

# MIDTOWN Village BEAT

ISSUE 4 • JUNE, 2008

## AFTER 22 YEARS, NOVA HAIR SALON MOVES LOCATION

### Nova Hair Salon

Nova Hair Salon, a neighborhood fixture for over 20 years now, will be moving from their Sansom St. location to a brand new space in the newly renovated Arts Condominium Building, located at 1324 Locust St. Having worked as a stylist in the area since 1976, Marianne Stone opened Nova Hair Salon at 1314 Sansom St. with co-owner Rose Sivitilli in 1986.

The new location will still deliver the same exceptional services that Nova has come to be known for, in a contemporary new space. The salon truly offers something for everyone and every style. Priding themselves on excellent services, Nova offers a full range of hair services as well as manicures and pedicures. The elegant, modern new salon will even feature a brightly colored, private room for all nail services.

Nova features a diverse staff of five highly trained stylists with specialties in all facets of hair services, including color, cuts and wedding and bridal party styling. Nova's staff spans a large range in age, making them suited to cater to clients from all age groups. The staff receives ongoing education to stay current in all hair and fashion trends. Whether you know exactly what style you want or need assistance from the staff in deciding what style/color suits your face shape, dress style and profession, Nova will certainly deliver. Their work runs the gamut from business conservative to ultra-modern.

Marianne, Rose and staff strive to deliver a top-notch, positive experience to each and every client that walks through their doors. Judging from the welcoming atmosphere in the salon and their enthusiasm, I am sure they will only continue to build upon their great relationships after their relocation.

Marianne's excitement is evident as she tours me through her new space. She proudly states, "Our 22 years in what is now called Midtown Village has taken us from a neighborhood that has had its share of peaks and valleys. We have managed to survive the ups and downs of the streets outside, retain our loyal clientele and gather many new clients along the way. We are proud of the development of the new Midtown Village brand and are happy that our new location is still within its boundaries."

Beginning June 24th, Nova Hair Salon will be located on the ground floor of the Arts Condominium Building at **1324 Locust St.**

**Hours of operation:**  
**Tuesday-Friday 8am-7pm and Saturdays 8am-5pm**  
**Call 215-545-6482 for appointments**



Marianne and Rose in their new salon

**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!





APOTHECARY

## APOTHECARY MOVES IN JUST IN TIME TO CURE THE VILLAGE OF COCKTAIL BOREDOM

Apothecary has just moved in on 13th St. no, not the type where you would pick up cold medicine, but they do provide “elixirs” to cure many an ailment. Apothecary is actually a new bar and lounge, specializing in artisan cocktails and delicious snacks. At Apothecary the drinks are the stars and although the food is secondary, it is just as yummy. The concept is very cutting edge and unlike anything else in Midtown Village or Philadelphia, for that matter.

Before we get into the nitty gritty, a little history first. Apothecary’s name is derived from the cocktails inextricable link with the pharmacist. Gin, for example, was created by a chemist who wanted to find a way to enhance the medicinal qualities of juniper. The first commercially distributed bitters were created by Peychaud (a pharmacist from New Orleans who used to create cocktails in his apothecary shoppe). Basically, alcohol was once valued for its medicinal properties and what Apothecary has done (with the elixir menu in particular) is create a modern interpretation of the cocktail’s roots in pharmacy.

The project is a collaboration between URBANSPACEDEVELOPMENT, a real estate design and development firm located in Midtown Village, and restaurateur Bruno Pouget. The team has enlisted the help of legendary beverage consultants, The Tippling Bros, to create their extensive list of libations, which are available by the glass or bottle (each bottle holds the equivalent of 4 -6 cocktails). To ensure the perfectly chilled cocktail, the specially trained bartenders use Kold-Draft ice cubes, which take longer to melt and are free of excess air impurities. The décor is a contemporary contrast to the historical context of the name. Mostly colored in green, grey and white, the entire space is minimal and chic. There is large white marble bar with shelves behind that evoke a feeling of a traditional apothecary chest. Upstairs is a smaller bar with low banquettes and, just in time for summer, a roof deck for alfresco cocktailing.

The cocktail list is comprised of four sections: Classics, Elixirs, Bottled Cocktails and Temperance Drinks, all of which are made with high quality ingredients and mixed precisely by specially trained bartenders. The Midtown Village cocktail, from the classics section, is a delightful mix of rye whiskey, port wine, amaro, Italian vermouth, Fee Bros. Old Fashioned Bitters, and

orange on fire, described as “the proprietary rendition of the ubiquitous Manhattan.” Those looking for a remedy from the Elixirs section should try the Sage Wisdom, “a clarifier of memory and purifier of thought.” If you have a group of four or six, try one of the three bottled cocktails, skillfully prepared tableside. If you prefer a simple G&T, a temperance drink is for you. You will find it perfectly prepared with the freshest fruits and finest sundries. If cocktails aren’t your bag, you are probably in the wrong place, but there is a nice selection of beer and wine to suit every taste.

To refresh the palate between cocktails, kitchen consultant, Steve Cameron has created a savory menu of Interludes-snacks which are meant to be shared. My favorites are the Celebrated Magnetic Wraps (a delicious take on Asian chicken lettuce wraps) and the P.A.F.F. The P.A.F.F. consists of prosciutto, arugula, marinated fennel, and fontina cheese, with tomato on crisp flatbread, creating a sumptuous little pizza to die for.

Offering delicious artisan cocktails and sumptuous snacks in a chic contemporary space, Apothecary is just what the doctor ordered!

**Apothecary Bar + Lounge**  
**102 South 13th Street**  
**Phone: 215-735-7500**

**Hours:**  
**Tuesday-Sunday 5pm-2am**  
**Closed Mondays**



Apothecary’s first floor bar

## JUNE HAPPENINGS

### VINTAGE

129 S. 13th Street, (215) 922-3095

[www.vintage-philadelphia.com](http://www.vintage-philadelphia.com)

**May 26th to June 29th - French photographer Jean-Jacques Bernard** will be showing a selection from his work in the hip Midtown Village wine bar, Vintage.

Opening reception will be held on June 23rd at 6:30pm.



One of the many photos on display at Vintage

### ROBIN'S BOOKSTORE

108 S. 13th Street, 215-735-9600

[www.robinsbookstore.com](http://www.robinsbookstore.com)

**Sunday, June 8th - Time Out.** Robin's Mystery Book Club Sunday Brunch- Robin's bookstore invites you to a mysterious Sunday afternoon to meet your favorite mystery authors, talk mysteries with others who love the genre, and have brunch at Midtown Village's newest restaurant, Time. Time is located at 1315 Sansom St. The brunch will be a la carte and served at 1pm, with a discussion and question/answer period to follow at 2pm. At each meeting, attendees will have the opportunity to purchase the book selections for the following month at a 20% discount and will receive a ticket for a free mimosa at the next month's meeting. Email [larry@robinsbookstore.com](mailto:larry@robinsbookstore.com) to reserve your seat.

### MCGILLIN'S OLDE ALE HOUSE

1310 Drury St., 215-735-5562

[www.mcgillins.com](http://www.mcgillins.com)

#### Saturday, June 14th - Annual Brewery Tour.

McGillin's annual local brewery tour includes kegs & eggs, as well as tours & tastings at Philadelphia Brewing Co. (<http://philadelphiabrewing.com>), Yards Brewing Co. (<http://www.yardsbrewing.com>), & Flying Fish, <http://www.flyingfish.com/>. Lunch & after-party will follow the tours and tastings.

\$20 per person. To sign up, email: [mcgillins@aol.com](mailto:mcgillins@aol.com) or call 215-735-5562.

#### Saturday, June 14th-Monday, June 16th

**Bloomsday Celebration.** Bloomsday is the day on which protagonist Leopold Bloom made his "odyssey" through Dublin in *Ulysses*. McGillin's starts their Bloomsday celebration on Saturday, June 14 with live music by Patsy and John, those bad boys from Boston. Then, on June 16, McGillin's will be serving pints of Beamish Irish Stout from 11am-2am.

**Road Trip to Ireland** – Join McGillin's for their longest road trip ever...all the way to Ireland. Kiss the Blarney Stone, feast at a medieval banquet in a castle, explore Killarney's famous singing pubs, take a VIP tour (& tasting) of Beamish Brewery, and an Irish Whisky Distillery. **Tour starts October 19, 2008.**

For more information, contact Traveling Simply ([travelsimply@verizon.net](mailto:travelsimply@verizon.net)) at 610-789-9229.



### SAILOR JERRY

116-118 S. 13th Street, 215-531-6380

[www.sailorjerry.com](http://www.sailorjerry.com)

#### Thursday, June 19th: 7pm-9pm - Sailor Jerry Sale Party

To kick-off summer, the Sailor Jerry store is having a huge 20% off sale party! Make sure to get on the list by emailing [rsvp@sailorjerry.com](mailto:rsvp@sailorjerry.com). Must be 21+.



Visit Paper On Pine at its new location at 124 South 13th Street


**WORD ON THE STREET**


As Philadelphia celebrates the return of summer, Midtown Village Merchants are already thinking about fall! Preparation meetings have begun and the date has been set for the annual **Midtown Village Fall Festival**. Mark your calendars for Saturday, September 27th! We will again close 13th Street and set up tents with artists, bands, restaurants and children's events. This year, expect even more participation from merchants and local companies.

We will once again host a launch event including "A Taste of **Midtown Village**" reception, with live music and a silent auction, on Wednesday, September 10th in the Terrace Ballroom and adjoining poolside area, at the Holiday Inn Express Midtown.

As our Midtown Village neighborhood continues to grow, we are excited to welcome new businesses into the fold.

Cindy and Chris Mc Donnell have opened **Paper on Pine** at 124 S. 13th Street. They moved their business from Antique Row straight into the heart of Midtown Village. Paper on Pine is the destination store for elegant wedding invites, cool personalized stationary, unique gifts and even green greeting cards. Stop in and meet Cindy and her team, who are open seven days a week!

**Amaze Art Gallery** has moved West of Broad. **Digital on Walnut** has opened in their old space. You can find everything from digital cameras and iPhones to luggage to Philly snow globes in this new store at 1212 Walnut St.

On the corner of 13th & Walnut, Barbara's Florist has a new owner, a new look and a new name: **Walnut Flower Company**. Event planner/floral designer and owner Teena Patel has new awnings on the way and is positioning her new store as a contemporary floral design studio.

Peter & Kristina Ferrari are bringing **Gene's Urban Baby Boutique** to 122 S. 13th Street (next to Paper on Pine). This hip children's store will be their second store, and is scheduled to open in June. Their first store is at 122 Lancaster Avenue in Wayne, PA.

Art & culture is growing in the Village. Opening this August on Chestnut Street, below Lucky Strike Lanes and West Elm is **Dick Blick Art Materials**. Founded in 1911, this supplier of art products is opening their largest store right here in Philadelphia. It is the newest of 30 stores, from coast to coast.

Devil's Alley owner Susan Schilisman is bringing her **Sam's Grill** concept to the corner of 11th and Sansom. With two suburban locations and 20 years of American BBQ comfort food under their belt, we are thrilled to have them coming to MV. I understand that there will be two floors, two bars and the upper area will have an open-air component! Susan plans to open late summer, so watch here for details!

And finally, a quick word about the burgeoning art scene in Midtown Village. **Dada Rug & Art Gallery**, **T-Bar** and **Absolute Abstract** are all hosting art exhibits with the artists present on the "First Saturday" of each month, beginning June 7th. Dada Rugs & T Bar will have Aziza Jamal from Morocco and Brice Waggaman from Philadelphia. Absolute Abstract will have Philadelphian John Stango painting live for their *Work in Progress* series. Please go to [www.midtownvillage.org](http://www.midtownvillage.org) for times and other details.

**If you have information about things soon to happen, please contact James McManaman at Absolute Abstract 215 -733-0190 or email [president@midtownvillage.org](mailto:president@midtownvillage.org).**

**Midtown Village Members** for more information, visit [www.midtownvillage.org](http://www.midtownvillage.org)
**ARCHITECT**

Gray Smith's Office  
JKR Partners

**BANKING**

Citibank  
Royal Bank America  
Wachovia Bank

**BOOKSTORE**

Robin's Bookstore

**BUSINESS SOLUTIONS**

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**EROTICA**

Danny's

**FITNESS**

015 Workout  
12th Street Gym  
Everyone's Racquet

**Fusion**

Seger Park Tennis Club  
VIGORworks

**FLORIST**

FruitFlowers  
Barbara's Florist

**FOOD & DRINK**

13th St. Pizza  
Bill's Breakfast & Lunch  
Bindi Restaurant  
Bonte Wafflerie & Caf e  
Brew Ha Ha!  
Capogiro Gelato Artisans  
Caribou Caf e  
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 & Sak e Lounge

**Starbucks Coffee**
**Time**
**Tbar**
**Tria**

Upstares & Sotto Varalli Restaurant

**Valanni Restaurant**
**Vintage**
**Woody's**
**Zinc**
**Zio's Pizza**
**OTHER**

Philadelphia Sketch Club

**REAL ESTATE**

Goldman Properties  
Pearl Properties

**JEWELER**

Caleb Meyer

**Simpson's**
**LIFESTYLE**

1154 Lil Studio

**Absolutes Abstract**
**Absolute POP!**
**All Makes Electric**
**Blue Lotus**
**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**