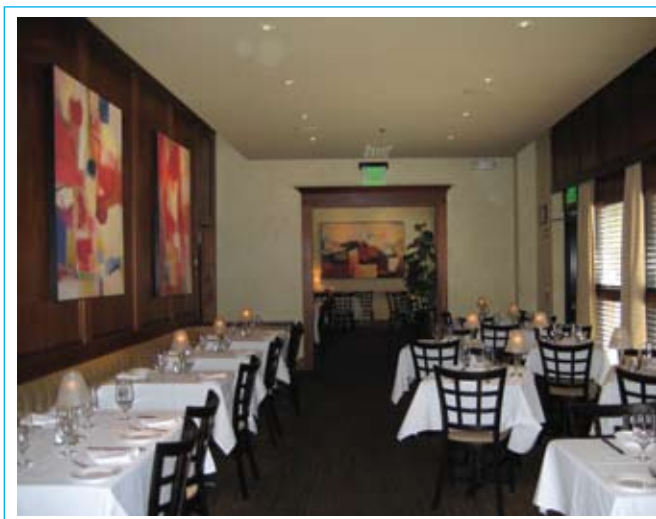
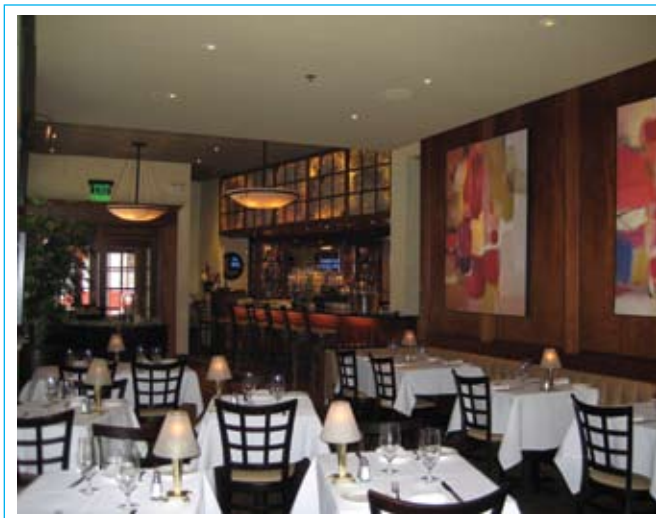
Knock also offers a special entrée menu every Monday through Thursday evening. This menu delights the palate with comfort food favorites like grilled pork tenderloin, old-fashioned meatloaf smothered in tomato demi-sauce or a half roasted chicken, all for only \$15.

Cocktails are served daily from 11am-2am in Knock's large bar area, complete with flat-screens to catch the game, as well as a grand piano. The bar scene at Knock features loads of regular customers of all ages. This is in part due to the fact that virtually the entire staff at Knock has remained on board, since day one, creating a friendly neighborhood atmosphere. Also adding to the appeal of Knock's bar is the extensive wine, cocktail and beer list. Stop by on Thursdays and sing Karaoke from 10pm-close.

A warm addition to the neighborhood, Knock provides an inviting atmosphere, exciting bar scene and delicious food, perfect for both Midtown Village locals and visitors alike.

Knock is open for lunch Monday through Saturday from 11am-3pm. Dinner is served daily from 5:30pm-10pm and brunch is served Sundays from 11am-3pm.

**Knock is located at 225 S. 12th Street.
Call 215-925-1166 for reservations or visit
www.knockphiladelphia.com.**



JULY HAPPENINGS

SALON VANITY

1126 Walnut St., 215- 925-2211

www.vanityphilly.com

Salon Vanity is now open on **Mondays**, with stylist **Lori McCloskey**. Book your appointment today with Lori and start your week of off right!

LOLITA

106 S. 13th St., 215-546-7100

www.lolitabyob.com

BBQ Mondays - All summer, featuring a three-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, as 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 S. 13th St., 215-592-SOAP

www.durossandlangel.com

Wednesday Nights - During **July and 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. Take home a sample of what's being made!

July 9th - Capogiro Pompelmo de Campari - 100% natural extra-virgin olive oil lip balm bursting with pink grapefruit and a touch of Campari.

July 16th - Lolita Margarita - juicy lime aloe & olive oil soap with a splash of orange and a dusting of sea salt crystals.

July 23rd - Capogiro Peppermint Stracciatella - a wild concoction of fresh peppermint shea butter soap with floating chocolate soap flakes.

July 30th - Bindi Bar - sensual, tropical mango nectar blended with spicy cardamom oils in an olive oil & shea butter soap.



(From left) David White from Absolute Abstract, Pop artist John Stango, and the proud purchasers of *America*, Ellen and Ed Dashevsky, of the Midtown Village law firm Dashevsky, Horwitz, Kuhn & Novello.

ART WITH A HEART

At a recent live painting exhibition and silent auction at Absolute Abstract, pop artist John Stango painted and donated this piece of art titled "America". The artwork stayed up for auction for two weeks, with all proceeds given to the City of Hope. (see above photo)

McGILLIN'S OLDE ALE HOUSE

1310 Drury St., 215-735-5562

www.mcgillins.com

July 16th- Joe Sixpack Night- McGillin's will serve "Joe Sixpacks of Beer," a beer sampler featuring six beers and \$2 pints of a featured local microbrew. Joe Sixpack, who writes a weekly beer column for the Philadelphia Daily News, will be on hand to discuss his favorite libation and sign copies of his book (which will be available at McGillin's). McGillin's will have karaoke that night too!

12TH ST. GYM

204 S. 12th St., 215-985-4092

www.12streetgym.com

A new kind of training is now available at 12TH STREET GYM! Three new Suspension Training units provide customers with a great way to put their body to work, literally, helping itself. Using your own body weight, SUSPENSION TRAINING creates quick, amazing results in terms of toning, conditioning and musculature.




WORD ON THE STREET


Philadelphia Magazine recently ran a feature titled “It Takes a Midtown Village” that talked about the diversity of our area. And, it got me thinking...What’s in a name? For **Midtown Village**, it is an identifying brand representing merchant members and the many positive changes being made within its boundaries. But where did the name come from? It was a long process that included the **Center City District, Gyro Advertising** and many other engaged merchants. The name is two words, similar to other brands around the city, such as **Jeweler’s Row** and **Antique Row**. The word “Midtown” came from the geographical proximity to City Hall and the center of the city. The word Village pays tribute to the early **Greek Village**, which was the name for the area where many Greek immigrants settled along Camac, Quince and other charming streets in the area. While the name is as important as the brand, what the brand stands for is also key. Midtown Village is a unique enclave of independent, open-minded boutiques, restaurants, lofts and more.

The two newest MV members are **AT&T Wireless** and **Center City Engraving**. AT&T has opened their newest store at 1206 Walnut Street in the space that was Center City Engraving. Stop in and meet Greg Golin and his team. Center City Engraving is now open in their new, renovated space at 1220 Walnut.

Thanks to **Goldman Properties**, the Village is filling up with four new companies and their 35 new employees. Moving into recently renovated loft-offices in the upper floors of the historic Stetson Hat building, each of the following organizations brings their creative talents to Midtown Village. **Happy Cog** was founded by a visionary and is staffed by creative superstars. Happy Cog delivers beautiful websites that never lose sight of the human being using them. **DLC Solutions** specializes in the strategic planning and implementation of integrated web software platforms for continuing medical education, consumer health, and pharmaceutical and medical device training. **Friends of the Free Libraries of Philadelphia** is an independent, non-profit organization whose mission is to support the Free Library of Philadelphia. Through affiliated neighborhood volunteer groups, they promote cooperation and communication between the community and the Free Library, and are advocates of library services for all. **Creating Real Estate Innovations (CREI)** aims to deliver unique, deeply satisfying living experiences. They believe your living space should be more than a mailing address-- it should be an extension of yourself.

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
Seger 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