

225 FOREST

DENIM

JACK MCCOY

MOLESKINE

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WHAT DROPS NEXT

FALL 2009

(New)
Amsterdam
Todd Selby
61+ Kicks
Taco Trucks

GUITAR PEDALS
HOTEL BATHROBES
RAMPAGE JACKSON
WEAPONS OF
MINIMAL DESTRUCTION

MARTIN STARR
The New Breed



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CitizenM Hotel,
Amsterdam

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AMSTERDAM

THE CONVERSATIONS that always seem to get me most excited usually have to do with food. This does not come as a surprise to anyone who knows me. But this is not about me. It's about, well, it's about the food. Not all of it, just some of it. But to be honest with you, even the parts that are not about the food still involve it indirectly because I cannot tell you how many times the words "I need a snack" came out of all of three of our mouths. And at no point did anyone of us disagree with that statement. Because, frankly, when you are walking around Amsterdam turning picturesque corner after picturesque corner, you need a snack...and a beer. And sometimes a giant apple pie, beer and coffee with Bailey's all at the same time...one hour before dinner. Yup. But we're not proud. I mean, I kind of was, but the boys not so much.

We started our trip by walking off our NY-to-Amsterdam flight into the beautiful KLM frequent flyer lounge, which left us in a glary-eyed state. You could probably spend a whole vacation there. Naturally, they had, um, snacks, beautiful modern decor, a sleeping lounge that instantly makes you lower your voice to a one when you walk in and showers that were cleaned after every use by a lovely woman standing nearby. Everything in the lounge from the light fixtures to the water coolers looked like they were something from ten years in the future.

Just from observations from our taxi ride from the airport to the brand spanking new Citizen M Hotel we realized that every other mode of transportation was second to none next to the Bicycle. The car was angry—at one point we had a cab driver who actually said "I'll hit him." And there was no doubt that he meant it—motorcycles seemed lazy and pedestrians looked like aliens crossing streets. The roads in Amsterdam belong to no one else but the graceful bikers with perfect posture that know no rules. Suits, dresses, smokers, cell phone talkers, texters, moms with babies (multiple ones at that) and, of course, just plain old babes. "Babes on

Vyne/Envy

WHAT YOU WILL FIND An elaborate wine selection
ADDRESS Prinsengracht 411 / 1016 Amsterdam
Prinsengracht 381 / 1016 HL Amsterdam
PHONE +31.20.3446408 / +31.20.3446407
WEB SITE vyne.nl / envy.nl
HOURS OF OPERATION Mon-Thurs, 5:00-12:00;
Fri & Sat, 5:00-1:00; Sun 5:00-10:00

KLM Lounge 52

WHAT YOU WILL FIND Work Spaces with Wifi, Showers, and Specially Designated Smoking Areas

ADDRESS Amsterdam Airport Schiphol

PHONE +31.20.6490905

WEB SITE klm.com

HOURS OF OPERATION 4:45 until the last flight departs



CitizenM

ADDRESS Prinses Irenestraat 30 /

1077 WX Amsterdam

PHONE +31.20.8117055

WEB SITE citizenamsterdamcity.com

Bikes” was the original theme to this story. Girls just hoppin’ off their bikes the way you would just hop off a stoop in New York, simply because that is their way of life—a real city with real stuff going on, without the hustle and bustle of traffic, horns and polluted air from exhausts. People are not overly friendly but friendly enough.

Upon arriving at the Citizen M Hotel—which is made up of individual containers stacked one on top of the other—we expected a check-in desk with a receptionist, but instead got a computer screen. With the hotel being only a few days old, we literally watched the entranceway, brick-by-brick, grow a few feet more every day that we were there. The Citizen M laughed at our thinking that the KLM lounge looked futuristic—their accommodations nearly topped our first impressions. Each “cozy” hotel room is filled with ONLY the necessities and is totally worth the visit. Every room is identical, no suites. You walk in and, Hello, potty to my left. Hello, shower to my right. Hello, bed straight ahead. One of us who shall remain nameless was convinced his room was possessed. He said, “lights on,” room said, “screw you.” I, on the other hand, was obsessed with the alarm. A lovely elephant icon indicated that I would be awoken by what I could have only guessed was some kind of safari theme. It turned out to be the sweetest awakening ever, which involved a slow volume ascending of tweets and gradual lights on. “Oh, hello, world. Yes, as a matter of fact, I will wake up.”

From there on, we wandered the streets of Amsterdam in search of the less than obvious cafes and tourist attractions. We avoided the Red Light District at night and explored a whole different side of it during the day. The menswear experts, Karlijn Bozum and Carlo Wijnands, of a program called HTNK showed us how they were in the process of revamping the Red Light district. They are not looking to get rid of it. Rather, they are embracing it and attempting to rejuvenate it by making it a center not only for tourists, but a place for young scenesters to go



Trouw

WHAT YOU WILL FIND International Street Food
ADDRESS Wibautstraat 131 / 1091 GL Amsterdam
PHONE +31.0.20.4637788
WEB SITE trouwamsterdam.nl
HOURS OF OPERATION Mon-Fri, 7:00-11:00
 Sat-Sun, 7:00-2:00

Denham

WHAT YOU WILL FIND
ADDRESS Prinsengracht 495 / 1016 HR Amsterdam
PHONE +31.20.3315059
WEB SITE denhamthejeanmaker.com



Frozen Fountain

WHAT YOU WILL FIND Contemporary Furniture and Home Accessories
ADDRESS Prinsengracht 629 Amsterdam
PHONE +31.0.20.6229375
WEB SITE frozenfountain.nl
HOURS OF OPERATION Mon 1:00-6:00 Tues-Sat,
 10:00-6:00; Sun, 1:00-5:00

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AMSTERDAM



The Dylan

ADDRESS Ketzersgracht 384,
1016 GB Amsterdam
PHONE +31.20.5302010
WEB SITE dylanamsterdam.com

for dining and clubbing. You walk down the streets of the RLD now and you'll find the usual prostitutes in windows, but now you will also find dressed mannequins with the garb of some of Holland's best up-and-coming designers, making the streets all the more obscure. Some designers have even incorporated some of the local "workers" into their shows. Unlike the States, the locals there have groused up with drugs and sex at their fingertips so there is no faux pas against anything really. And you will not find the youth there over-imbibing in cafés and whorehouses because it's old news for them. They just want a place to hang while keeping tourism high (no pun intended) and the employees working.

Did I mention the pancakes? I have had my fair share of pancakes throughout my life, but never did I incur pancakes like this. I mean, extreme pancakes. Pancakes with ham, cheese, tomato and onion, pancakes with honey blueberry yogurt (a.k.a. Ice cream for breakfast.) They put the fancy blueberry ricotta pancakes in my neighborhood to shame. So, we ate them. Everyday. Which explained why we needed a snack and a nap two hours later. Luckily the last hotel where we stayed, the amazing Dylan, was just down the street from the Pancake Bakery.

We came across beautiful interior design at shops like Droog, Moooi and Frozen Fountain. The meals were beyond eclectic at places like Bazaar and Envy where we were served plates of art. And we were welcomed by beautiful people at shops like the newly-opened store, Denham. It seemed that the city, like the Citizen M, was growing before us. We came across a fantastic shop that was dedicated to toothbrushes and lived next door to a cheese shop. Many places were just a few months old. But it was places like Taperu Slatern, a local corner bar which had been there forever, and areas like the Jordaan district, that made us feel like we were part of Amsterdam. NO, we never did get around to riding those bikes. But that just gives us one more reason to go back. KV



Moooi Gallery

WHAT YOU WILL FIND Lifestyle Products to Artistic Objects
ADDRESS Westerstraat 187 / 1015 MA Amsterdam
PHONE +31.20.5287760
WEB SITE moooi-gallery.com
HOURS OF OPERATION Tues-Sun 10:00-6:00, Thurs-Fri 10:00-9:00, Closed Mondays



RHS

WHAT YOU WILL FIND Some of the best bicycles around
ADDRESS Westerstraat 150 / 1015 NP Amsterdam
PHONE +31.20.6242303
WEB SITE rhsportsterdam.nl



Bazar

WHAT YOU WILL FIND North African & Middle Eastern dishes
ADDRESS Albert Cuypsstraat 182 / 1073 BL Amsterdam
PHONE +31.20.6750544
WEB SITE bazaramsterdam.nl
HOURS OF OPERATION Non-Fri 2:00-11:00; Sat 1:30-12:00; Sun 1:30-11:00