

★ OTHER WAYS TO PARTICIPATE

★ Conflux Event

Join a Guided Interactive "Name on the Sign" Walk!
 Saturday, September 13, from 4:00 PM to 6:00 PM.
 It will begin at Conflux HQ - Zone A

During the Conflux, I will lead an interactive, group walk. Guided by a sense of adventure, fun, social interaction, together we will discover some of these local businesses. We'll seek to meet the person behind the name on the sign, learn some of the stories of their business, sample the business's wares, and get a sense of who they are as a presence in the neighborhood.

Maps and brochures will accompany the walkers.

★ Flickr Photo Pool

Contribute your photos from your walks to the project's Flickr pool. Share what you've discovered.

<http://www.flickr.com/groups/thenameonthesign/>

★ Email Your Comments

Send me your comments about your walks, and sign up for the ongoing project email list. Let me know what other "named" businesses you discover in your own neighborhood.
names@divestudio.org

★ Download This Map

Want another copy of this map? Download one!

<http://www.divestudio.org>

- | | | | |
|--|---|--|--|
| 1. Amelia's Restaurant
110 Varick St | 27. Gene's Restaurant
73 W 11th St | 52. Lewie's Noodle Shop
145 2nd Ave | 76. Ray's Deli
452 Hudson St |
| 2. Amy's Bread
250 Bleecker St | 28. Gus' Place
192 Bleecker St | 53. Lulu's Nails
129 1st Ave | 77. Ray's Pizza
2 St Marks Pl |
| 3. Andy's Deli
59 4th Ave | 29. Harry's Burritos
76 W 3rd St | 54. Lupe's East LA Kitchen
110 6th Ave | 78. Ray's Restaurant
27 Prince St |
| 4. Andy's Deli
106 7th Ave S | 30. Hector's Shoe Repair
11 Greenwich Ave | 55. Mamoun's Restaurant
119 Macdougall St | 79. Ricky's
466 Ave of the Americas |
| 5. Arthur's Tavern
57 Grove St | 31. Hiroko's Place
75 Thompson St | 56. Mara's Homemade
342 E 6th St | 80. Rocco's Pastry Shop
243 Bleecker St |
| 6. Arturo's
106 W Houston St | 32. Igor's Clean Cuts
20 1st Ave | 57. MarieBelle's Fine Treats
& Chocolates
484 Broome St | 81. Rocky's Restaurant
45 Spring St |
| 7. Barney's Hardware
467 6th Ave | 33. Jack's Coffee
138 W 10th St | 58. Mary's Fish Camp
64 Charles St | 82. Ruby's Cafe & Bar
219 Mulberry St |
| 8. Benny's Burritos
113 Greenwich Ave | 34. Jerri's Cleaners
444 Ave of the Americas | 59. Monte's Trattoria
97 Macdougall St | 83. Fat Sal's Pizza
217 W 14th St |
| 9. Ben's Pizza
177 Spring St | 35. Joe Jr's Restaurant
482 6th Ave | 60. Murray's Bagels
500 6th Ave | 84. Sal's Pizzeria & Rest.
369 Broome St # 1 |
| 10. Ben's Pizzeria
123 Macdougall St | 36. Famous Joe's Pizza
123 Macdougall St | 61. Murray's Cheese Shop
254 Bleecker St | 85. Sammy's Noodle Shop
453 Ave of the Americas |
| 11. Bagel Bob's
51 University Pl | 37. Rocket Joe's Pizza
61 Delancey St | 62. Norman's Sound & Vision
67 Cooper Sq | 86. Sammy's Roumanian
157 Chrystie St |
| 12. Bleecker Bob's
118 W 3rd St | 38. Joe's Dairy
156 Sullivan St | 63. Olga's Nails
579 Broadway | 87. Sharon's Laundry
204 E 13th St |
| 13. Bully's Deli
759 Broadway | 39. Joe's Pub
425 Lafayette St | 64. Olive's Restaurant
120 Prince St | 88. Sophie's Cuban Cuisine
221 1st Ave |
| 14. CC's Café
496 Hudson St | 40. Johnny's Bar
90 Greenwich Ave | 65. Oren's Daily Roast
31 Waverly Pl | 89. Sparky's American Food
333 Lafayette St |
| 15. Ceasar's Falafel
32 Saint Marks Pl | 41. John's Mini Bike
151 E Houston St | 66. Panchito's Mexican
Restaurant
105 Macdougall St | 90. Suzie's Chinese Spice
60 University Pl |
| 16. Colette's Cakes
681 Washington St | 42. John's of 12th Street
302 E 12th St | 67. Paquito's Restaurant
143 1st Ave # 1 | 91. Suzie's Finest Chinese
Cuisine
163 Bleecker St |
| 17. Curley's Vegetarian Lunch
328 E 14th St | 43. John's Pizzeria
278 Bleecker St | 68. Patsy's Pizzeria
67 University Pl | 92. Professor Thom's
219 2nd Ave |
| 18. Daphnie's Caribbean Express
243 E 14th St | 44. John's Restaurant
302 E 12th St | 69. Paul's Palace
131 2nd Ave | 93. Tony's Restaurant Equip.
276 Bowery |
| 19. Dave's Quality Meat
7 E 3rd St | 45. Karen's On Astor
1 Astor Place | 70. Phebe's Tavern & Grill
359 Bowery | 94. Umberto's Clam House
178 Mulberry St |
| 20. David's Bagels
228 1st Ave | 46. Kate's Paperie
561 Broadway | 71. Phil's Pizza
226 Varick St | 95. Vanessa's Dumpling
220 E 14th St |
| 21. Ed's Lobster Bar
202 Lafayette St | 47. Kee's Chocolates
80 Thompson St | 72. Ramon's Tailor Shop
306 Mott St # 1 | 96. Victor's Cleaners
495 Ave of the Americas |
| 22. Eileen's Special Cheesecake
17 Cleveland Pl | 48. Kenny's Castaways
157 Bleecker St | 73. Raoul's Restaurant
180 Prince St | 97. Wilfred's Tailor
149 1st Ave |
| 23. Ellen's Deli & Grocery
289 Hudson St | 49. Krystal's Café
171 1st Ave | 74. Famous Original Ray's Pizza
of Sixth Avenue
319 E. 6th Ave | 98. Wicked Willy's
149 Bleecker St # 2 |
| 24. Enzo's Pizza
50 2nd Ave | 50. Len's Barber Hairstyling
175 2nd Ave | 75. Famous Ray's Pizza of
Greenwich Village
465 6th Ave | 99. Wogie's Bar and Grill
35 Greenwich Ave |
| 25. Fabulous Fanny's
335 E 9th St | 51. Lenny's 8
175 2nd Ave | | 100. Yan's Barber Shop
135 7th Ave S |

The Name on the Sign: Self-Guided Walks

a project by D. Jean Hester

Walking in a city neighborhood, we pass dry cleaners, pizza parlors, beauty salons, often named for someone. Within a few blocks of Conflux HQ there is Ceasar's Falafel, Andy's Deli, Lulu's Nails. Yet have we ever paused to consider who Ceasar is? Is Andy the old man at the deli counter on Sundays? Did Lula sell the nail shop years ago, leaving only a sign?

What are the stories behind the names on the signs? My project involves the discovery and celebration of businesses near Conflux HQ that are named after a person's first name.

Embark on a series of interactive walks to explore, investigate, and discover these businesses, their owners, and the stories that surround them and their neighborhood. With the pace of globalization and increasing consolidation of commerce, I believe it's important to celebrate those small places that create a sense of the truly local.



How It Works:

Pick a Walk + Choose your Ask & Do Activities = Your Very Own "The Name On The Sign" Walk

Upload your walk and sign photos to the project's Flickr pool:
<http://www.flickr.com/groups/thenameonthesign/>

10,000 Calorie Walk

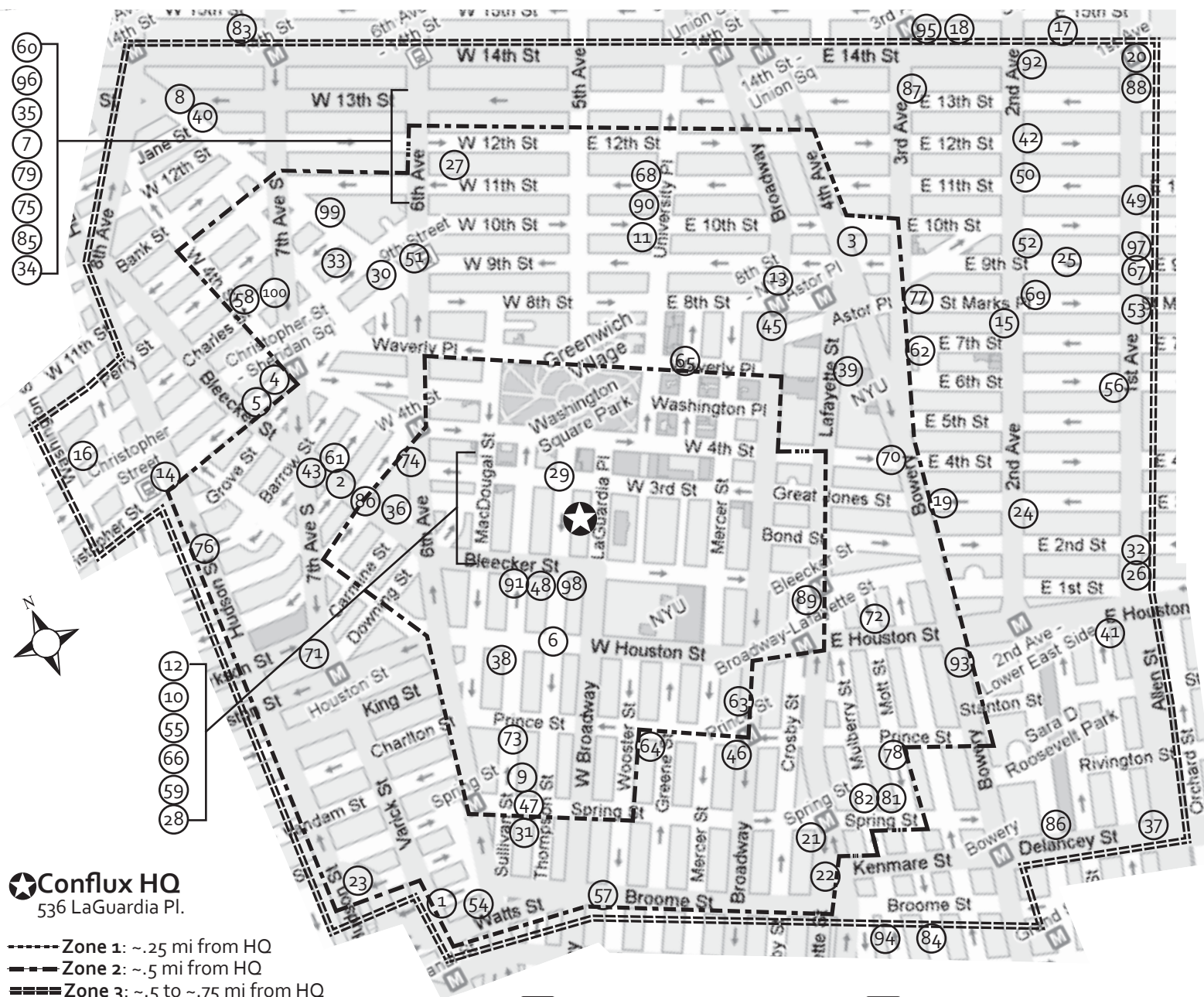
From HQ a loop to the south and around to the NW of HQ.

- | | |
|--|---|
| 22. Eileen's Special Cheesecake
17 Cleveland Pl | 61. Murray's Cheese Shop
254 Bleecker St |
| 57. MarieBelle's Fine Treats & Chocolates
484 Broome St | 2. Amy's Bread
250 Bleecker St |
| 47. Kee's Chocolates
80 Thompson St | 80. Rocco's Pastry Shop
243 Bleecker St |
| 31. Hiroko's Place
75 Thompson St | 5. Arthur's Tavern
57 Grove St |
| | 33. Jack's Coffee
138 W 10th St |

Doppelganger Walk

A variety of locations in all three zones.

- | | | |
|---|-----------|--|
| 74. Famous Original Ray's Pizza of Sixth Avenue
319 E. 6th Ave | VS | 75. Famous Ray's Pizza of Greenwich Village
465 6th Ave |
| 90. Suzie's Chinese Spice
60 University Pl | VS | 91. Suzie's Finest Chinese Cuisine
163 Bleecker St |
| 3. Andy's Deli
59 4th Ave | VS | 4. Andy's Deli
106 7th Ave S |
| 85. Sammy's Noodle Shop
453 Ave of the Americas | VS | 86. Sammy's Roumanian
157 Chrystie St |



Conflux HQ
536 LaGuardia Pl.

- Zone 1: ~.25 mi from HQ
- Zone 2: ~.5 mi from HQ
- Zone 3: ~.5 to ~.75 mi from HQ

Location markers are approximate. Exact addresses are on reverse, along with business names and types.



Activities:

Ask:

- ♦Ask for the namesake and introduce yourself.
- ♦Ask what item the namesake has created/likes best/is known for.
- ♦Ask people who work there about the namesake.
- ♦Are there regulars at the business when you visit? Ask them what they know about the namesake.
- ♦Ask why the namesake started the business.
- ♦Ask why the namesake named the business after themselves.
- ♦Ask the namesake why they started this type of business.
- ♦Ask the namesake for the business's "origin story".
- ♦Ask the namesake why they named their business after themselves.

Do:

- ♦Get a picture of you with the namesake. If they aren't there, get a pic of you with the sign.
- ♦Procure some piece of swag with the namesake's name on it.
- ♦Try what the business is famous for.
- ♦Try to meet the namesake.
- ♦Sample the wares or services of the business.
- ♦Suggest to someone on the street that they should try the business.

Finest, Wickedest (& Famous) Walk

From HQ a loop NW and then south, east, and finally back to HQ.

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|--|---|
| 6. Famous Joe's Pizza
123 Macdougall St | 25. Fabulous Fanny's
335 E 9th St |
| 57. MarieBelle's Fine Treats & Chocolates
484 Broome St | 91. Suzie's Finest Chinese Cuisine
163 Bleecker St |
| 22. Eileen's Special Cheesecake
17 Cleveland Pl | 98. Wicked Willy's
149 Bleecker St # 2 |

Pizza Walk

Pick two. Or three. Or try them all...

- | | |
|---|--|
| 9. Ben's Pizza
177 Spring St | 71. Phil's Pizza
226 Varick St |
| 10. Ben's Pizzeria
123 Macdougall St | 74. Famous Original Ray's Pizza
of Sixth Avenue
319 E. 6th Ave |
| 24. Enzo's Pizza
50 2nd Ave | 75. Famous Ray's Pizza of Greenwich Village
465 6th Ave |
| 26. Lil' Frankie's Pizza
21 1st Ave | 77. Ray's Pizza
2 St Marks Pl |
| 36. Famous Joe's Pizza
123 Macdougall St | 83. Fat Sal's Pizza
217 W 14th St |
| 37. Rocket Joe's Pizza
61 Delancey St | 84. Sal's Pizzeria & Rest.
369 Broome St # 1 |
| 43. John's Pizzeria
278 Bleecker St | |
| 68. Patsy's Pizzeria
67 University Pl | |

Head to Toe Walk

Starts NW of HQ, then heads east, and rounds to the southeast.

- | | |
|--|---|
| Barber:
100. Yan's Barber Shop
135 7th Ave S | Glasses:
25. Fabulous Fanny's
335 E 9th St |
| Beauty Supplies:
79. Ricky's
466 Ave of the Americas | Shoes:
19. Dave's Quality Meat
7 E 3rd St |
| Cleaners:
34. Jerri's Cleaners
444 Ave of the Americas | Tailor:
72. Ramon's Tailor Shop
306 Mott St # 1 |
| Shoe Repair:
30. Hector's Shoe Repair
11 Greenwich Ave | Nail Salon:
63. Olga's Nails
579 Broadway |