

W INSIDER TEMPLATES/ ASSETS



HOTELS
WORLDWIDE

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OBJECTIVE

Bringing the key passions of design, music, and fashion to the forefront of the W spirit, the W Insiders are in-the-know tastemakers that set the stage for amplified experiences. Granting exclusive access and embodying the vibrant energy and forward-thinking attitude of the W brand, the Insider is always on the cusp of what's New/Next in their city.

To showcase the essence of the W Insider, we've created a series of templates to help make your Insider Guide Books, Tip Sheets, and Cool Hunter picks consistent, polished, and easy to produce. With tips on copy and the overall visual look and feel, refer to this guide to amp up your collateral and provide guests with a new way to enliven their W experience.



OCTOBER 2013



HOTELS
WORLDWIDE



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FALL HAPPENINGS

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INSIDER TIP Nvenculac velator surtonum quis ut unti eius.

HALLOWEEN CENTRAL PARK BANDSHELL PUMPKIN FESTIVAL
Sat, Oct 27 | 11a-3p
Enter at 74th Street
NYFPC.com

NEW YORK CITY'S 30TH ANNUAL VILLAGE HALLOWEEN PARADE
Wed, Oct 31 | 7-10p
6th Ave from Spring 14th Street
HallowNYC.com

NEW YORK CITY BALLET



Dark and deadly, The Caga plunges into the world of natural selection, depicting the final instict compelling the female of an insect species to consider its male counterpart.

INSIDER TIP Nvenculac velator surtonum quis ut aliant eius.


ART AND DESIGN CLIMBING INTO THE FUTURE, OR JUST INTO THE PAST



PICASSO AND BLACK AND WHITE
Guggenheim Museum
Fri Oct 5 - Sat Dec 29

INSIDER ACCESS TO WHAT'S NEW NEXT IN MEXICO CITY

INSIDER NAME HERE
Admix Line One
insider_email_here@w-hotels.com



SCOTT'S DALE




HOTELS
WORLDWIDE




INSIDER ACCESS TO WHAT'S NEW NEXT IN NEW YORK



HOTELS
WORLDWIDE



OCTOBER 2013



HOTELS
WORLDWIDE

FALL HAPPENINGS

MANHATTAN
Whole Foods Market
WholeFoods.com

QUEBEC
Applewood Orchards & Winery
Applewoodorchards.com

QUEBEC
Quebec Country Farm Museum
Quebecfarm.org

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PATRICK BAHMANN



HOTELS
WORLDWIDE



PATRICK BAHMANN



HOTELS
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INSIDER ACCESS TO WHAT'S NEW NEXT IN LONDON

INSIDER NAME HERE
Admix Line One
insider_email_here@w-hotels.com

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KEY FACTS

- Facts go here.
- Adpocabo voluptas et que rem eoa.

TITLE
FIFA Secretary General and IOC Member

COMPANY
International Company

ARRIVAL
Tuesday, February 20

DEPARTURE
Thursday, February 22

INSIDER ACCESS TO WHAT'S NEW NEXT IN PARIS

INSIDER NAME HERE
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insider_email_here@w-hotels.com

GENERAL INFO

ALL W INSIDER MATERIAL WILL BE CREATED USING STARWORKS. PLEASE REFER TO THE STARWORKS INSTRUCTION GUIDE AS HOW-TO VIDEO.

STARWORKS enables you to create your own W Insider collateral easily, efficiently, and consistently.

Simply login and click on the Starworks tab at the top of the page.

Once you've added copy and images to the Insider templates, you must submit them for approval via STARWORKS

The screenshot displays the Starworks user interface. At the top, there is a navigation bar with tabs: HOME, SEARCH, WORKSPACE, STARWORKS (highlighted), WORK ORDERS, APPROVALS, VENDORS, and RESOURCES. Above the tabs, there are links for "Starwood Asset Library", "Edit Account", "Log Out", and "Contact". Below the navigation bar is a search section with a "Search" button and a "More Options" link. The search filters include "Brand" (dropdown), "Asset Type" (dropdown), "Property Name or Starlink Number" (text input), and "Keywords" (text input). Below the search section is an "Assets" section for "Aloft" with a "Close" button. The assets listed are "Brand Photography", "Collateral Templates", "Guidelines", and "Logos". On the right side, there is a large banner for "WELCOME TO STARWORKS" with the text "SAVE TIME. SAVE MONEY. Create your own marketing materials quickly and easily. Available in eight languages." and a "CLICK HERE FOR MORE INFORMATION" link. The banner also features the Starwood Hotels and Resorts logo and a background image of a resort. At the bottom right, there are buttons for "My Account", "Edit", "News", and "View All".

PLEASE REFER TO THE STARWORKS INSTRUCTION GUIDE HOW-TO VIDEO FOR STEP BY STEP INSTRUCTIONS ON CREATING ASSETS.

[HTTP://MSP.ELATERAL.COM/MSC](http://msp.elateral.com/msc)



GENERAL INFO

AVAILABLE ON STARWORKS

- COOL HUNTER
- TIPS SHEET
- VIP SHEET
- WEB BANNER

AVAILABLE ON STARWOOD ASSET LIBRARY

- INSIDER GUIDE BOOK

W INSIDER
OCTOBER 2013

**W INSIDER GUIDE
EA DIPSUS DAM,
IPSUM ET QUI ILLO
REPERUM VOLORES
TEMO DECORAT
LOREM QUIDUSA.**

FALL HAPPENINGS
The magic of fall brings a new crop of seasonal events, from pumpkin patches to wine festivals. Here are some of the best to check out.

FALL SPA WEEK
CITIZENS OF TRICK-OR-TREATS
Spa Week is a bi-annual event that runs from Oct. 1-15. For more info, visit spa.com.

MALIBU
**CENTRAL PARK SANDWELL
FESTIVAL**
Sat, Oct 27 | 11a-5p
Central Park, NYC
nyc.gov

**NEW YORK CITY'S
50TH ANNUAL VILLAGE
HALLOWEEN**
Wed, Oct 31 | 7-10p
10th Ave from Spring St to
Madison St
nyc.gov

**NEW YORK
CITY BALLET**

ART AND DESIGN
**CLASSICS INTO THE FUTURE,
OR JUST INTO THE PAST**
The Metropolitan Museum of Art is celebrating its 150th anniversary with a series of exhibitions that explore the relationship between the past and the present.

**PELAGO AND
BLACK AND WHITE**
Guggenheim Museum
Fri Oct 19 - Sat Dec 19

**INSIDER ACCESS
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insider_email@w-hotels.com

**W
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WORLDWIDE**

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OCTOBER 2013

FALL HAPPENINGS
HARRIATION
Whole Foods Market
Wholefoods.com

QUEENS
Appelwood Orchards & Winery
Appelwoodorchards.com

QUEENS
Queens Country Farm Museum
Queensfarm.org

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**W
HOTELS
WORLDWIDE**

W INSIDER
SCOTTS
DALE
**W
HOTELS
WORLDWIDE**

The W brand voice is distinctive, cool, inclusively exclusive, and always confident. When writing your W Insider collateral keep your tone consistent, engaging, fun, and on-brand. Choose words that convey action and get to the point. When in doubt, try for quality over quantity. To help inspire you when you're writing in the brand voice, here are words that help invoke the W experience. For more in-depth information on the W brand voice, please download the Tone Of Voice Document (SAL#107312) on the Starwood Asset Library.

ACTION VERBS **INVITE GUESTS TO BE A PART OF W HOTELS' 24/7 ENERGY**

Retreat / Meet / Swim / Experience / Lounge / Stop In / Shop / See / Hang Out / Visit / Wake / Open / Sample / Run / Work Out / Taste / Try / Join / Recline / Check Out / Find / Invite / Host / Share / Get Together / Detoxify / Get away / Celebrate / Escape / Select / Dance / Drink / Indulge / Create / Spin / Mix / Bask / Release / Revel / Go / Chat / Enjoy / Amplify / Fuse / Magnify / Mingle / Heighten / Light Up / Review / Explore / Walk / Play / Relax / Recharge / Reveal / Unveil / Unite / Upturn / Energize / Mix it Up / Inject / get ready / Blend / Remix / Infuse / Synthesize / Electrify / Define

AMPLIFYING WORDS **SHOW OFF OUR VIBRANT STYLE, EXTRAORDINARY EVENTS AND ICONIC DESIGN**

Track / Bass / Fade / Release / Rhythm / Recording / Tunes / Boom / Electric / Pulse / Backstage / Up -and -coming / Shows / Limited Edition / Collection / glamorous / Runway / Look / Presentation / Preview / Customized / Sparkling / Colorful / Custom / Dynamic / Creative / Concept / Innovative / Texture / Shape / Outline / Bold / Glitter / Visionary / Icon / Pulsating / Original / Bright / Aesthetic / Abstract / fabulous / Signature / Radiate / Spin / Beat / Spectrum / Vibrant

SERVICE CULTURE **REMIND GUESTS THAT WE'RE HERE FOR WHATEVER / WHENEVER THEY WANT**

YES / WHATEVER / WHENEVER / 24/7 / Hello / Stop By / Take It Easy / Hang Out / Lounge / Sure / No Problem / Make Yourself At Home / Laugh / Stay Awhile / Meet / Help Yourself / Join Us / Just Ask / Absolutely / Welcome / Thanks / Settle In / You're Invited / VisitAnytime / Of Course / Enjoy / Anything You Need

**FOR MORE IN-DEPTH INFORMATION ON THE W BRAND VOICE,
PLEASE DOWNLOAD THE TONE OF VOICE DOCUMENT
ON THE STARWOOD ASSET LIBRARY.**

SAL#107312

CUSTOMIZABLE TEMPLATES AVAILABLE ON STARWORKS.
LETTER SIZE SW# XXXXXX A4 SIZE SW# XXXXXX

AVAILABLE IN LETTER AND A4 SIZES

A stylized sheet with Insider-approved tips, the Cool Hunter allows guests to maximize their destination with the newest and coolest spots in the city. Cool Hunter is also an opportunity to put your unique expertise center stage. Changing weekly, the Cool Hunter allows the Insider to truly shine.

STYLE GUIDELINES

This template prints a one-sided sheet on a single page. If necessary, you can use a second page to accommodate your Cool Hunter content.

Customize the Starworks template with your Cool Hunter copy and images. Please follow the type and image treatment provided in each template.

**PRINT SPECIFICATIONS
 PREFERRED STOCK**

Neenah Environment
 Ultra Bright White 100# cover

NOTE: ALL IMAGES SHOWN IN
 TEMPLATE ARE FPO.



OCTOBER 2013



W INSIDER GUIDE EA DIPSUS DAM, IPSUM ET QUI ILLO REPERUM VOLORES TEMO DECORAT LOREM QUIDUSA.

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FALL HAPPENINGS
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FALL SPA WEEK
 CITYWIDE \$50 TREATMENTS
 Spa Week is a bi-annual event



that leads you from stress and anxiety to bliss and relaxation. Get discounted spa treatments at more than 100 New York City spas. Oct 15-21 | Spaweek.com **INSIDER TIP** Nvencudiclis velestior suntorum quis ut unt elius.

**HALLOWEEN
 CENTRAL PARK BANDSHELL
 PUMPKIN FESTIVAL**
 Sat, Oct 27 | 11a-3p
 Enter at 72nd Street
 NYPF.com

**NEW YORK CITY'S
 39TH ANNUAL VILLAGE
 HALLOWEEN PARADE**
 Wed, Oct 31 | 7-10p
 6th Ave from Spring-16th Street
 HalloNYC.com

**NEW YORK
 CITY BALLET**



Dark and deadly, The Cage plunges into the world of natural selection, depicting the feral instinct compelling the female of an insect species to consider its male counterpart. Oct 2-13 | Lincoln Center nycballet.com **INSIDER TIP** Nvencudiclis velestior suntorum quis ut alaunt elius.

ART AND DESIGN
 CLIMBING INTO THE FUTURE,
 OR JUST INTO THE PAST



**PICASSO AND
 BLACK AND WHITE**
 Guggenheim Museum
 Fri Oct 5 - Sat Dec 29

**INSIDER ACCESS
 TO WHAT'S
 NEW NEXT IN
 MEXICO CITY**

INSIDER NAME HERE
 Address Line One
 insider.emailhere@whotels.com



COPY GUIDELINES

FEATURE COPY

The kick-off paragraph of Cool Hunter is a brief introduction to your distinct W Hotel and how you, as the Insider, help infuse the W energy into this unique locale. You can choose to offer new feature copy weekly, monthly, bi-monthly, or you can have the same feature copy for every Cool Hunter. You can also opt to not use feature copy.w (Please note that this will affect the layout and will require more tips.) Remember, you're the Insider, so choose copy that will help the guests amplify their W experience.

HERE'S AN EXAMPLE OF GOOD FEATURE COPY:

Welcome to W New York Union Square. You've picked an amazing time to explore this bustling city. New York Fashion Week is one of the most exhilarating moments to be in this stylish metropolis. While you might not follow the trends as religiously as the fashion flock, you can maximize your time here with exhilarating happenings, live music, and the newest restaurants and bars. take the city by storm—and in style—with these quick tips on what's new/next in New York City.



OCTOBER 2013

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INSIDER TIP Nvenducillis velestior suntorum quis ut unt elius.



W INSIDER GUIDE
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LOREM QUIDUSA.

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FALL HAPPENINGS

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INSIDER TIP Nvenducillis velestior suntorum quis ut unt elius.

FALL SPA WEEK

CITYWIDE \$50 TREATMENTS

Spa Week is a bi-annual event



that leads you from stress and anxiety to bliss and relaxation. Get discounted spa treatments at more than 100 New York City spas. Oct 15-21 | Spaweeek.com

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HALLOWEEN

CENTRAL PARK BANDSHELL PUMPKIN FESTIVAL

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NYPF.com

NEW YORK CITY'S 39TH ANNUAL VILLAGE HALLOWEEN PARADE

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HalloNYC.com

NEW YORK CITY BALLET



Dark and deadly, The Cage plunges into the world of natural selection, depicting the feral instinct compelling the female of an insect species to consider its male counterpart.

Oct 2-13 | Lincoln Center nycballet.com

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ART AND DESIGN

CLIMBING INTO THE FUTURE, OR JUST INTO THE PAST



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COOL HUNTER TIPS
These constantly rotating tips should be written weekly to inform guests of what's New/Next in your city. Choose happenings, exhibits, and cultural must-sees that are timely and focus on the W brand's key passions of design, music, and fashion.

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CUSTOMIZABLE TEMPLATES AVAILABLE ON STARWORKS.
LETTER SIZE SW# XXXXXX A4 SIZE SW# XXXXXX

AVAILABLE IN LETTER AND A4 SIZES

Easy to read and even more simple to distribute to guests, the Insider Tip Sheets are quick, fun pointers on how travelers can amp up their stay. Composed of anything from the five best burger joints to the most efficient modes of public transportation, the Tip Sheet can feature essential information or the latest hottest additions to your destination. The Tip Sheets should be updated weekly to reflect the latest happenings, seasonal events, or any insight you can offer to guests that only an Insider would know!

STYLE GUIDELINES

This template prints four Tip Sheets on a one-sided single page. Simply print and cut the sheets out as shown.

Customize the Starworks template with your Insider Tip Sheet copy and images. Please follow the type and image treatment provided in each template.

PRINT SPECIFICATIONS
PREFERRED STOCK

Neenah Environment
 Ultra Bright White 100# cover

NOTE: ALL IMAGES SHOWN IN TEMPLATE ARE FPO



MAGENTA LINE INDICATES CUT



AVAILABLE IN LETTER AND A4 SIZES

EXAMPLE OF AN INSIDER TIP SHEET

W INSIDER

JULY 2013

**THE HOTTEST CITY'S
COOLEST COCKTAIL BARS**

Drink up! Make the scene with NYC's best Mixologists.

Little Branch
Little Branch mixes up vintage drinks with big city flair.
20 7th Ave South

Employee's Only
This popular West Village restaurant-cum-bar serves up Roaring Twenties-era cocktails to a stylish crowd.
510 Hudson Street

Pegu Club
An elevated cocktail lounge where classic recipes rule, this chic SoHo staple boasts modern iterations of old-fashioned favorites.
77 W Houston Street

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CUSTOMIZABLE TEMPLATES AVAILABLE ON STARWORKS.
LETTER SIZE SW# XXXXXX A4 SIZE SW# XXXXXX

WHO'S WHO

CUSTOMIZABLE TEMPLATES AVAILABLE ON STARWORKS.
LETTER SIZE SW# XXXXXX A4 SIZE SW# XXXXXX

AVAILABLE IN LETTER AND A4 SIZES

An accessible information sheet notifying staffers about a VIP guest in the hotel, the Who's Who helps to inform all members of your team in an efficient, easy to read manner. With a quick bio, an optional photo, and pertinent info, the W team can offer the Whatever/Whenever ethos customized for this notable guest.

COPY GUIDELINES

After doing some light research, craft a brief bio with this VIP guest's background and some key facts. This will help you offer an amplified experience—remember no detail is too small! Also collect information on this person's title, company, and when he or she is arriving and departing. .

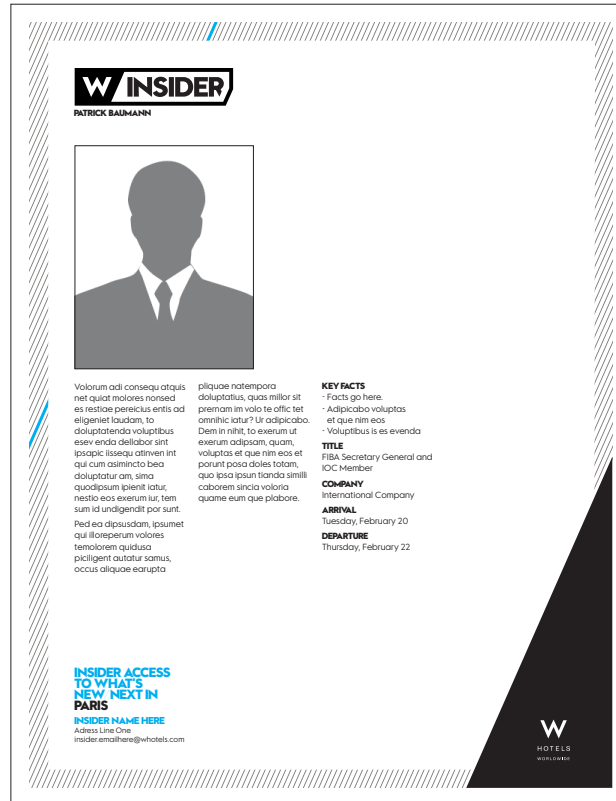
STYLE GUIDELINES

This template prints one-sided on a single page. There are two variations of the Who's Who template, both of which will fit on an 8.5 x11" letter and A4 sheets

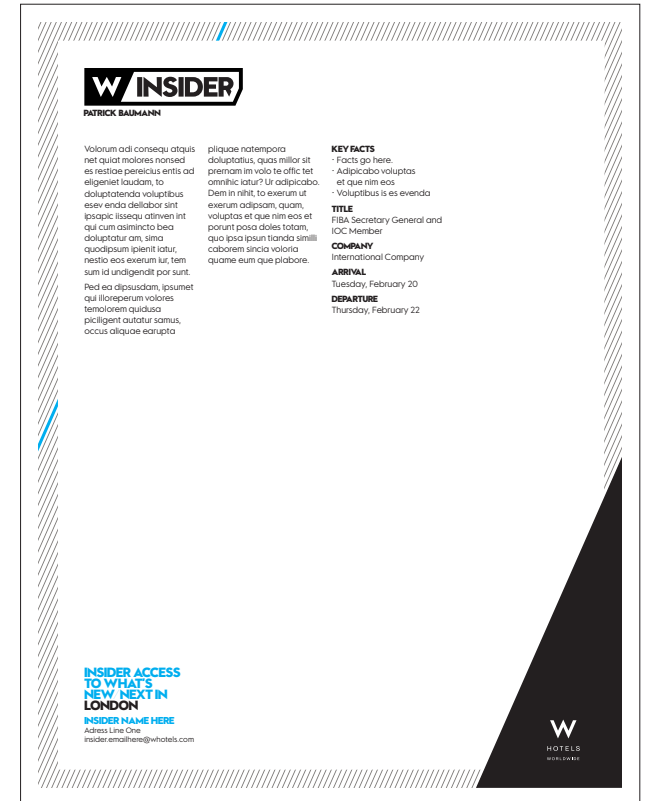
- 1 With Photo
- 2 Without Photo

Customize the Starworks template of your choice with your VIP guest's information.

Please follow the type and image treatment provided in each template.



WITH PHOTO



WITHOUT PHOTO

PRINT SPECIFICATIONS PREFERRED STOCK

Neenah Environment
Ultra Bright White 100# cover

WEB BANNER

CUSTOMIZABLE TEMPLATES AVAILABLE ON STARWORKS.

SW# XXXXXX

Featured on the W Hotels webpage as well as other online destinations, this bold banner ad helps to call out the importance of the W Insider.

COPY GUIDELINES

Simply enter your name and your city for this visual-heavy banner ad. The tagline "Insider Access to What's New/Next in (your city)" should always remain in English as-is and should never be translated.

STYLE GUIDELINES

Customize the Starworks template with your name and city.

Please follow the type and image treatment provided in each template.



INSIDER GUIDEBOOK COVERS

DOWNLOAD INDESIGN TEMPLATES FROM STARWOOD ASSET LIBRARY.

SAL# XXXXXX

The Insider Guidebook is a pocket-friendly reference guide packed with exclusive tips on your unique destination. Broken down by section, the Insider Guidebook features a more in-depth look at ultra-cool clubs, top bars, culinary hot spots, the chicest shops, and the most exhilarating sights and sounds of the city.

Boasting vivid images of your favorite local haunts and evocative yet punchy copy that describes the experience for the first-time visitor, the Guidebook is an opportunity to show off your city.

STYLE GUIDELINES

DOWNLOAD INDESIGN TEMPLATES FROM STARWOOD ASSET LIBRARY

First download then customize the InDesign template with your Insider Guidebook content. Please follow the type and image treatment provided in each template. If you don't have a designer on staff, please hire an agency to help you layout and execute the templates for your specific needs.

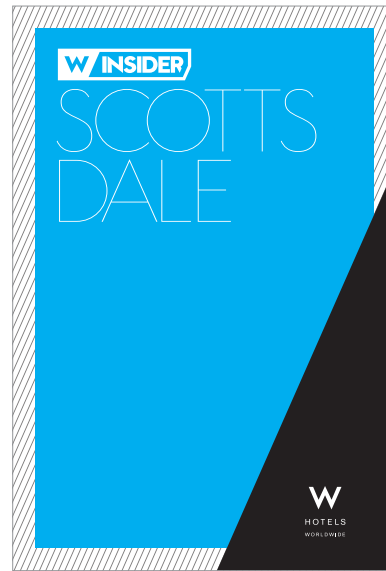
PRINT SPECIFICATIONS

PREFERRED STOCK

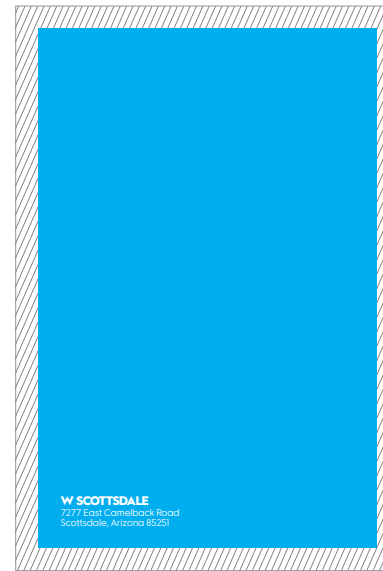
COVER PAGES Neenah Environment
Ultra Bright White 100# cover

INTERIOR PAGES Neenah Environment
Ultra Bright White 100# text

NOTE: ALL IMAGES SHOWN IN TEMPLATE ARE FPO.



FRONT COVER



BACK COVER



SPINE



NOTE: SPINE WIDTH IS DEPENDENT ON THE THICKNESS OF YOUR INSIDER GUIDEBOOK AND THE AGENCY YOU WORK WITH WILL HELP YOU CREATE IT.

COPY GUIDELINES

TABLE OF CONTENTS SPREAD:

Introducing the Guidebook is the Table of Contents. Divided up to reflect the key passions of the brand, the Table of Contents should always contain the same headers to showcase the Insider-approved picks of your city. Meet the Insider is your introduction, Music/Sound showcases the best music sonic venues, Beverage/Food covers the hottest eateries and cocktail bars, Mix/Mingle is dance or places to see and be seen, Fashion/Flair gives a rundown on the hippest boutiques and fashion happenings, while Play/Explore can be anything from exhibits and museums to outdoor activities and recreation

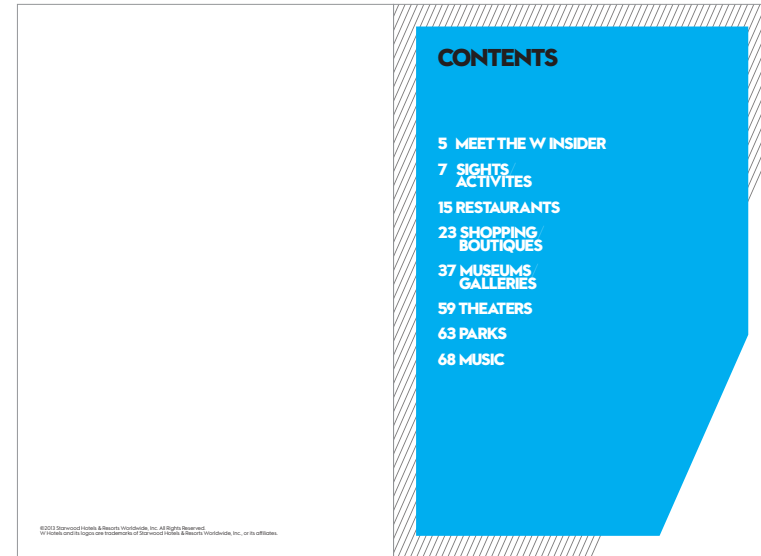


TABLE OF CONTENTS SPREAD



SECTION OPENER

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MEET THE INSIDER

A chance for the guests to get to know you and your distinct point of view, the Meet the Insider page is a complete reflection of you. Composed of your contact information and social media handles, a brief bio, an Insider Tip, a Secret Spot, and your current favorite tracks that are On Rotation, Meet the Insider gives you a chance to set the tone of the Guidebook and introduce yourself, your city, and your W.

INSIDER TIP

A breezy tip about how to navigate your city like a local, the Insider Tip is a brief blurb about something only a W Insider would know. Here is an example of a successful Insider Tip to inspire you to write yours:

Newcomer Wayland boasts a dollar oyster happy hour and the East Village's best mixologist-approved cocktails for half off. Don't be surprised if you see a famous face in line for the bar—this chic watering hole attracts the A-list set.

SECRET SPOT


A hip place that only those in-the-know have access to, the Secret Spot is your chance to share your favorite tucked away places for the best tacos, authentic ramen, stellar cocktails, hard-to-find designer labels, or even secret music venues that come alive at night. Here is an example of a successful Secret Spot tip to inspire you to write yours:

W INSIDER

PATRICK BAUMANN
Insider: emailhere@whotels.com
 7277 East Camelback Road
 Scottsdale, Arizona 85251
 T 646 826 8631 F 646 826 8605
 whotels.com/scottsdale

Twitter @PATSYBOY
 Instagram @PATMANN

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INSIDER TIP
Go to Scottsdale Pub during happy hour on 35 Downing Street and ask for Tim at the door.

SECRET SPOT
LaGrange Village. Visit this tucked away cobblestone sanctuary first thing in the morning or during sunset for a surreal and classic Scottsdale insider experience.

ON ROTATION
Gossip - Four Letter Word
 The XX - Crystalised
 Milke Snow - Animal

A piquant favorite of culinary savvy San Franciscans, West Coast favorite Mission Chinese is easy to miss. Tucked away behind inconspicuous neon signage, just look for a swarm of hungry, hip gourmet-minded New Yorkers huddled around the complimentary beer keg.

HEADSHOT

A Insert a headshot on a white background.

EXAMPLE OF BIO:

Welcome to New York City—better known as the City That Never Sleeps. I want you to make the most out of your stay at W Union Square, so I've put together these essential tips to help showcase what's new/next in this amazing city. While I didn't grow up here—I'm originally from the West Coast where people are seeking chill rather than thrill—but since I've lived here almost ten years, I consider this bustling metropolis my real home. From my top culinary spots, secret cocktail bars, hot clubs, must-see museums, and shops with covetable wears, I hope these Insider tips can help you electrify your stay in the Big Apple.

ON ROTATION

As a W Insider you're a tastemaker—and that doesn't mean just recommending the best up-and-coming eatery, cocktail spot, or the hottest new club. The On Rotation section of the W Insider Bio Page is your chance to share your favorite new tunes. Share your three top sonic obsessions here.

- "Babes" - Icky Blossoms
- "Defriended" - Beck
- "Berlin Lovers" Still Corners

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SPREAD WITH ONE ENTRY LARGE IMAGE

Putting emphasis on the visual image and copy (around 60-75 words) for one specific Insider-approved hot spot, this template allows for you to really focus on a location that is inherently W.

Whether you've chosen it because it embodies the key passions of design, music, and fashion, or it has an electric edge that is synonymous with the brand ethos, take this opportunity showcase this local favorite. .

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COPY GUIDELINES

SPREAD WITH TWO ENTRIES

With small blurbs of easy copy (around 40 words) and small yet vivid images, this template is a way to convey the highlights of your favorite places in town. Keep it short and sweet but detailed with evocative language and bold photos.

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RECAP LIST

A list with all the crucial information on an Insider pick, the Recap List is an easy-to-follow rundown of all the Insider Picks mentioned in the Guidebook. Think of it as a glossary of all the coolest spots in town.

RECAP LIST

ABC KITCHEN
35 East 18th Street
At Broadway
American Nouveau
Flatiron

ACME
9 Great Jones Street
Near Lafayette Street
Scandinavian
East Village

AL DI LA
248 Fifth Avenue
At Carroll Street
Italian
Park Slope

ALDEA
31 West 17th Street
Near Fifth Avenue
American Nouveau
Portuguese
Union Square

ANFORA
34 Eighth Avenue
Near Jane Street
Italian
West Village

ASIATE
80 Columbus Circle
35th Floor
Near Broadway
American Nouveau
Upper West Side

BABBO
110 Waverly Place
Near Sixth Avenue
Italian
West Village

BACK FORTY
190 Avenue B
Near 12th Street
American Traditional
East Village

BALTHAZAR
80 Spring Street
At Crosby Street
Bistro/French
Soho

BAR BOULUD
1900 Broadway
Near 64th Street
French
Upper West Side

BAR JAMÓN
125 East 17th Street
At Irving Place
Spanish/Tapas
Gramercy

BAR MASA
10 Columbus Circle
4th Floor
Near Eighth Avenue
Japanese/Sushi
Upper West Side

BARBUTO
775 Washington Street
At 12th Street
Italian/Pizza
West Village

BEAUTY & ESSEX
146 Essex Street
Near Stanton Street
American Nouveau
Spanish/Tapas
Lower East Side

BENOIT
60 West 55th Street
Near Sixth Ave.
Bistro
French
Midtown West

BESO RESTAURANT
11 Schuyler Street
Near Richmond Terrace
Spanish/Tapas
Staten Island

BLANCA
261 Moore Street
Near Bogart Street
American Nouveau
Williamsburg

BLUE RIBBON BAKERY
35 Downing Street
At Bedford Street
American Traditional
French
West Village

BLUE RIBBON BAKERY MARKET
14 Bedford Street
Near Downing Street
American Traditional
French
West Village

14
15

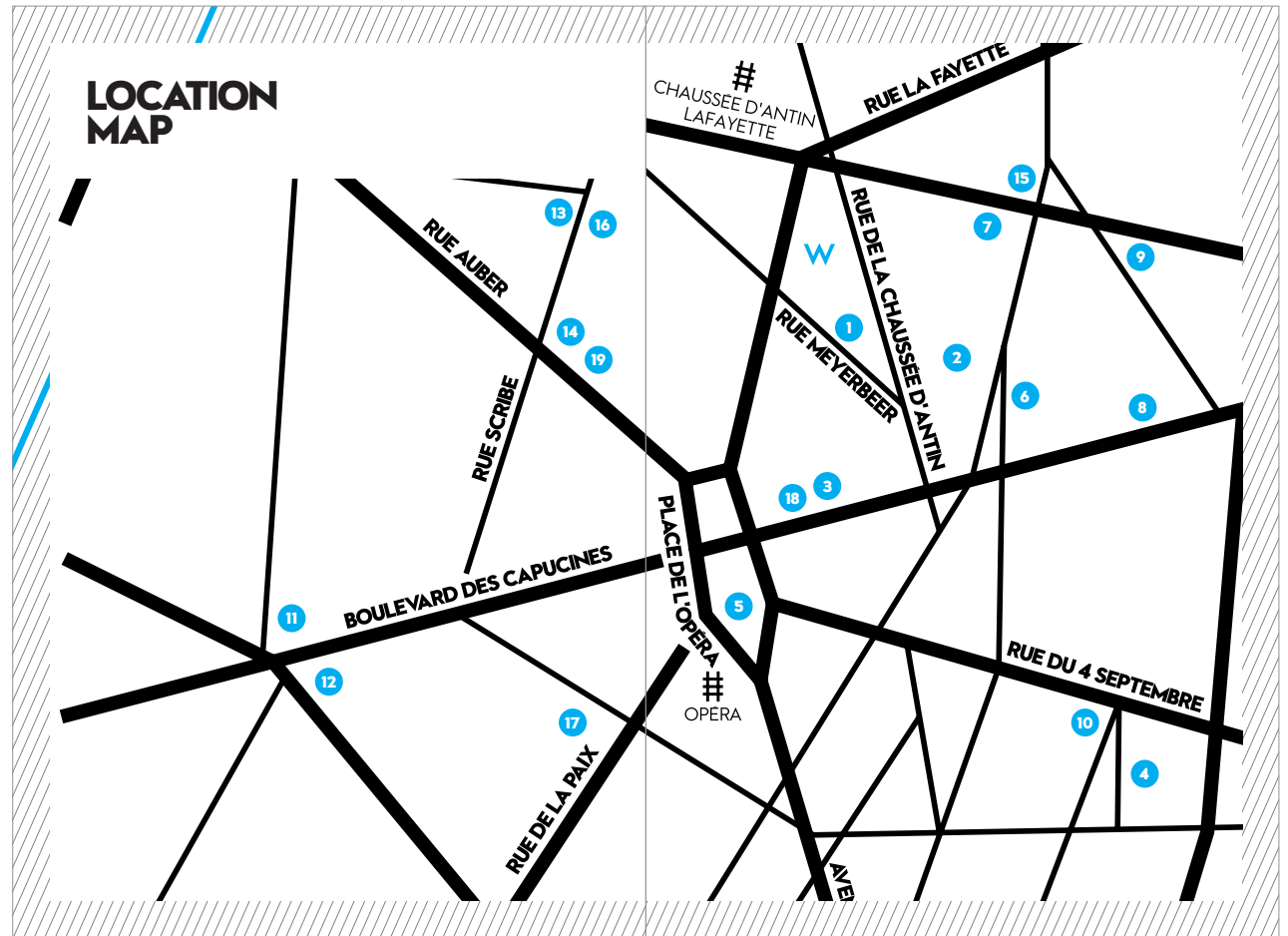
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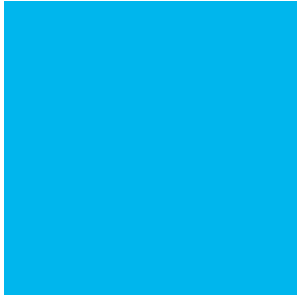
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MAP SPREAD

Corresponding to every W Insider-approved location in the Recap List, this branded map is an easy-to-use visual component of the Guidebook. Please contact Aventa to commission a customized map for your city.



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