



GUIDE TO LIFE IN HARMONY ON THE

UPPER WEST SIDE

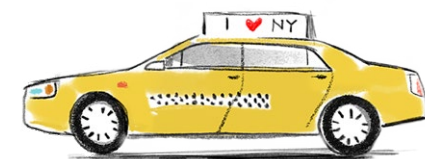
155W68
LINCOLN SQUARE

WELCOME!

The Upper West Side: where life finds its rhythm. Whether it's picking up a morning coffee from a local café, enjoying a cozy brunch, or spending an afternoon exploring Central Park's verdant paths, the neighborhood possesses a charm that's uniquely New York City. Tree-lined streets blend seamlessly with brownstones and high-rise buildings, creating the backdrop for life that's enveloped in cultural and culinary offerings as well as plenty of casual conveniences.

Here, **LIFE IN HARMONY** isn't just a saying: it's an approach to living no matter how you envision your life. The performing arts scene is dynamic, the food is delectable, and the expansive parks offer a green escape from the hurries of the city.

Explore the Upper West Side through the eyes of several residents who call 155 West 68th home. It'll be easy to see why you wouldn't dream of living anywhere else.







MEET JILL & STEVEN 6

View their curated lists of cocktail bars & cultural experiences.
Discover their favorite places on the Upper West Side.

MEET TAYLOR 14

Always on the go, Taylor takes advantage of the neighborhood's wellness, shopping and brunch options.

MEET MARCO & PHIL 22

Spend the weekend with these foodies who share an appetite for all things culinary, from the perfect bagel to Michelin-starred restaurants.

MEET LIAM & HIS PARENTS 30

Discover Liam's favorite activities and sweet treats on the Upper West Side.
Scoop up the neighborhood's out-of-the-ordinary ice cream flavors.

MEET POPPY & MILES 38

Poppy provides a dog's eye view of the Upper West Side's pet-friendly conveniences and parks. She even has her own map of all that Central Park has to offer our furry friends.

JILL & STEVEN

“The Upper West Side is just perfect for this next chapter of our lives. We love when the air turns crisp, and Central Park becomes a sea of color. The shimmering waterfront of Riverside Park at dusk and the greenery of its tree-lined streets have truly painted our **LIVES IN HARMONY**.

In the places we've grown fond of we find warmth: a glass of wine at Vin Sur Vingt, a meal shared with friends at Eléa. Tonight, we'll meet Lisa and Jon for steak frites and oysters at Cafe Luxembourg before heading to Lincoln Center for the ballet.

Tomorrow, we're taking the grandkids on a cultural adventure – introducing them to some of the treasures we love. We'll start with a jazz performance by Juilliard students, then we'll head to Film at Lincoln Center to see an international film.

These are the kinds of memories that mean the world to us. Living on the Upper West Side lets us pass on our enthusiasm for the arts, sharing the richness of the city's culture and shaping moments they'll carry forward in their own lives.



JILL & STEVEN'S RECOMMENDATIONS

QUINTESSENTIAL NYC

Beacon Theatre

Whether enjoying a comedy show or musical performance, arrive early to appreciate the incredible architecture - a show in itself!

David Geffen Hall

The Wu Tsai Theater within this hall is home to the New York Philharmonic. Its recent redevelopment has put its acoustics on par with the greatest music halls of the world.

American Folk Art Museum

It's easy to drop in for the newest exhibit and is the perfect place to take out-of-towners.

THOSE IN THE KNOW

AMC Lincoln Square 13

A local staple, the AMC has snacks and treats and offers both laser and IMAX shows for when you want an immersive experience.

Davis Family Butterfly Vivarium at The American Museum of Natural History

Enjoy an afternoon among hundreds of colorful butterflies (80 species!) A pupae incubator even lets visitors view chrysalises and witness adult butterflies emerge.

Riverside Park Events

Whether it's wellness classes, trivia nights, movies under the stars, children's events or concerts, there is always an endless list of things to do.

↪ *Sunset yoga is the ultimate in relaxation*



IT'S 5 O'CLOCK SOMEWHERE

Owl's Tail

Scarlet Lounge

The Wallace Lounge

Tiki Chick

Caledonia Bar

Vin Sur Vingt Wine Bar

PIER i CAFÉ

Da Capo



GET CULTURED

American Museum of Natural History

Beacon Theatre

The New York Historical

West Side Comedy Club

AMC Lincoln Square 13

Delacorte Theater

Kaufman Music Center

LINCOLN CENTER FOR THE PERFORMING ARTS

Chamber Music Society of Lincoln Center

Film at Lincoln Center

Jazz at Lincoln Center

The Juilliard School

Lincoln Center Theater

New York City Ballet

New York Philharmonic

New York Public Library for the Performing Arts

The Metropolitan Opera

School of American Ballet

“The Wallace’s ‘UWS Sparks’ - Saint Germain, yellow grapefruit, bitters, champagne - hits all the right notes as a pre-show cocktail.



WINTER

COLUMBUS CIRCLE HOLIDAY MARKET

With its European flair and over 100 artisans and designers showcasing unique gifts, specialty foods, handmade jewelry, art and home goods, this annual event is eagerly awaited by locals and visitors alike.

THE NUTCRACKER

Beloved by audiences of all ages, George Balanchine's classic choreography and Tchaikovsky's stirring music combine with costumes and sets for the quintessential New York holiday ballet experience.

SPRING

CHERRY BLOSSOMS

Is there any better harbinger of spring than the cherry blossoms? Just walk along the many beautiful tree-lined streets on the Upper West Side to appreciate their magnificence in early April. Or head to West 77th and the American Museum of Natural History to see them framing its iconic architecture.

THE TULIP FESTIVAL

The volunteer-run Tulip Festival in the West Side Community Garden is a cherished neighborhood tradition. Its vibrant blooms enhance family-friendly activities and underscore the warmth of the Upper West Side community.

SUMMER

MIDSUMMER NIGHT SWING AT DAMROSCH PARK

Dance under the stars with live bands providing the beats. Take lessons, then show off your moves. Special kids' programming lets little ones join the fun and learn their first steps from top dance teachers.

LINCOLN CENTER'S SUMMER FOR THE CITY

Enjoy a season of outdoor concerts, dance performances, film screenings, and more. With many free or Choose-What-You-Pay events, it's a perfect way to take in New York's artistic energy and celebrate local talent in a lively, welcoming setting.

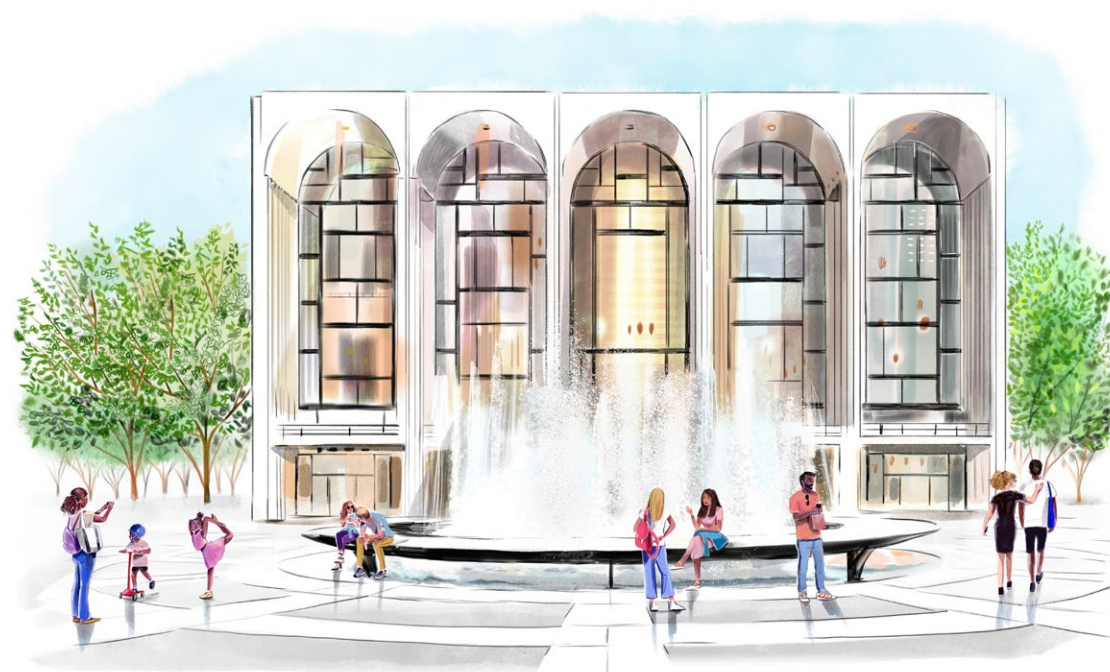
FALL

MACY'S THANKSGIVING PARADE

Turkey Day begins the night before when thousands gather to be part of the festive, giant balloon inflation party. Then, on Thanksgiving morning, the crowds gather once again to cheer on the floats, balloons, marching bands, dancers and Broadway stars making their way down Central Park West.

THE NYC MARATHON

Whether pounding 26.2 miles or cheering from the sidelines, Marathon Weekend in New York always delights. From Friday night's Opening Ceremony and enthralling fireworks display in Central Park to the finish line celebrations at Tavern on the Green, spectators from around the world revel in the displays of athleticism and fortitude on the Marathon route during the first weekend in November.



UPPER WEST SIDE BY SEASON



Kenneth C. Griffin
Exploration Atrium

Explore the Butterfly Vivarium and all the Gilder Center has to offer

TAYLOR'S
RECOMMENDATIONS

HEAT IT UP

Barry's: 72-74 W 69th Street
The interval training sessions combine core, strength and cardio. Not for the feint of heart!

SoulCycle: 350 Amsterdam Avenue
Give them forty five minutes and you'll get a full body workout.

Central Park Reservoir
The scenery on this 1.58-mile crushed gravel loop melds the iconic West Side architecture with the Park's greenery to provide the perfect city/nature balance.

The Bridle Path is a slightly longer run on softer dirt terrain... great for days when I want more of a challenge!

CHILL OUT

Enjoy a Goldie Lox Scramble with a popover at Sarabeth's.

Lift the spirits with new threads from Liana, an Upper West Side classic.

On Sundays, the Grand Bazaar NYC outdoor market at 77th and Columbus springs to life.

My vintage silver filagree bracelet always brings compliments!



TAYLOR

I used to pass through the Upper West Side on my way to school and imagine what it would be like to live here. Now that I've made the move, life couldn't be happier. I divide my days between my love of books and my dream of running the NYC Marathon; the Upper West Side offers everything I need to nourish both passions. Mornings start early with a jog through Central Park with my running club. Post run, I love grabbing a latte and Maman's overnight oats.

On Sundays, we brunch at Jacob's Pickles, and on the way home my go-to is the 79th Street Greenmarket. When I'm not training, I can spend hours browsing at The Strand then make my way to a quiet spot in the Park, strong Chai in one hand, soft cover in the other, and lose myself in a story. [LIFE IN HARMONY](#) is finding a place that can let you be ambitious but also a little romantic.



FEEL THE BURN

Barry's
[solidcore]
Orangetheory Fitness
SoulCycle W77
Heatwise Yoga
SLT
Momentum Fitness
Equinox Sports Club New York
Pure Barre UWS
Hip Fit Fitness
CrossFit SPOT

DID SOMEONE SAY BRUNCH?

Jacob's Pickles
La Pecora Bianca
Barney Greengrass
Good Enough To Eat
Old John's Diner
Nice Matin
Miriam
Bluestone Lane
Sarabeth's
Friend of a Farmer
Maman

SHOP 'TIL YOU DROP

LOCAL FAVORITES
Grand Bazaar NYC
Poetry Of Material Things
Happy Kangaroo
Bocnyc
Liana
Tip Top Shoes
Town Shop
Frank Stella
Darryl's
Le Petit Kids
Stoopher & Boots
Greenstones
West Side Kids
Maggie
Schweitzer Linen
Runaway Poppy

BIBLIOPHILES

The Strand
Westsider Rare & Used Books
The Juilliard Store
Barnes & Noble



“Westsider Rare & Used Books is a popular place to find the ultimate page turner.”

1

There is a hidden enclave of homes in the area that looks like a quaint English village. What's it called?

- A. Tudor City
- B. Little London
- C. Pomander Walk

2

Which of these popular movies were filmed on the Upper West Side?

- A. Ghostbusters
- B. When Harry Met Sally
- C. You've Got Mail
- D. All of the above

3

Which famous author and playwright was known to have lived on the Upper West Side?

- A. Edward Albee
- B. James Baldwin
- C. Truman Capote

4

Riverside Park boasts New York City's first sculpture of a non-fictional woman. Who is it?

- A. Joan of Arc
- B. Eleanor Roosevelt
- C. Carrie Bradshaw

5

Love stretching your legs outdoors? Central Park is THE place. How many miles of paths are there?

- A. 6
- B. 58
- C. 23

6

Whose last remaining piece of street art from his NYC "artist residency" is located on West 79th?

- A. Jean Michel Basquiat
- B. Banksy
- C. Keith Haring
- D. Futura 2000

7

Is Central Park larger than BOTH Vatican City and Monaco combined?

- A. Yes
- B. No

8

What runs through the Upper West Side?

- A. The first five miles of the New York City Marathon
- B. New York City's first subway line
- C. The Highline

9

Which musical act performed more than 200 shows at the Beacon Theatre?

- A. Bob Dylan
- B. The Allman Brothers
- C. Phish
- D. Tom Petty

10

Which one of these famous composers DID NOT live on the Upper West Side?

- A. Gustav Mahler
- B. Dmitri Shostakovich
- C. Sergei Rachmaninoff
- D. George Gershwin

8 of 10. Not bad for a new Upper West Sider. What's your score? (see answers below)



MARCO & PHIL

Marco could cook a five-course meal in his sleep, and me? Well, I could eat anything and everything Marco puts in front of me. It's a good balance – Marco's the chef, I'm the enthusiastic taste-tester. But even we can't stay in every night. The Upper West Side's dining scene has become our playground.



For special occasions, we have our go-to spots: Tatiana and Essential by Christophe. Other nights, we're just happy slipping into a local gem – Yasaka for the freshest sashimi, Polpette '71 when we're craving their award-winning meatballs or Sempre Oggi for the vegetable-forward dishes. We both live for their namesake item at Charles Pan-Fried Chicken but I'll never say no to Emmy Squared pizza. And don't get me started about the bagels. They're my soft spot, literally.

What can I say? We live our **LIFE IN HARMONY** and variety. Whether during fancy evenings at finer places or when kicking back in jeans and tees, we know everything's served up right outside our door.



MARCO & PHIL'S RECOMMENDATIONS

NOTHING BEATS A BAGEL

Bagels & Co.'s Gravlox Salmon Sandwich
Salty and somewhat sweet fish with classic plain cream cheese on a sesame seed bagel

Bringing back the bialy! → Kossar's Bialy
One of their famous bialys or a pletzel (onion disc)

Zucker's Latke BEC on a Bagel
Two eggs, applewood smoked bacon cheddar, breakfast potato latke

GASTRONOMIC EXPERIENCES

Short Rib Pastrami Suya at Tatiana by Kwame Onwuachi
Wagyu beef rib cured like pastrami, seasoned with Nigerian spices, served with sweet pickled cabbage and coco bread

Charred Duck Breast at Jean-George
Duck with endive, black garlic hoisin and earl gray jus; part of the ten course Omnivore menu

Omakase at Sushi Ishikawa
Black abalone with mushroom soup, hairy crab, and octopus with green-tea salt crown an inventive and beautifully-presented 17-course tasting menu

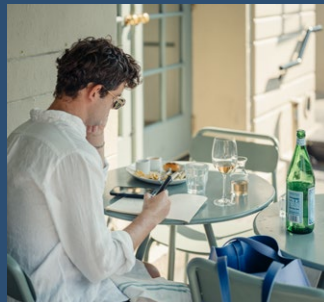
Essential by Christophe
Delight in the tasting menu, bar menu or another multi-course experience of your choice!

It's literally a hidden gem!



SCHMEAR & THERE

Zabar's
Kossar's
Orwashers
Bagels & Co.
Zucker's Bagels & Smoked Fish
PopUp Bagels
H&H Bagels
Pick A Bagel
Broad Nosh Bagels
Bagel Talk
Modern Bread & Bagel



POWER UP!

Black Press Coffee
Irving Farm
Alice's Tea Cup
Joe Coffee
The Sensuous Bean
Starbucks
Slate Cafe
Maman
Daily Provisions

A FOODIE'S PARADISE

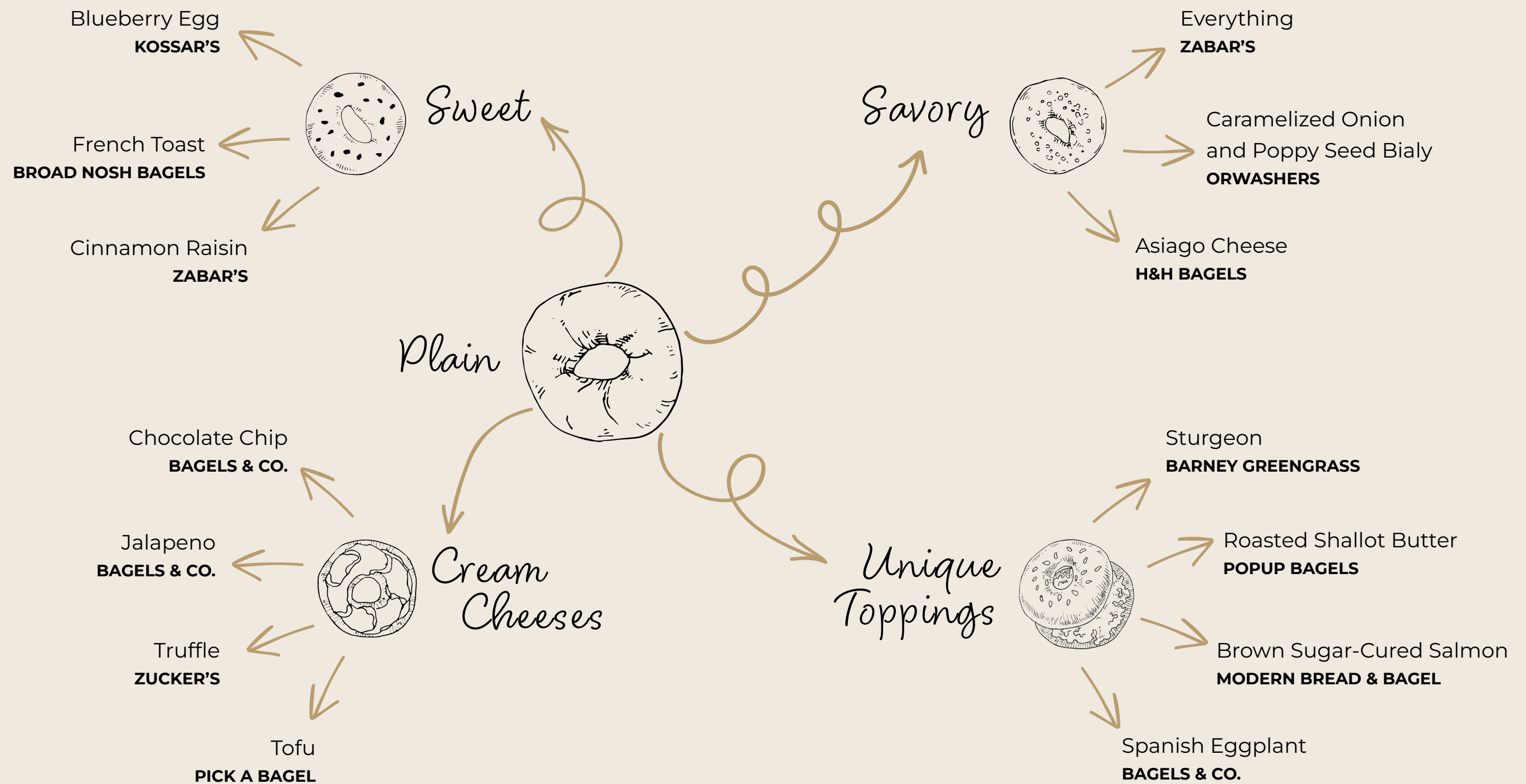
Shun Lee West	The Ribbon
The Leopard at des Artistes	Sala Thai
Parla	El Fish Marisqueria
RedFarm	Polpette 71
Porter House	Kebab aur Sharab
Tatiana By Kwame Onwuachi	Mermaid Inn
Bánh Vietnamese Shop House	Eléa
Chick Chick	Sushi Kaito
Jean-Georges	Emmy Squared
Essential by Christophe	Charles Pan-Fried Chicken
Per Se	Bad Roman
Sempre Oggi	Cafe Fiorello
Sushi Ishikawa	Yasaka
The Smith	La Pecora Bianca

“Don't sleep on the Gothic Dark Roast coffee from Irving Farm. Perfect for winter mornings... or any time, really.”



FIND YOUR

PERFECT BAGEL





A vibrant culinary scene

LIAM & HIS PARENTS’
RECOMMENDATIONS

THE BEST WEEKENDS

Children’s Museum of Manhattan (CMoM)

*Make-believe for hours in the supermarket,
fire engine and bus.*

Central Park Carousel

*You’re never too old to have fun on one of the
more than 50 vintage wood-carved horses.*

Hayden Planetarium

*Explore the universe on one of the biggest
planetarium screens in the world.*

*I got a huge moon
floor puzzle
from the gift store!*

AFTER PRESCHOOL

Citarella

Pick up some fresh fish for dinner.

Magnolia Bakery

*These are the BEST cupcakes, but the classic
banana pudding is practically world famous.*

New York Public Library’s Riverside Library

*Borrow a STEAM Discovery Kit and a copy of
“Goldfish On Vacation.”*

*This is about goldfish
who have an adventure in a
fountain in my neighborhood!*



LIAM
(AND HIS MOM & DAD)

Hi, I’m Liam. I’m five and a half years old and
I live on the Upper Best Side with my mom
and dad.

For my birthday, we went to the Central Park
Zoo. I like to watch the penguins ‘cause they
waddle when they walk but the sea lions are
really funny when they eat fish. I don’t like
fish unless they’re fish sticks.

I like River Run and Toll Family Playground,
but Hippo Playground is my favoritest. It’s
got really good monkey bars and big
slides, swings, and I think maybe
five hippos, but I’m not sure. You
can count their teeth if you want.
The hippos spray water out of
their mouths in the summer like
a big sprinkler. When it’s rainy, I
go to the Children’s Museum
‘cause they got a fire truck and
a pretend grocery store where I
can buy stuff.



In our building, there’s a *real* grocery store
with everything right downstairs! And, when
you walk in, you see all the cookies. I like to
help push the cart while Mom and Dad pick
out fruit and snacks.

My favorite super-special snack is from the
ice cream store called Van Leemen (Mom’s
edit: it’s Van Leeuwen). A long time ago,
when I was three, I always got strawberry, but
now I like ice cream with cookies inside so I
get the Brown Sugar Cookie Dough Brownie.
Mom and Dad like the Earl Grey Tea flavor
but I think it’s kinda weird for ice cream to
taste like tea. Mom says living here creates
a **LIFE IN HARMONY**, but I just know that if
you lived here, you’d have lots of fun like me.

KIDS JUST WANT TO HAVE FUN

Children's Museum of Manhattan (CMoM)

Richard Gilder Center for Science,
Education, and Innovation

New York Public Library's Riverside Library

DiMenna Children's History Museum

Arthur Ross Terrace (splash pad) at
The American Museum of Natural History

Hayden Planetarium

Color Me Mine pottery studio

Little Engine Playground

The Matthew P. Sapolin Playground

Neufeld (Elephant) Playground

Hippo Playground

CENTRAL PARK

Carousel

Zoo

Toll Family Playground

Adventure Playground

Swedish Cottage Marionette Theatre

Diana Ross Playground

River Run Playground

SWEET TREATS

Salt & Straw

Levain Bakery

Emack & Bolio's

Magnolia Bakery

Patisserie Chanson

Billy's Bakery

Délice Macarons

Van Leeuwen

Gelato Factory

Amorino Gelato

Ample Hills Creamery

Breads Bakery

Baked by Melissa

Milk Bar

Gelateria Gentile

GROCERIES GALORE

Citarella

Fairway Market

Zabar's

Trader Joe's

Whole Foods

HMart

Morton Williams

79th Street Greenmarket



“When it’s hot out, the splash pad
at Arthur Ross Terrace is the coolest
place to be.





BROWN SUGAR
COOKIE DOUGH
BROWNIE

Van Leeuwen



THE SALTY DONUT
GUAVA & CHEESE

Salt & Straw



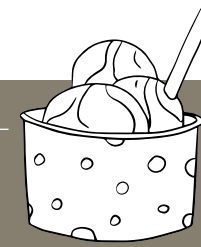
BANANAS
FOSTER

Emack & Bolio's



OOEY GOOEY
BUTTER CAKE

*Ample Hills
Creamery*



NOCCIOLA
GELATO

Gelateria Gentile

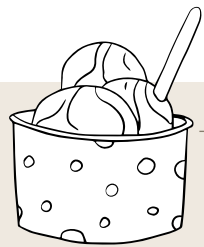


LEMON POPPY
SEED MUFFIN

Van Leeuwen

UWS ICE CREAM FLAVORS

ARE ANYTHING BUT VANILLA!



STRAWBERRY
HONEY BALSAMIC
WITH BLACK PEPPER

Salt & Straw



S'MOREO

Emack & Bolio's



EARL GREY TEA

Van Leeuwen



CARAMEL WITH
SALTED BUTTER

Amorino Gelato



HONEY
LAVENDER

Salt & Straw



NONNA D'S
OATMEAL LACE

*Ample Hills
Creamery*



POPPY

(AND MILES)

WOOF! I'm Poppy. I live on the Upper West Side with my human, Miles. Every morning we go to Central Park. I love chasing the squirrels, feeling the breeze through my fur and the grass under my paws. *Was that a squirrel?!?*

In the summer we walk Riverside Park South and I love smelling the PIER i CAFÉ burgers. When we take a break, my human gets me a special treat—a pup cup by the water. When it's scorching, the Shakespeare Garden in Central Park is heaven under my paws. *Another squirrel!!!!*



Going out – anywhere and everywhere – just makes my day. To The UPS Store, or to Tower West Cleaners. Even the simplest, shortest walks are fun.

Best of all, I'm close to all my favorite parks and treats. The humans say this is **LIFE IN HARMONY**, but I don't know what that means. I just know the sniffing is great and every day is a walk in the park.



POPPY'S RECOMMENDATIONS

SHORT WALKS

The UPS Store, Tower West Cleaners and Chase Bank – almost every day

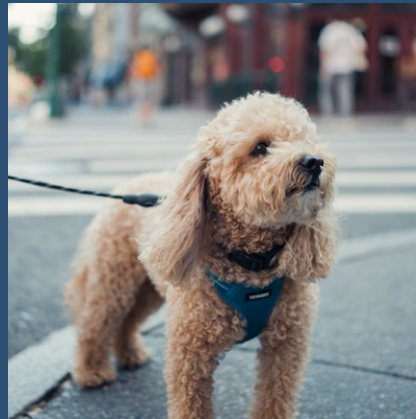
A short walk is better than no walk at all...
But I love long walks the best!

FUN WALKS

Fourteen minutes to Riverside Park to get out some zoomies at the Dog Run

Fourteen minutes to Strawberry Fields where there's lots of good dog watching

Twenty five minutes to Turtle Pond to soak up some sun



CONVENIENTLY CLOSE

Morton Williams

The UPS Store

Chase Bank

Just for Dogs

Northwell Health GoHealth Urgent Care

Apple Store

Tower West Cleaners

Boutique Barbershop

Blo Blow Dry Bar

THE PARKS ARE PERKS

CENTRAL PARK

Bethesda Terrace and Fountain

Bow Bridge

Belvedere Castle

Alice in Wonderland sculpture

Great Lawn

Strawberry Fields

Sheep Meadow

Carousel

Wollman Rink

Model Boat Pond

Central Park Boathouse

Tavern on the Green

Lawn Bowling & Croquet Greens

RIVERSIDE PARK

Little Engine Playground

Neufeld (Elephant) Playground

Hippo Playground

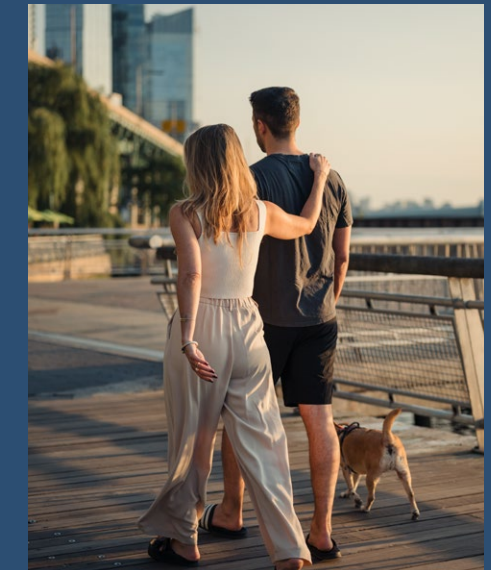
Riverside Park South Dog Run

Cherry Walk

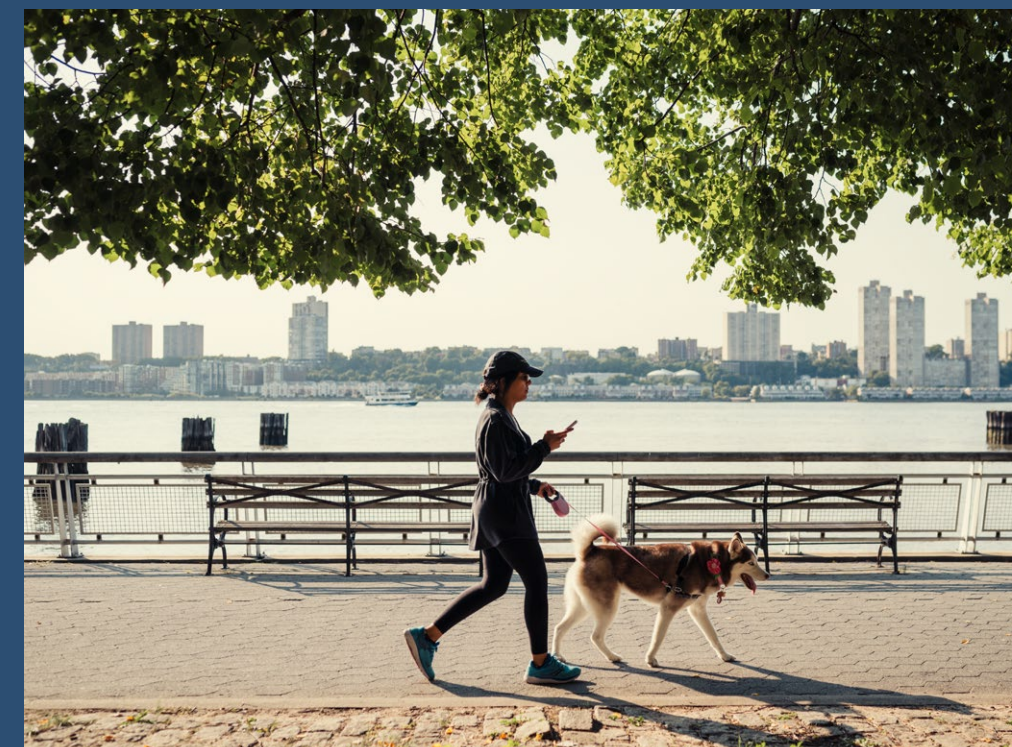
71st Street Basketball Court

72nd Street Baseball Field

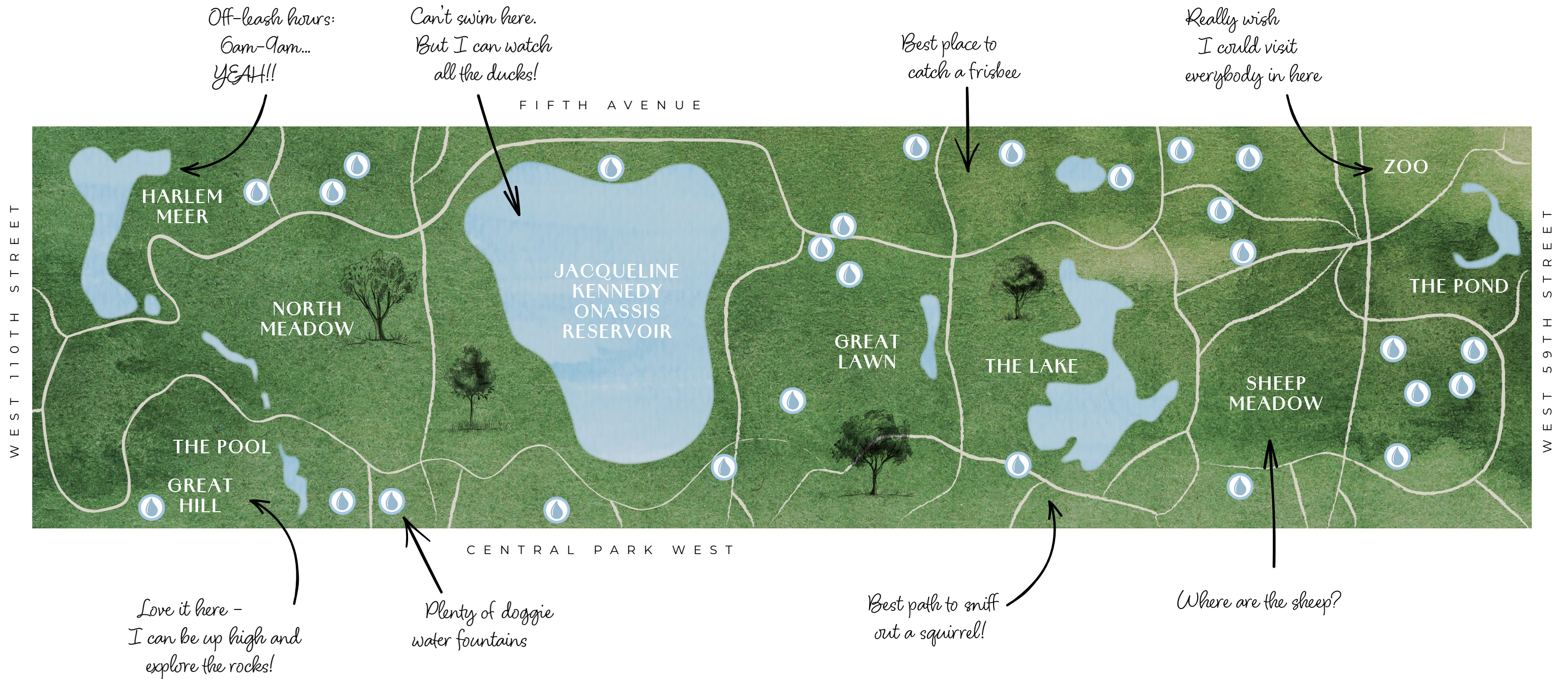
79th Street Boat Basin and Marina



“Pick a sunny day in March or April and head to Riverside Park to see four miles of cherry blossoms in full bloom.



A DOG'S GUIDE TO CENTRAL PARK





Picturesque views in Central Park



155west68.com

155 West 68th Street | New York, NY 10023
212.439.2155 | info@155west68.com

Exclusive Marketing & Sales:

Brown Harris Stevens
Development Marketing