

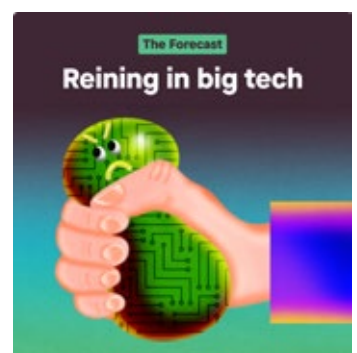
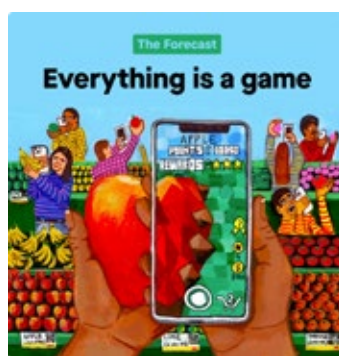
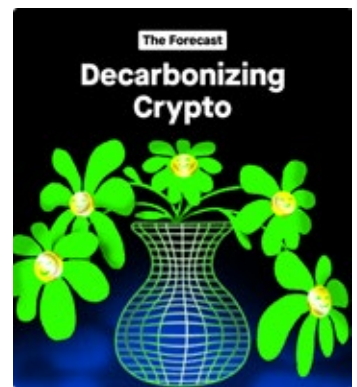
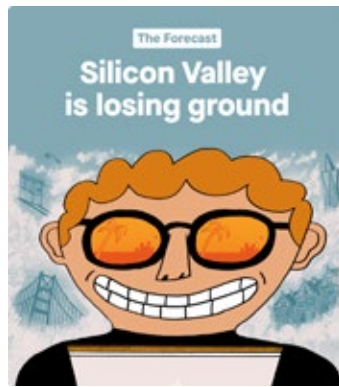


Welcome to Alex Citrin's art direction portfolio! Alex is an award-winning art director and **illustrator** who works equally well with both print and digital platforms, thrives under tight deadlines, and never met a budget too small to create showstopping visuals with. Alex has a constantly evolving list of fantastic illustrators and photographers who *swear* they love to work with her, and has been hired herself many times over as someone who takes her work seriously without taking herself too seriously. Pro-collaboration, anti-ego, and passionate about working with editors and journalists across beats, Alex is a Swiss Army knife art director who fears no challenge, just bad copy.

QUARTZ

After taking time for maternity leave, **I joined Quartz in June 2021 as editorial art director.** This is a unique role within the larger structure of Quartz in ways that have allowed me to grow exponentially, kicking off one of the most rewarding learning curves of my career so far. Functioning essentially as a one-person art department, I collaborate with both the editorial and product teams, as well as the marketing team on special projects. Business journalism provides a fast paced and never ending array of challenging topics; my goal at Quartz is to direct and produce unique editorial visuals reflecting in equal parts the depth and wackiness of what makes our world work.

THE FORECAST is a weekly newsletter and deep dive into one topic of relevant interest relative to the news cycle. This newsletter kicked off a few weeks after I began my role at Quartz – my goal was to design a system highlighting illustration to communicate the topic at hand in a unique way, as the majority of these topics concern complex but visually abstract issues. Below is a selection of favorites.



PUBLICATION: **Quartz** ROLE: **AD**

ILLUSTRATORS (from top L to R): **Steph Lau, Janik Söllner, Giulia Zoavo, Huanhuan Wang, Ricardo Diseño, Michelle Spearman, Jackson Gibbs, Daniel Zender, Deena So Oteh, Hoi Chan, Allie Sullberg, K.L. Ricks, Vinne Neuberg, Brandon Celi, Yogee Chandrasekaran, Lucy Jones, Erik Carter, Lan Truong, Jam Dong, Grace Danico**

THE QUARTZ OBSESSION PODCAST is based on Quartz's popular weekly Obsession newsletter. Each topic is developed around an editor's current "obsession" and how that obsession connects to the global economy. With such a diversity of topics, I felt each episode merited its own art to create the most engaging experience while also functioning as header art for the transcripts that run on site upon each episode drop. The main challenge was ideating concepts, planning, and building props for each topic while finding ways to unify the overall collection of imagery. If you think I had fun with it, you are correct.

SEASON 1: October 2021



TOPIC: **Afrobeats**



TOPIC: **Business class**



TOPIC: **CAPTCHA**



TOPIC: **Cash**



TOPIC: **Japanese Whiskey**



TOPIC: **Kudzu**



TOPIC: **Oat milk**



TOPIC: **Office chairs**



TOPIC: **Randomness**

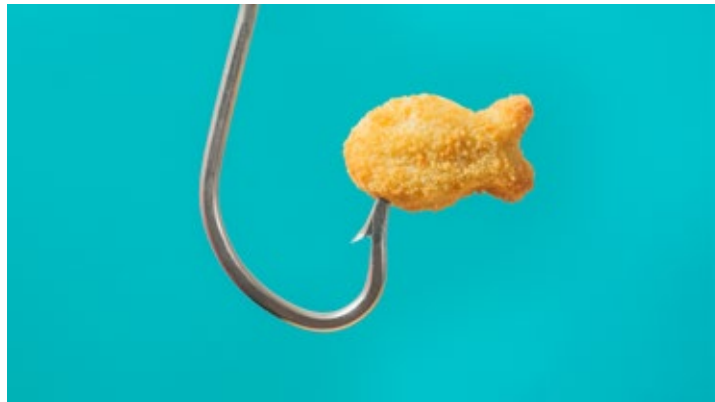


TOPIC: **Rare earths**

SEASON 1: February 2022



TOPIC: Egg freezing



TOPIC: Fish sticks



TOPIC: Indian weddings



TOPIC: Puffer coats



TOPIC: Sequels



TOPIC: Disco



TOPIC: The Cloud



TOPIC: Prosthetics

SEASON 1: April 2022



TOPIC: Debt



TOPIC: Dyslexia



TOPIC: 2.1 replacement rate



TOPIC: Edible insects



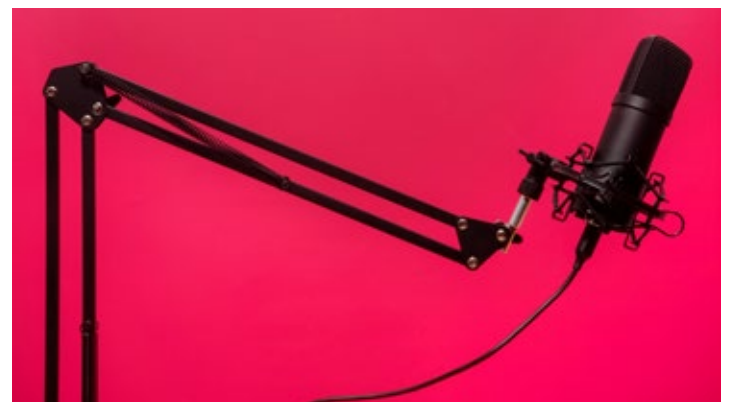
TOPIC: Inflation



TOPIC: Penne pasta



TOPIC: Perfume



TOPIC: Podcasts

Quartz Obsession



Japanese whisky: One steep sip
Quartz Obsession

8:07 14:33

1x    

ALEXANDRA'S MAC • GROUP SESSION  

Quartz Obsession



Kudzu: We've made a big mistake
Quartz Obsession

13:22 8:15

1x    

ALEXANDRA'S MAC • GROUP SESSION  

Quartz Obsession




Afrobeats: A global sound
Quartz Obsession

7:01 17:04

1x    





ALEXANDRA'S MAC • GROUP SESSION  



Quartz Obsession




Fish sticks: The ocean's little problem
Quartz Obsession

5:50 11:42

1x    





ALEXANDRA'S MAC • GROUP SESSION  



Quartz Obsession




Rare earths: Scarcity at your fingertip
Quartz Obsession

7:29 11:55

1x    





ALEXANDRA'S MAC • GROUP SESSION  



Quartz Obsession



CAPTCHA: Made you look
Quartz Obsession

3:18 17:30

1x    

ALEXANDRA'S MAC • GROUP SESSION  


QZ How did the Japanese whisky

qz.com/2062940/how-di... Update

DISCOVER LATEST OBSESSIONS QUARTZ FEATURED EMAILS BECOME A MEMBER

QUARTZ OBSESSION PODCAST

Japanese whisky: One steep sip



PHOTOGRAPH BY BING HELGAS (STYLING BY ALIS OTTERLI GARD)

FROM OUR SERIES

The Quartz Obsession podcast
A podcast about everyday ideas and what they have to do with the global economy


QZ By Quartz Staff
Published November 30, 2021 • Last updated January 8, 2022


After spending decades in relative obscurity, Japanese whisky is finally getting global appreciation for its masterful flavors. Global demand is high, with prices to match. There's just one problem: There's no technical definition of Japanese whisky, or formal system to regulate it. Does it matter if not all Japanese whisky is strictly from Japan?

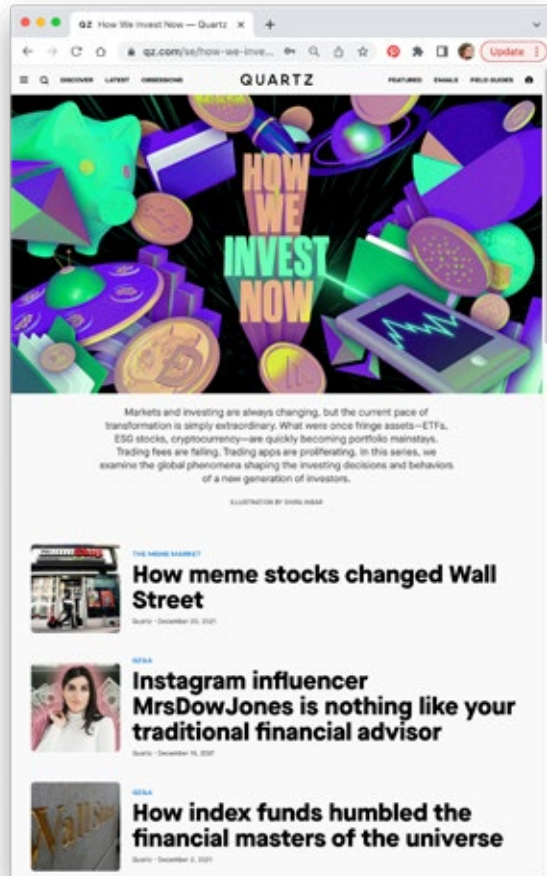
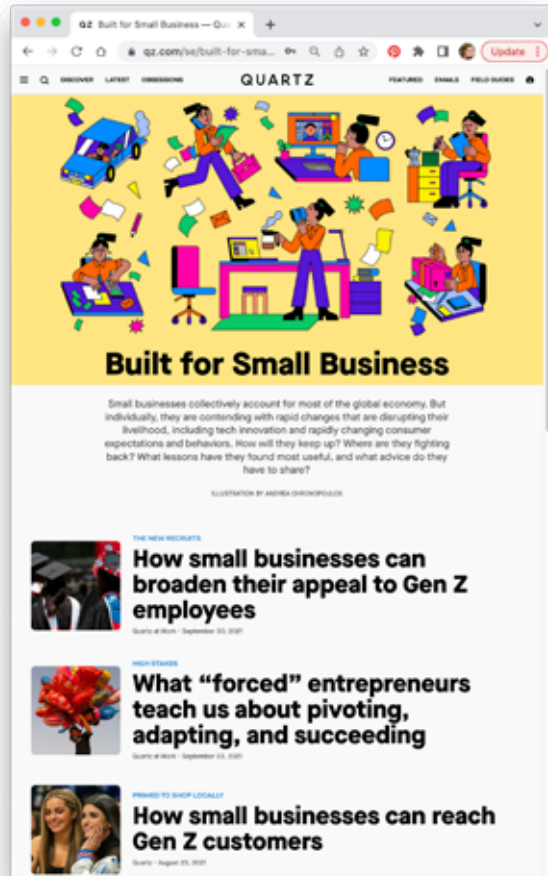
Sponsored by American Express

AMERICAN EXPRESS

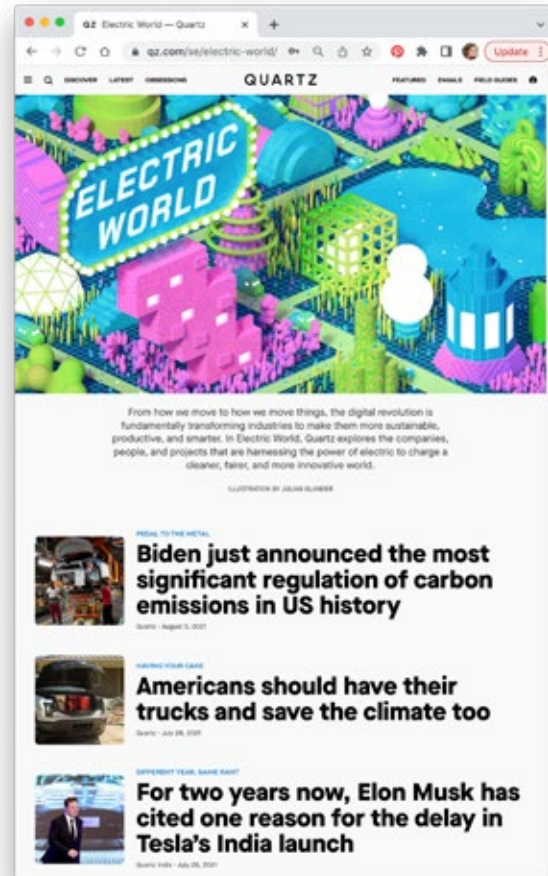
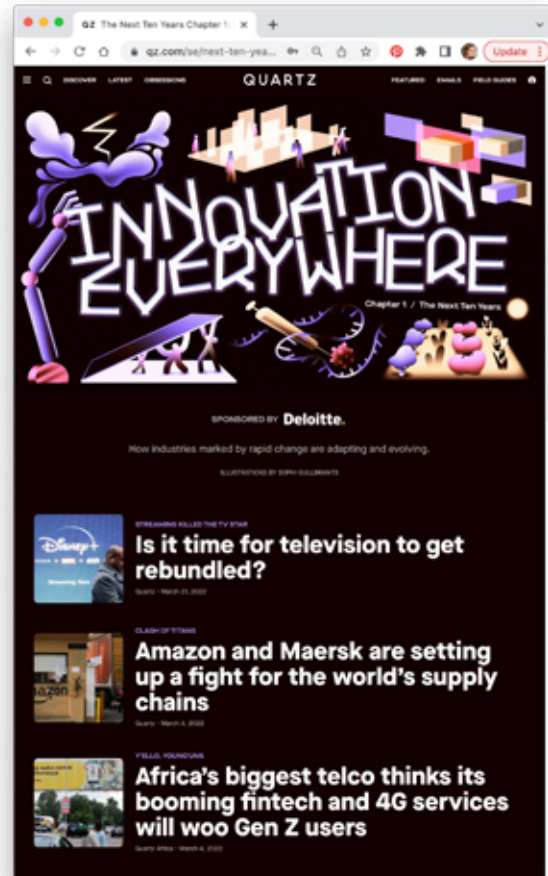
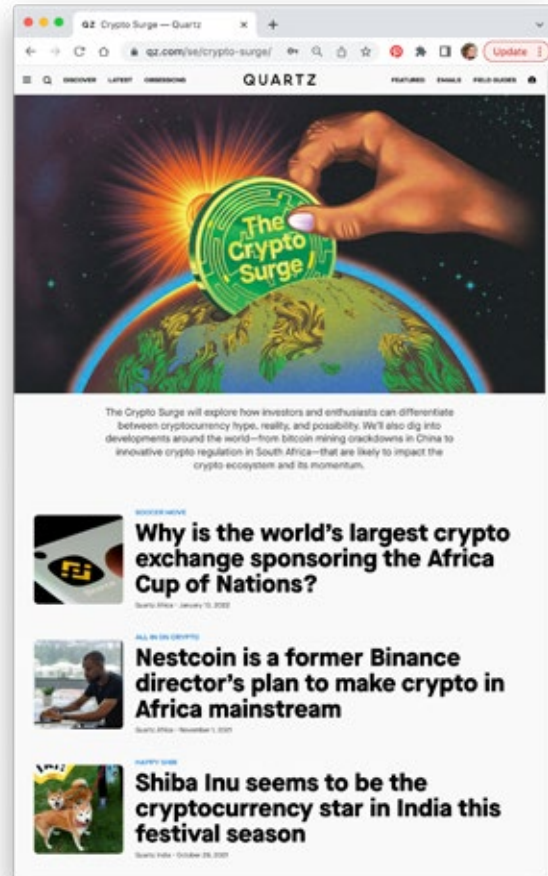
Listen on: [Apple Podcasts](#) | [Spotify](#) | [Google](#) | [Stitcher](#)



SHARE SUBSCRIBE COOKIE POLICY 



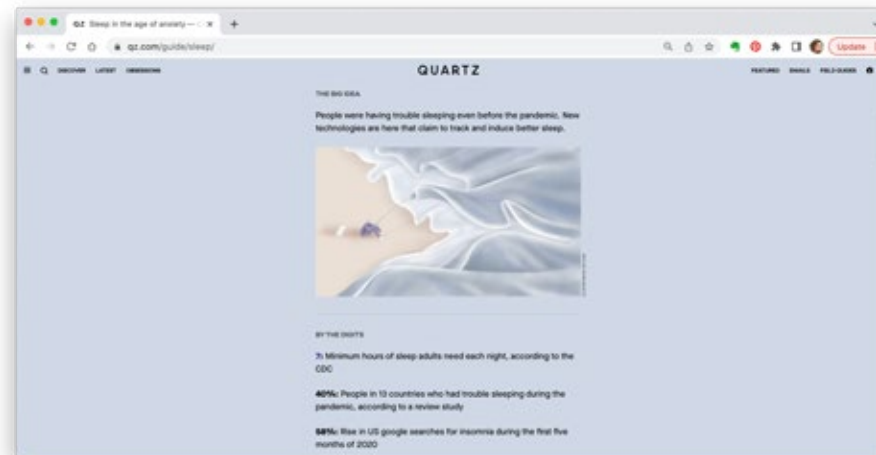
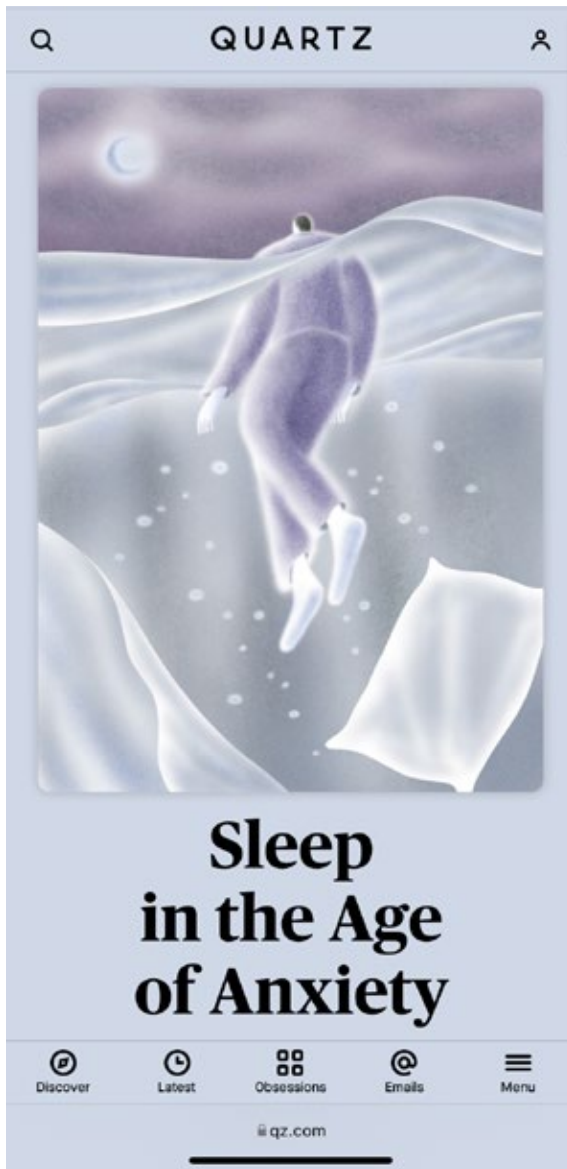
*Animated illustration



*Animated illustration

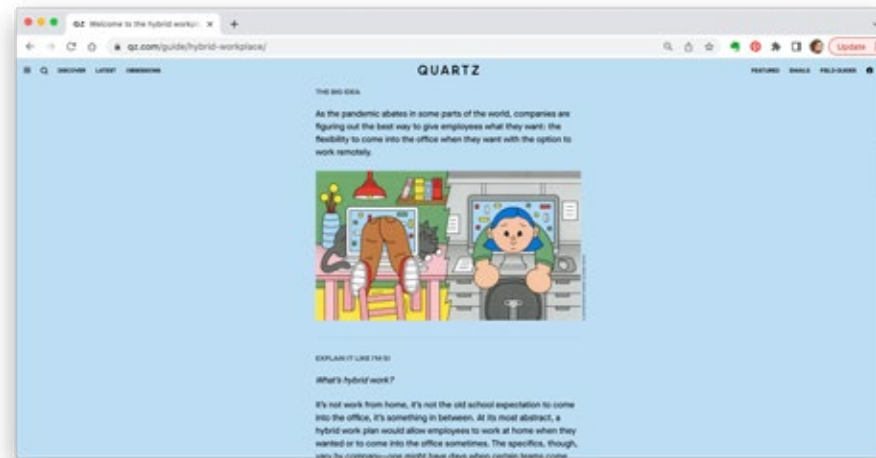
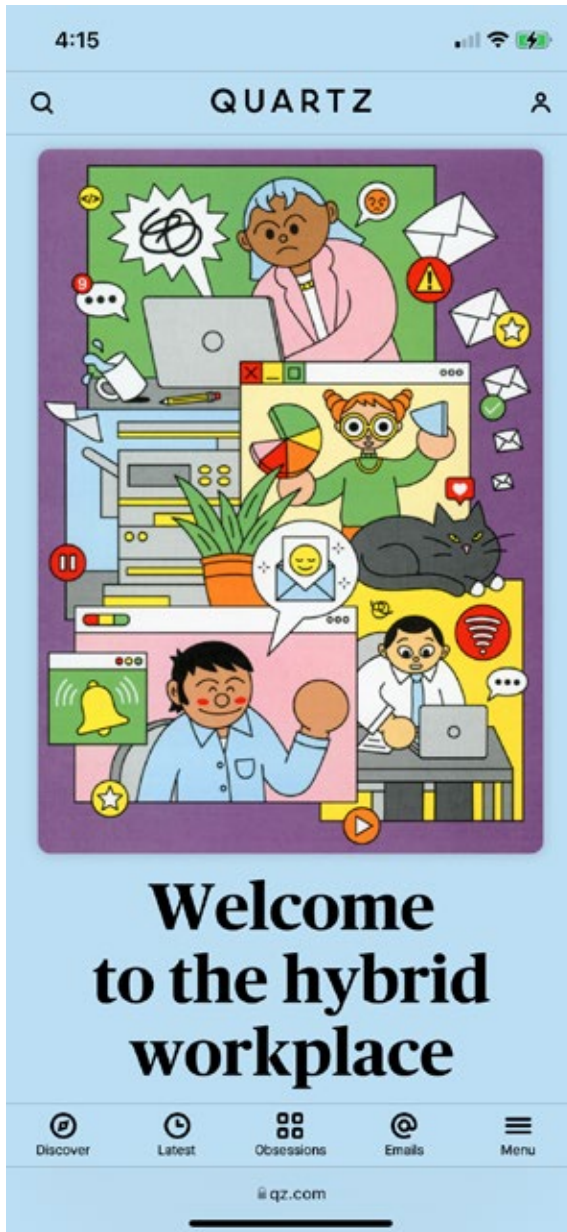
PUBLICATION: **Quartz** ROLE: **AD** ILLUSTRATORS (from L): **Andrea Chronopoulos, Shira Inbar, Jo Minor, Sophi Gullbrants, Julian Glander**

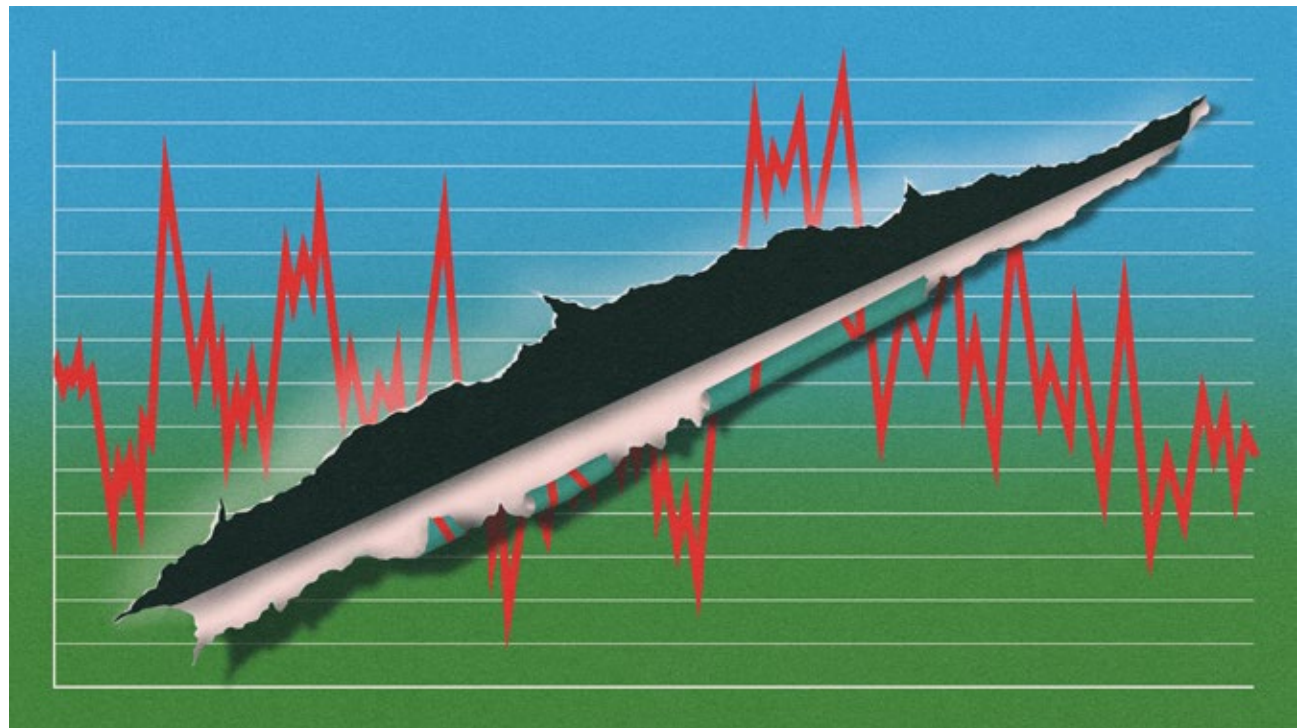
SPONSORED EDITORIAL POP UP SERIES are collections of new and previously published articles as curated by a partnering brand. To establish these collections, big splashy header art is utilized as an entry point to the subject matter.



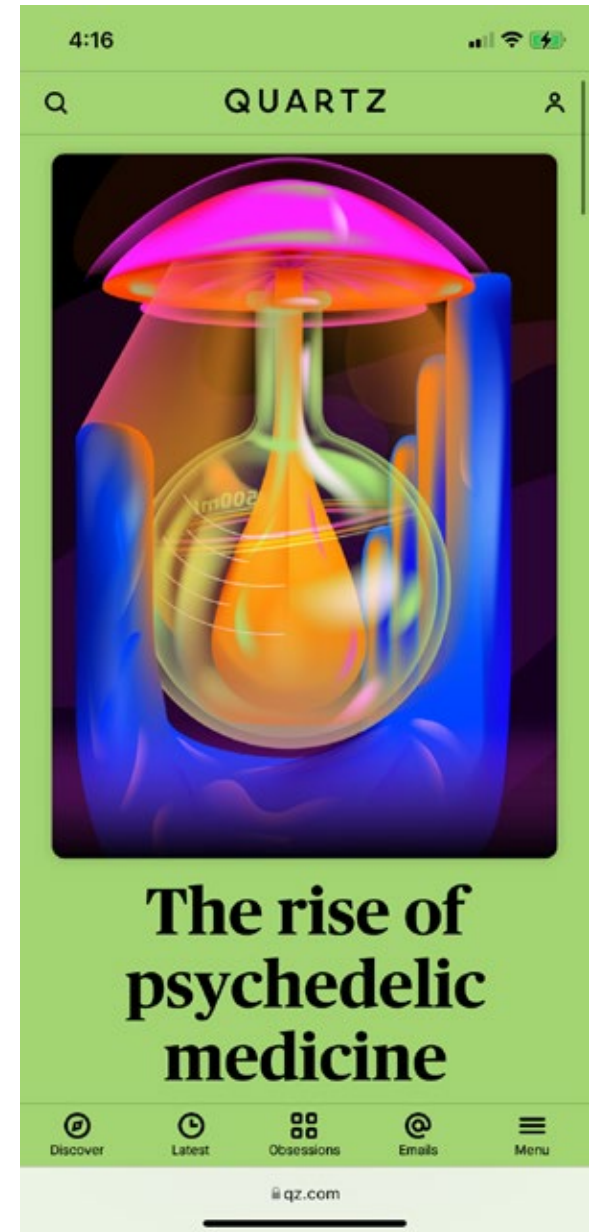
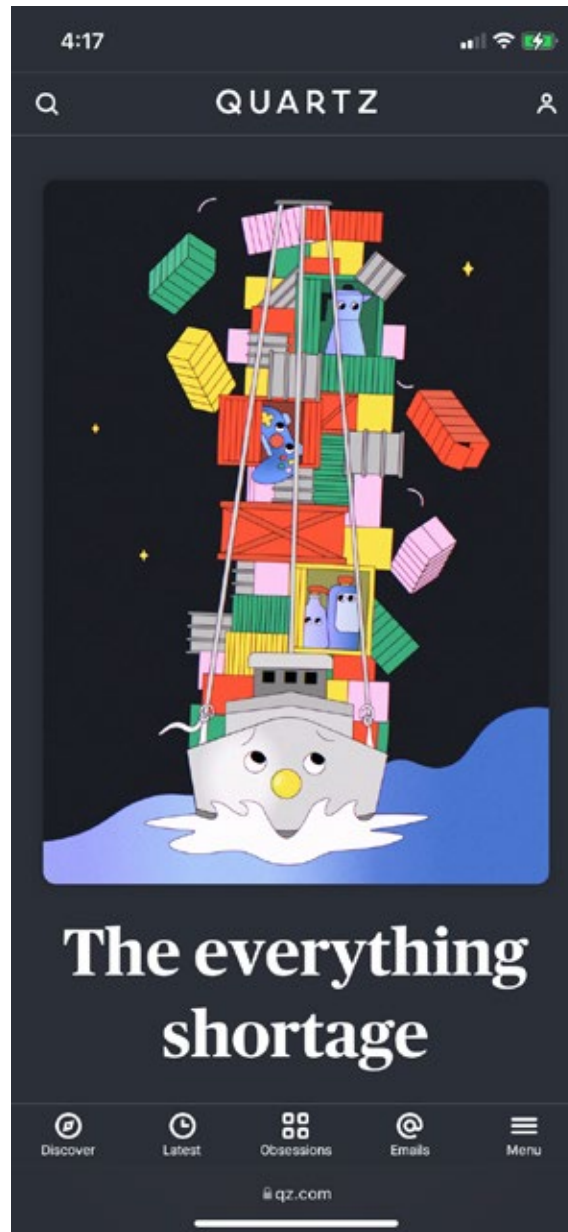
PUBLICATION: **Quartz** ROLE: **AD** ILLUSTRATOR: **Hoi Chan**

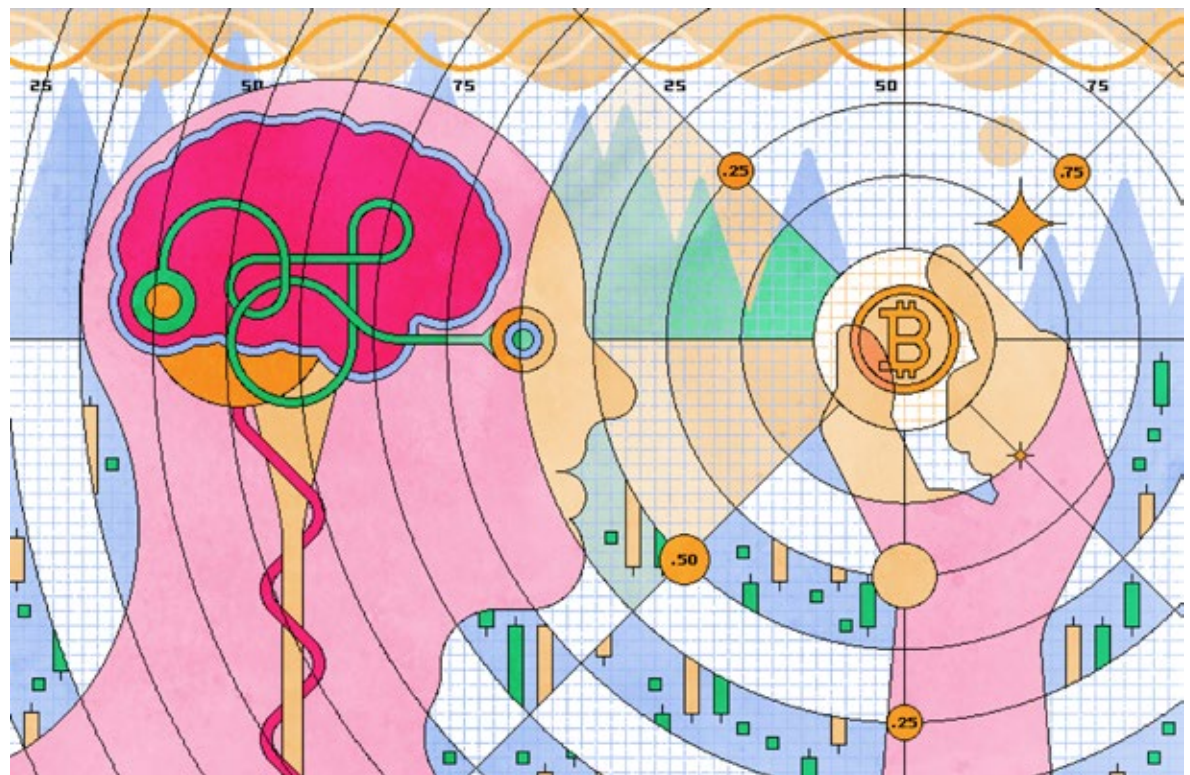
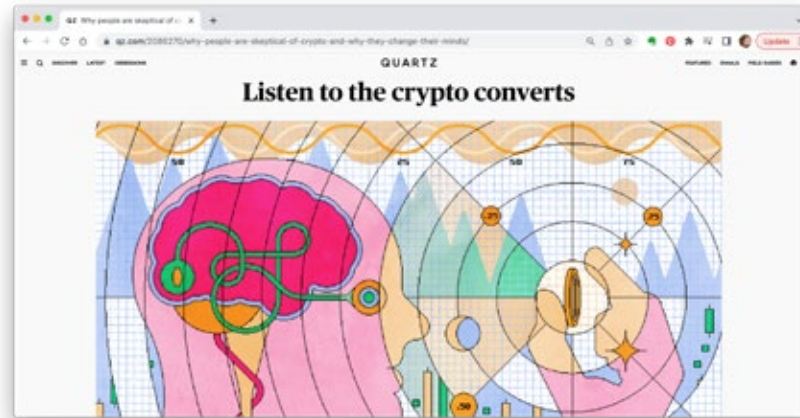
FIELD GUIDES are guides to a topic of interest based on a trend that's established itself within the global economy. These pieces require header art and usually art for a related feature as well, although this template shifts depending on the field guide. The following are selected works.



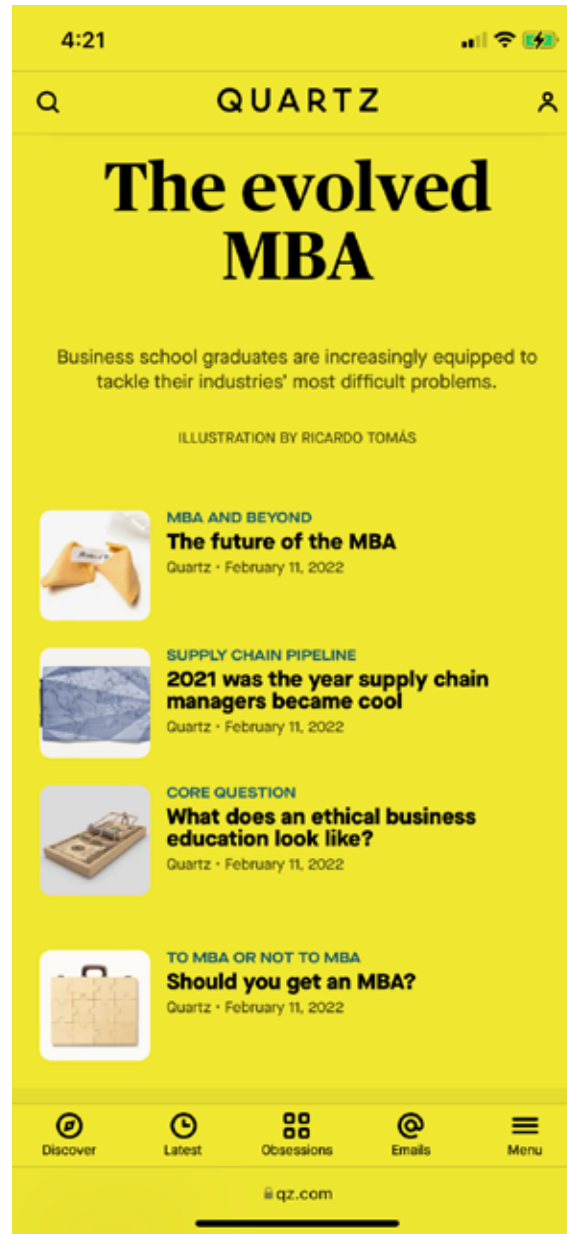


PUBLICATION: Quartz ROLE: AD ILLUSTRATOR: Anthony Eslick





*Animated illustration



PUBLICATION: Quartz ROLE: AD ILLUSTRATOR: Ricardo Tomás

SLECTED ONE-OFF EDITORIAL

REGULATORS MOUNT UP

Ethical consumption can't be the burden of shoppers alone

The viewpoint that regulation, rather than consumers, should be putting corporations is gaining more traction.

FROM OUR OBSESSION
How we spend
Consumers' preferences, priorities, and values are reshaping industries.

By Marc Bain
Fashion reporter
Published August 14, 2021

Imagine this: You're browsing online and find two different shirts you like. One is from a company you believe to have good business practices. The other is from a company you don't want to support.

FROM THE FRONT LINES

The moral dilemma pushing so many nurses to quit their jobs

By Sarah Todd
Senior reporter, Quartz and Quartz at Work
Published February 16, 2022

Kiersten Henry's worst day on the job came in the early months of the pandemic.

She was working as the chief nurse practitioner in an intensive care unit at MedStar Montgomery Medical Center in Olney, Maryland. It was spring 2020, and her team had spent weeks caring for a covid patient in his 50s, a father with a teenage daughter and an 8-year-old son.

College athletes have long been influencers. Now they're getting paid like them.

The amateurs are going pro.

FROM OUR OBSESSION
Fixing capitalism
Capitalism is just a collection of human decisions. We can change it if we want to.

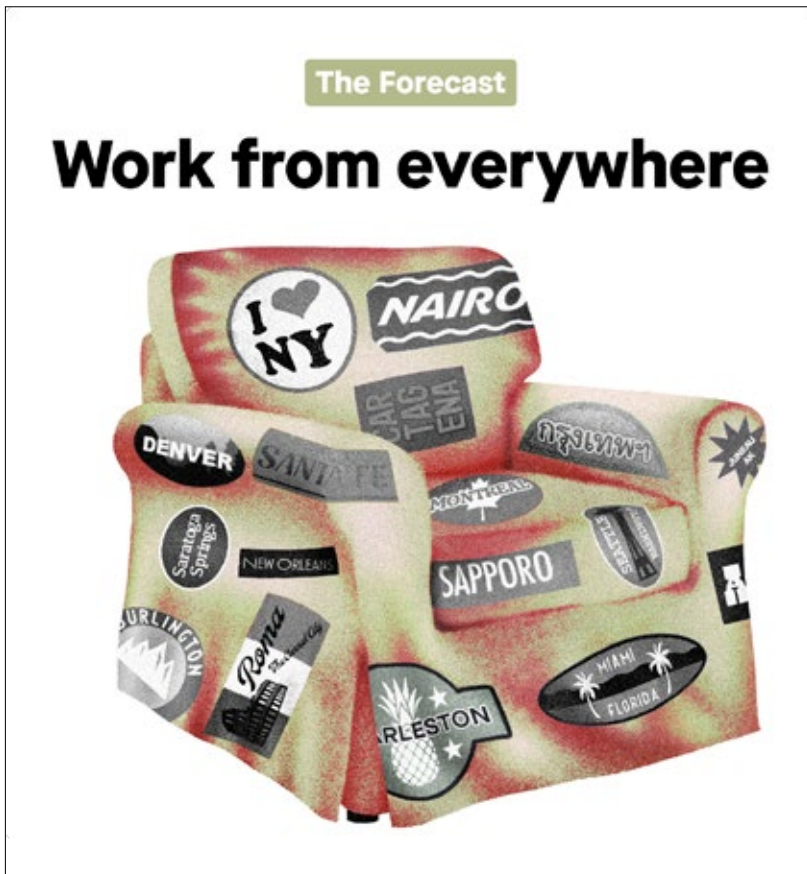
By Scott Nover
Emerging-tech reporter
Published July 26, 2021 • Last updated March 18, 2022

When America's college athletes could begin profiting off their

PUBLICATION: Quartz ROLE: AD ILLUSTRATORS (from L): Rose Wong, Ibrahim Rayintakath, Tiago Majuelos

MISC IN-HOUSE SELECTION including icons, typographic treatments, particularly compelling photo-illustrations...here is a selection of those things! I also occasionally commission myself for editorial illustration assignments if I feel like I'm the right fit (sometimes I am!).

The Forecast editorial illustrations



Newsletter icons



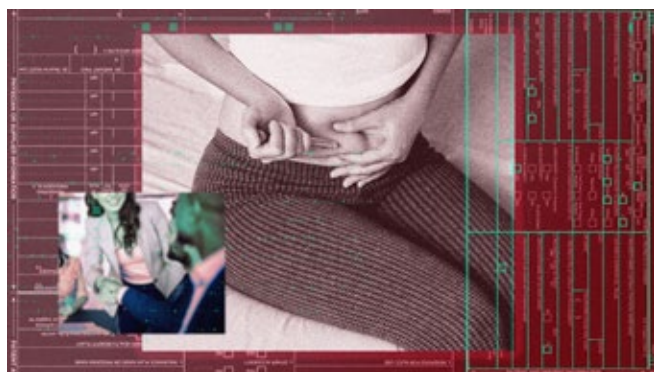
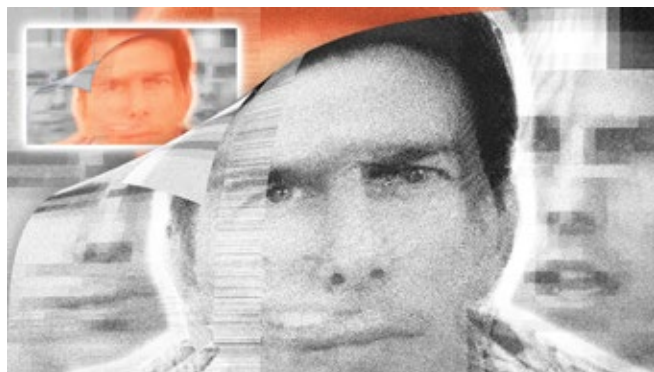
Typographic series header



Olympics collateral



Editorial photo-illustrations






I joined the team at New York Times Parenting as associate art director in October 2019 as the then year-old Parenting section had grown to a point that required a second art director. One of the most significant challenges I weathered while occupying this role was the transition of Parenting from an independent vertical to becoming a part of the newsroom, which significantly increased our editorial output and expediated our deadlines. This change occurred simultaneously with the shift to remote work in March 2020 due to COVID. It was a high pressure and deeply weird time that I'm proud to have worked through successfully. The following is selected work from my overall portfolio of art directed illustration work with the Times.



Why Are Kids So Obsessed With Poop Jokes?

Toilet humor can be a powerful tool for children, but there are ways to limit the potty talk.



Daniel Shaffer

By Jenny Marder

April 15, 2020

This story was originally published on Nov. 5, 2019 on NYT Parenting.

The other morning, my son picked up his toy lizard, looked it squarely in the eye and threw down the worst insult his 5-year-old brain could summon:

“You poopy butt,” he said to the lizard, and then, as if that wasn’t clear: “You stinky, poopy butt, glitter glob.”

PUBLICATION: **The New York Times** ROLE: **AD**
ILLUSTRATOR: **Daniel Shaffer**



10 Years of Fertility Advances

nytimes.com/2020/04/19/... ☆ Paused

The New York Times

PLAY THE CROSSWORD


10 Years of Fertility Advances

How a decade of major discoveries has dramatically changed how we think about conception.

By Julia Calderone

April 19, 2020

f t



Jasu Hu

This article was originally published on December 11, 2019 in NYT Parenting.

On July 24, 2003, Robert G. Edwards, a physiologist who pioneered the [in vitro fertilization](#) technique, made the following remark: "I wanted to find out exactly who was in charge, whether it was God himself or whether it was scientists in the laboratory," adding, "It was us."

PUBLICATION: **The New York Times** ROLE: **AD**
ILLUSTRATOR: **Jasu Hu**



SEE ATTACHED FILE FOR ANIMATED VERSION

Is the News Too Scary for Kids? x +


nytimes.com/2020/04/18/... ☆ Paused

The New York Times

PLAY THE CROSSWORD

Is the News Too Scary for Kids?

How, and when, to introduce current events to your children.



Tiago Majuelos

By Paul L. Underwood

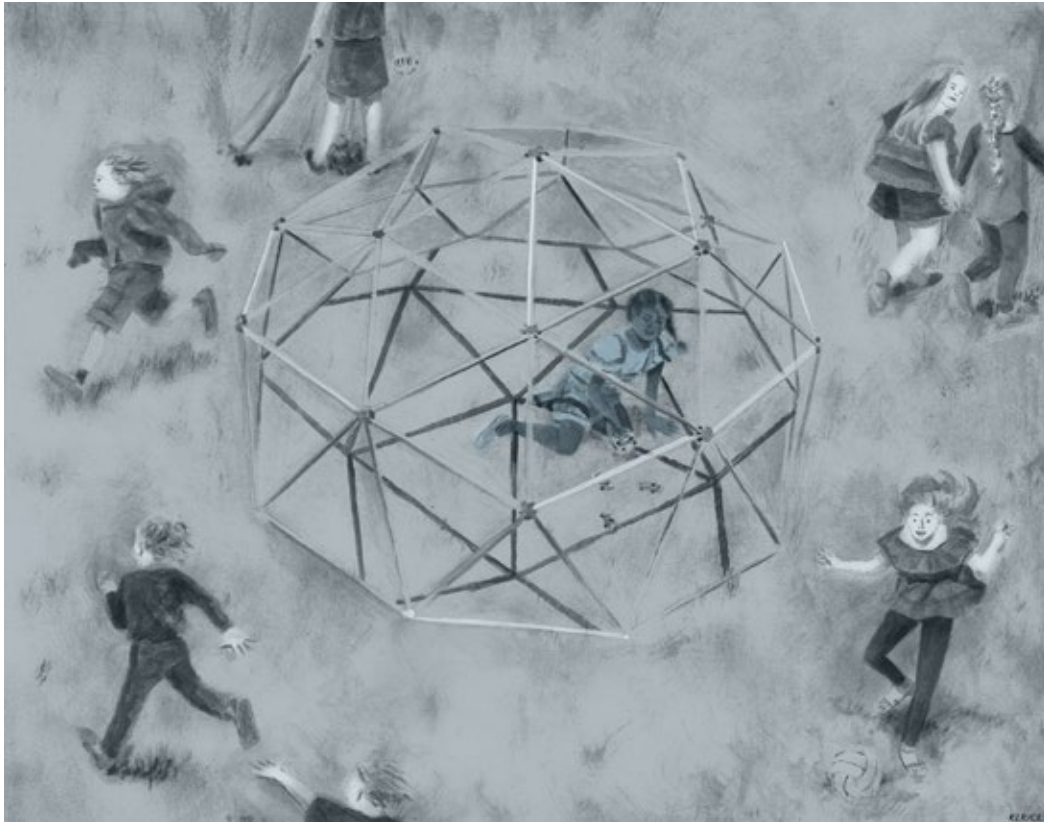
Published April 18, 2020 Updated June 4, 2020

This story was originally published on Nov. 18, 2019 in NYT Parenting.

Confession: I am sometimes jealous of the news-free bubble in which my 5-year-old daughter resides. She barely knows that there is a Greenland, let alone that our president apparently offered to buy it. That must be nice.

And yet, I am also aware that responsible parenting means introducing the news to her media diet. After all, I wasn't that much older than she is when I started reading "Calvin and

PUBLICATION: **The New York Times** ROLE: **AD**
ILLUSTRATOR: **Tiago Majuelos**



Why Won't Society Let Black Girls Be Children?

Adultification means teachers, parents and law enforcement are less protective and more punitive with certain kids.



K. L. Ricks

By A. Rochaun Meadows-Fernandez

April 17, 2020

This story was originally published on Jan. 28, 2020 in NYT Parenting.

Punishment was a hallmark of my educational experience.

It started when my preschool teacher labeled me as manipulative and intentionally disruptive. She even tried to film

PUBLICATION: **The New York Times** ROLE: **AD**
ILLUSTRATOR: **K.L. Ricks**




Making Awkward Small Talk With My Baby

I barely knew this child, and narrating the world for her felt impossible.

By Kaitlyn Greenidge

Feb. 26, 2020



Andrea Chronopoulos

I'm on vacation this week, so I asked Kaitlyn Greenidge, [an NYT Parenting contributor](#) and the author of "We Love You, Charlie Freeman," to take the reins. In this newsletter, Kaitlyn describes how she struggled early on to narrate the world for her newborn daughter

Waiting for tags.bluekal.com...

PUBLICATION: **The New York Times** ROLE: **AD**
ILLUSTRATOR: **Andrea Chronopoulos**



HEAD ILLO



The Saggiest Kid Comments

Despite demands, snubs and straight up insults, they're still pretty adorable.

Yann Bastard

By Dani Blum

April 18, 2020

This story was originally published on March 13, 2020 in NYT Parenting.

“Once, during her most intense pro-Daddy stage,” Jessica Grose, the lead editor of NYT Parenting [recently wrote about her elder daughter](#), “she asked me to leave the playground while he was pushing her on a swing.” Children can make the most casually cutting comments. We asked [NYT Parenting](#) readers to share the best burns from their little ones. Here’s a roundup of some of the most cruel, cringeworthy remarks sent over email and via social media.

PUBLICATION: **The New York Times** ROLE: **AD**
ILLUSTRATOR: **Yann Bastard**



Penguin
Random
House

As the art director of TASTE, I joined a three-person team alongside the editor in chief and managing editor. My primary role involved hiring and directing illustrators and photographers for features, while also overseeing additional talent hiring by the managing editor. The editorial voice of Taste revolved equally around practical home cooking and food through a cultural lens, providing ample opportunities for diverse imagery. While Taste is a part of the Crown Publishing imprint under Penguin Random house, my underlying challenge in this position was working with significantly low budgets; photography shoots capped at \$400 (including the photographer), and series of illustrations per article capped at \$250. To offset this, I made myself available to hires around the clock when on deadline and made amendments to in-house contracts to favor artist's rights, as well as procuring props and styling shoots when necessary.



HEAD ILLO




IN-LINE ILLO

Souvenir Recipes and the Cure for Post-Vacation Blues

APRIL 16, 2018

BY NADINE TOMKEY ILLUSTRATIONS: DANIEL ZENDER

f t i m

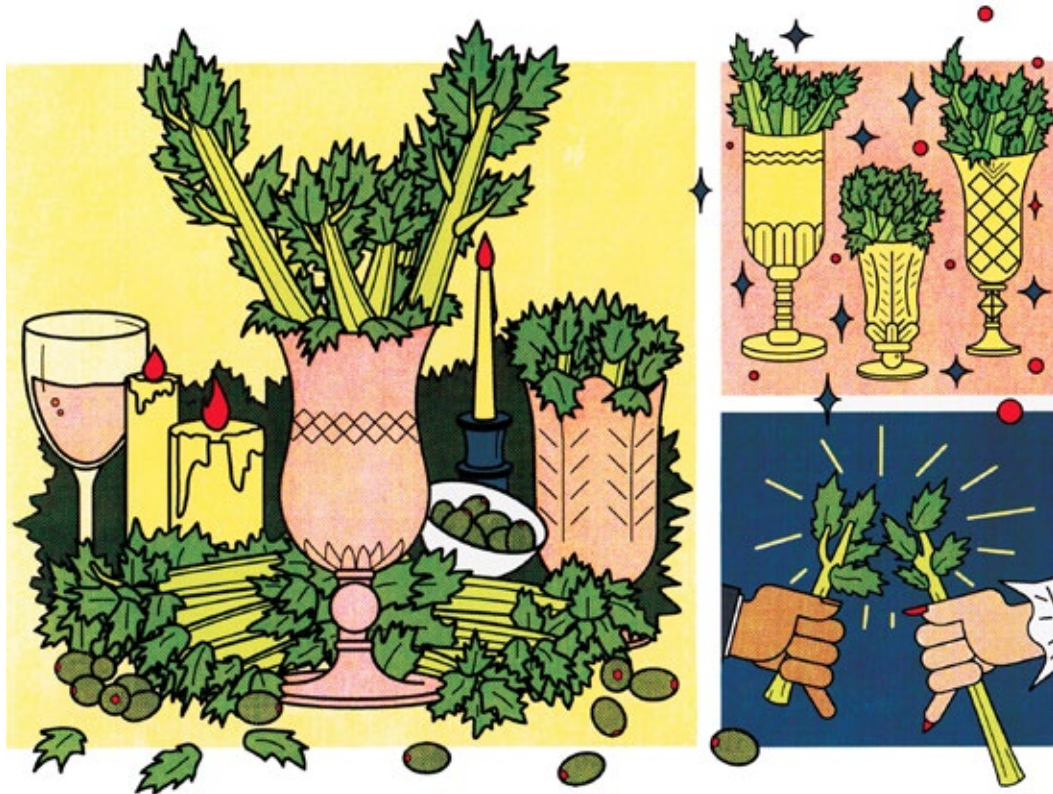


Collecting recipes and ingredients is a way to relive past travels—so long as you adjust your expectations.

More than a few times this past winter, my kitchen steamed up with the aroma of onions, beef, and pork belly that had been united to make a Bolognese ragù. Prior to my trip to Bologna last July, I had always assumed that such a sauce was an all-day affair, but a cooking class there taught me that it was a deceptively simple dish I could make in under two hours. Each time I cooked it back home in Seattle, it knocked loose a little memory of walking along the stone streets of the Pratello, on my way to make fresh pasta by hand and learn the secrets of a thick, meaty ragù.

When food people—writers, chefs, photographers—travel, they tend to take

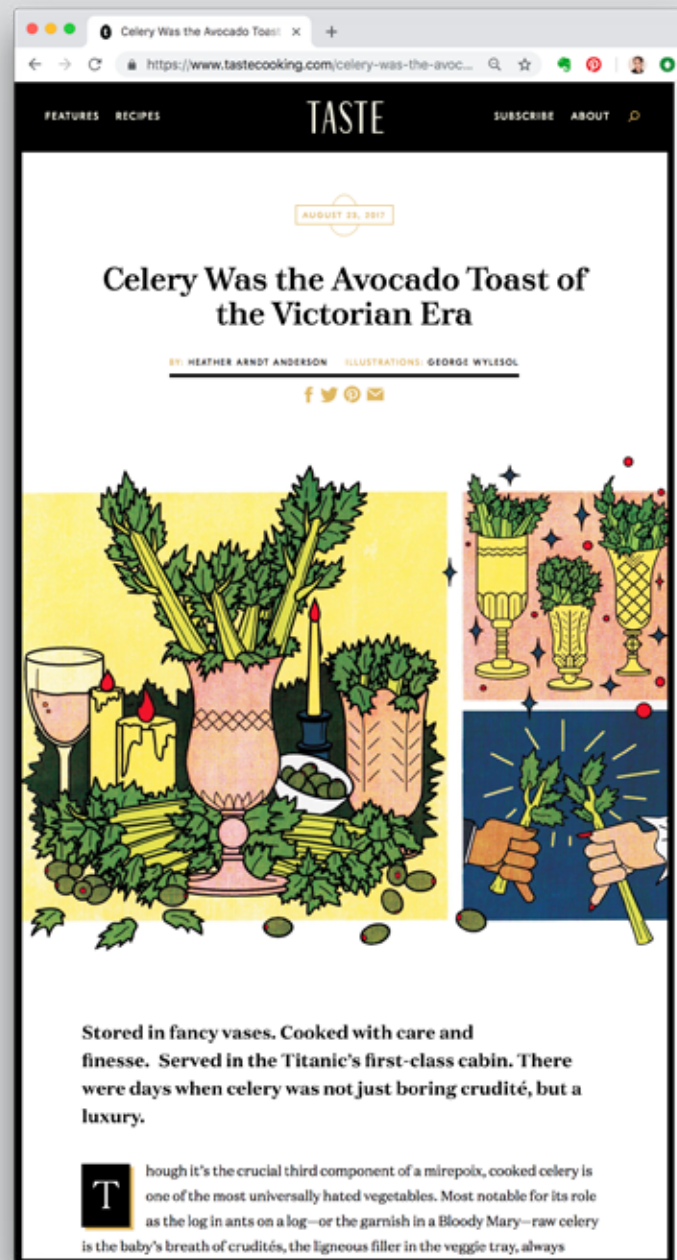
PUBLICATION: **TASTE Cooking** ROLE: **Art direction**
ILLUSTRATOR: **Daniel Zender**



HEAD ILLO



IN-LINE SPOT



PUBLICATION: **TASTE Cooking** ROLE: **Art direction**
 ILLUSTRATOR: **George Wylesol**



HEAD ILLO



IN-LINE ILLO

Europe's Refugee Chefs Have a Recipe for Survival

BY JAMES UBAGHS ILLUSTRATIONS: JOE GOUGH

f t p e

For a prolific Syrian restaurateur, rebuilding a business as a refugee took life-threatening risks, lots of time, and nights spent sleeping on the doorstep of a church in France.

Imad Alarnab owned three restaurants, five juice bars, and a number of coffee shops in his hometown of Damascus. But in the summer of 2015, after his restaurants were destroyed amidst the worsening violence of Syria's ongoing civil war, he was forced to flee the country.

"I went through Lebanon, then Turkey, Greece, Macedonia, Serbia, Hungary,

PUBLICATION: **TASTE Cooking** ROLE: **Art direction**
ILLUSTRATOR: **Joe Gough**



HEAD ILLO



IN-LINE SPOT ANIMATION



PUBLICATION: **TASTE Cooking** ROLE: **Art direction**

ILLUSTRATOR: **Lydia Ortiz** LINK FOR MOTION:

[In-line spot animation](#)



HEAD ILLUSTRATION



IN-LINE ILLUSTRATION

Colonialism in a Can | TASTE

https://www.tastecooking.com/colonialism-in-a-can/

FEATURES RECIPES TASTE SUBSCRIBE ABOUT

MARCH 28, 2018

Colonialism in a Can

BY ELAINE CASTILLO ILLUSTRATIONS: KELLEN HATANAKA

f t i e

There's a shame-free exuberance and practicality in the Filipino transformation of canned food—even as it harkens back to America's checkered occupation of the Philippines.

It's hard for me to go a week without eating something out of a can. Growing up a Filipina-American kid in the Bay Area, I ate canned food pretty much every day: There was canned corned beef, a viscera-red slab marbled with fat, served cold and sliced over day-old rice. This was my preferred way of eating it, in contrast to my family members who more sensibly fried the

PUBLICATION: **TASTE Cooking** ROLE: **Art direction**
 ILLUSTRATOR: **Lan Truong**



HEAD ILLU



IN-LINE SPOT ANIMATION

The Life and Death of Pizza and Pipes

https://www.tastecooking.com/life-death-pizza-pip...

FEATURES RECIPES TASTE SUBSCRIBE ABOUT

JANUARY 29, 2018

The Life and Death of Pizza and Pipes

BY HEATHER ARNDT ANDERSON ILLUSTRATIONS: GREG KLETSEL

f t o m

Back before Chuck E. Cheese's and animatronics, a pizza dinner with the family came with a side of prog rock played on a live organ.

In the 1970s and '80s, live pipe organ music could be heard in more than 100 pizzerias across the country. By the 1990s, they were nearly all extinct. Just as life began on Earth when all conditions were inconceivably correct at the exact right moment in time, the "pizza and pipes" phenomenon (as it came to be known) was a synergistic super team of several

PUBLICATION: **TASTE Cooking** ROLE: **Art direction**

ILLUSTRATOR: **Greg Kletsel** LINK FOR MOTION: [In-line spot animation](#)



HEAD ILLO



IN-LINE SPOT



PUBLICATION: **TASTE Cooking** ROLE: **Art direction**
ILLUSTRATOR: **Joe Gough**



HEAD ILLO



IN-LINE SPOT

The Life and Slow Death of London's Pie and Mash Shops

APRIL 16, 2018

BY JAMES HANSEN ILLUSTRATIONS: VINNIE NEUBERG

f t i m

Once a fixture of the East End, surviving shops now serve the people squeezed out to suburban Essex and coastal hinterlands by rising rents.

London's pie and mash shops are not for everyone. But they never were.

In 1851, London was a divided city. The air was thick with industrial pollution, and a prevailing west wind blanketed the East End in choking smog. Social classes followed the inky breeze: The rich and privileged moved west, into

PUBLICATION: **TASTE Cooking** ROLE: **Art direction**
 ILLUSTRATOR: **Vinnie Neuberg**



Inside the Cult of Clay Cookware

https://www.tastecooking.com/inside-clay-cookwar...


FEATURES RECIPES TASTE SUBSCRIBE ABOUT

JUNE 5, 2018

Inside the Cult of Clay Cookware

BY MAX FALKOWITZ ILLUSTRATIONS: LAN TRUONG

f t i m



Make all your food taste better with this one prehistoric trick? Not exactly, but clay-pot cooking has got some rabid fans.

The best rice I've ever made came from a \$10 sand pot bought at a Chinese grocery store in Queens. And I mean *perfect* rice: every grain cooked evenly, fluffy, and distinct with the barest hint of cling. This is more than I can say for several rice cookers I've owned over the years, which yielded gummy, overcooked grains as often as not, and was superior to following

PUBLICATION: **TASTE** Cooking ROLE: **Art direction**
ILLUSTRATOR: **Lan Truong**




The Murky History of Roman C x +
https://www.tastecooking.com/the-murky-history-o...
FEATURES RECIPES TASTE SUBSCRIBE ABOUT

AUGUST 22, 2017

Carbonara, Always Controversial

BY MARI UYEHARA ILLUSTRATION: ARIEL DAVIS

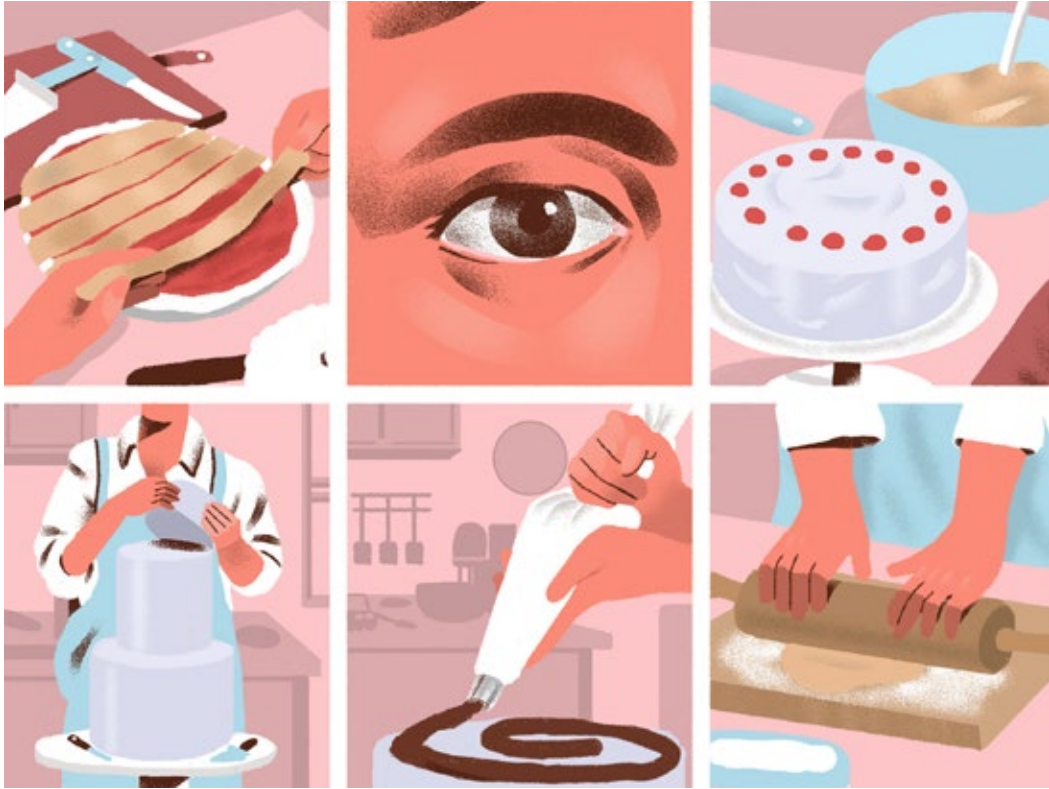
f t i m



Books call for a simple combination of eggs, cured pork, and grated cheese. It's not that simple.

Some years ago, I was eating with Robert Steinberg, the late founder of Scharffenberger Chocolate. We were at Sfoglia, an Italian restaurant on Manhattan's Upper East Side, where he loved to order carbonara—that classic Roman pasta made with eggs, cured pork, and grated cheese. The Sfoglia version was preternaturally rich and creamy, almost suspiciously so. The addition of actual cream is common in the U.S. but straight-up blasphemy for

PUBLICATION: **TASTE Cooking** ROLE: **Art direction**
ILLUSTRATOR: **Ariel Davis**



HEAD ILLO

IN-LINE ILLO 1



IN-LINE ILLO 2



PUBLICATION: **TASTE Cooking** ROLE: **Art direction**
 ILLUSTRATOR: **Richard Chance**



HEAD ILLO



IN-LINE ILLO

A screenshot of a web browser displaying the article 'How to Win a War' on the TASTE website. The browser address bar shows the URL 'https://www.tastecooking.com/how-to-win-a-war/'. The website header includes 'TASTE' and navigation links for 'FEATURES', 'RECIPES', 'SUBSCRIBE', and 'ABOUT'. The article title is 'How to Win a War' by Gil Novak, illustrated by Annelise Capossela. The main image is the head illustration of the chef. Below the image is the text: 'The commander of an Israel Defense Forces mess hall is not a man to mess with.' The article text begins with 'He was a tall, sad man with thick, dark eyebrows and a magnificent mane of silver hair. Every morning he would pass through the gate of our army base in his three-wheeled army tuk-tuk, drive uphill to the main kitchen, and park in his reserved spot, near the big garbage cans. I'm sure he could feel us soldiers looking at his vehicle. I'm certain he could sense our grins. In a better world, a man as tall and imposing as himself could have been anything, even a concierge in an intercontinental hotel in a Central-Asian'.

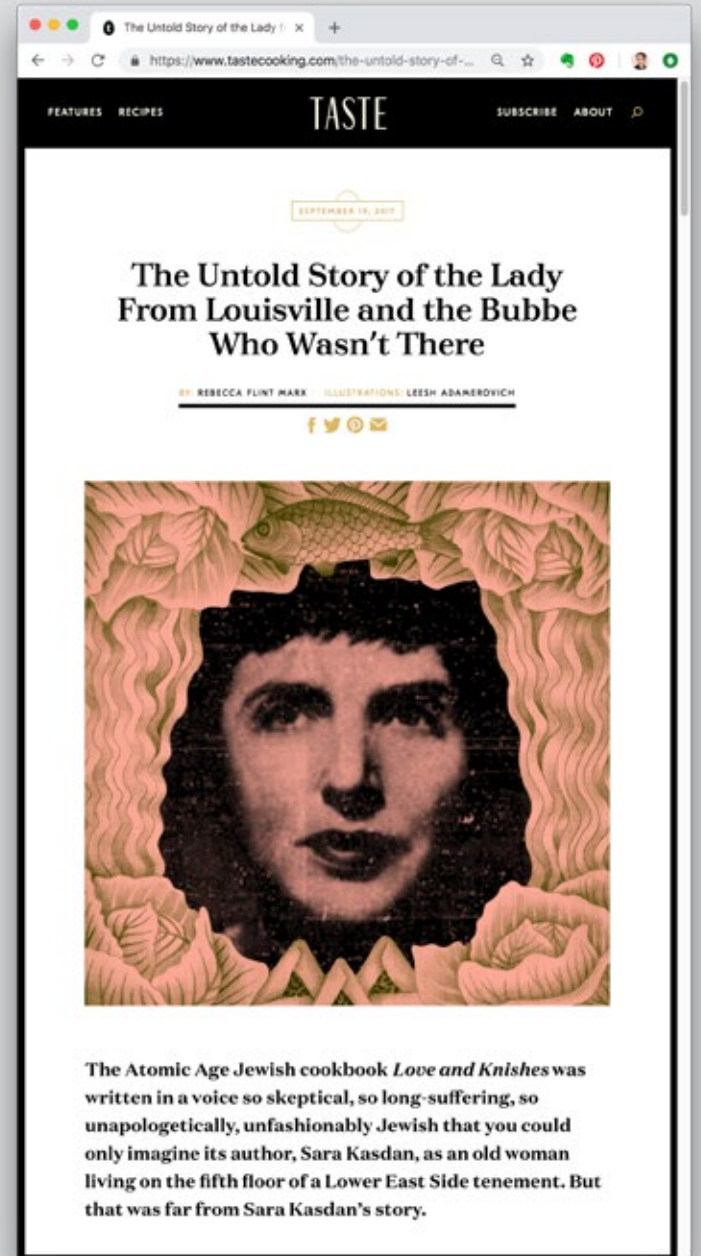
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ILLUSTRATOR: **Annelise Capossela**



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PUBLICATION: **TASTE** Cooking ROLE: **Art direction**
ILLUSTRATOR: **Leesh Adamerovich**

What Does It Mean to Eat a Flower?

APRIL 6, 2018

What Does It Mean to Eat a Flower?

BY KATY KELLEHER PHOTOS: ERIC HELGAS




Flowers have as much flavor and nutritional value as a lot of things that we put in salads. So why do we think of them as such a symbol of vanity and superficiality?

On the cover of *The Moon Juice Cookbook*, a book by the enigmatic wellness fairy Amanda Chantal Bacon, a single spoonful of yogurt floats in midair while an invisible hand delivers, in the style of Salt Bae, a sprinkling of powder that cascades onto the semi-viscid surface. There, at the center of it all, sit four curling rose petals. As you turn the pages and peruse the recipes, flowers appear, again and again and again. There are drooping

What Does It Mean to Eat a Flower?

Despite this long and storied history, and despite the fact that they are, nutritionally, not that different from lots of herbs we eat regularly, flowers tend to occupy a space in our imaginations that we associate with vanity and hedonistic desires. We see a few fresh pansies strewn across a salad, and it's hard to see anything other than a decoration.




When I ate my first flower, I was entirely unaware of the subtext that had been attached to the act. I have a vivid memory of standing on our suburban Massachusetts lawn, my six-year-old feet digging into the grass, and placing a single purple violet on my tongue like a communion wafer—before transferring it to my molars and biting down. I only later realized it was edible, and I remain thankful that my test drive of the practice didn't involve a toxic daffodil or foxglove.

Since then I've learned which easily found flowers taste fantastic and which

What Does It Mean to Eat a Flower?

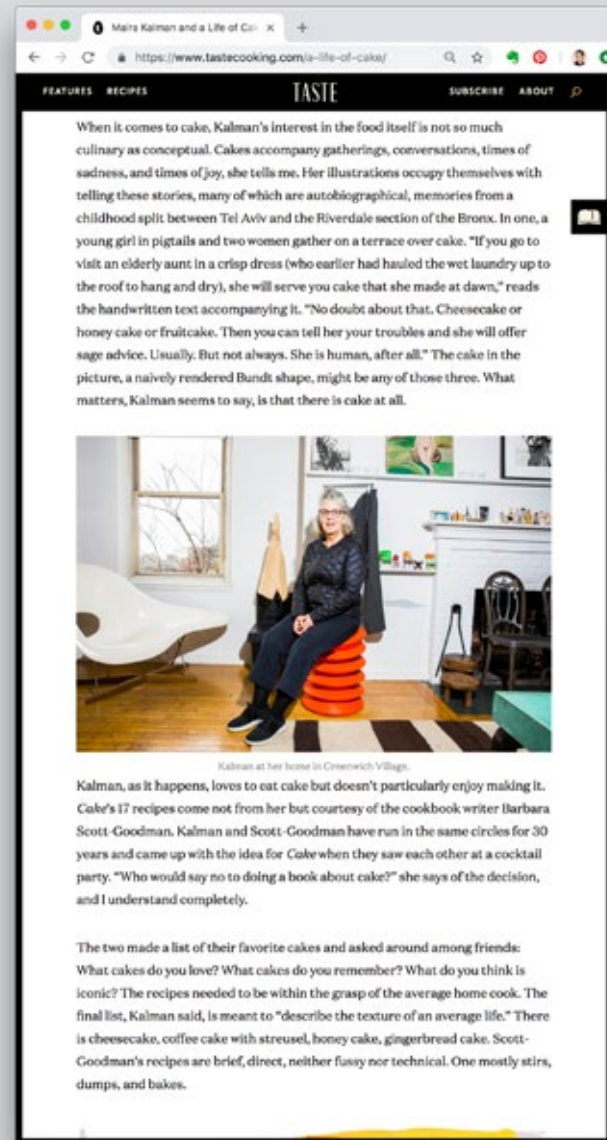
But for most people, like me, eating flowers is a way of savoring their beauty—literally. Flowers are mild in flavor and nutritional value, yet they're high in emotional resonance. A 2005 study conducted by researchers Jeannette Haviland-Jones and Terry McGuire found that when participants were presented with flowers, they always, in every case, responded with a Duchenne smile (aka a "true smile" that involves the mouth, cheeks, and eyes). When presented with other sorts of gifts, some people smiled, and others didn't. But flowers? Flowers made people happy.



Flowers have certain traits that are universally pleasing—they're colorful, they smell nice, and they tend to have some type of symmetry. They are designed to appeal to pollinators like bees and other insects, and they appeal to us, too. But despite the many practical reasons to eat flowers (nutritional, environmental, medicinal), we tend to greet flower-eating with a mild sense of judgment—as if people who eat flowers are somehow cheating their way to happiness, just as they might by taking drugs or buying a \$12 Moon Juice.

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PUBLICATION: **TASTE Cooking** / ROLE: **Art direction** / PHOTOGRAPHER: **David Williams**



Kirsch: Out of Retirement and Onto Your Sundaes


FEATURES RECIPES TASTE SUBSCRIBE ABOUT

OUT OF RETIREMENT

Out of Retirement and Onto Your Sundaes

BY KRISTEN BIELER PHOTOS: KYLIE THOMPSON

f t i



If you have a bottle of kirsch, it's probably because you bought it a long time ago and used it once. But the clear, dry cherry brandy has unexplored potential in the kitchen.


Remember that bottle of kirsch you bought 15 years ago and haven't used since? Maybe it was for a Black Forest cake you baked, or perhaps Swiss fondue—all you know is you haven't seen its name mentioned in a recipe ever since. Like other one-bit-wonder ingredients (ground Iranian lime, anyone?), if you own a bottle of kirsch, it's probably been enjoying a long, relaxing retirement with its contents mostly intact, minus one or two tablespoons.

Kirsch: Out of Retirement and Onto Your Sundaes

FEATURES RECIPES TASTE SUBSCRIBE ABOUT

liqueur, kirsch is a clear, unsweetened fruit brandy also known as eau de vie ("water of life") that has been made for centuries in Germany, Alsace, and Switzerland. To create it, producers crush perfectly ripe cherries, allow them to ferment, then distill the juice. It takes about 22 pounds of cherries to make one bottle of kirsch (which makes its typical \$40 price tag seem like a bargain).

While most brandies, like Cognac and Armagnac, are aged for years in wood barrels, where they pick up a chestnut hue and flavors of vanilla and caramel, kirsch is bottled clear and unaged, which means it captures the unmasked essence of fresh cherries, underscored by a hint of bitter almond that comes from the cherry pits. It's strong—most clock in at or above 80 proof—and is traditionally consumed as a postmeal digestif.



Kirsch is delightful to sip, especially when it's slightly chilled, but I've found its true potential is realized once it moves from the liquor cabinet to the kitchen. It's traditionally cast alongside cherries, like in cherry clafoutis, or cherries jubilee—the flambéed British dessert invented for Queen Victoria—where it acts as a cherry intensifier. But it boosts other flavors, too: Tossing a few teaspoons on fresh berries is like plugging in an amplifier. A small splash on a strawberry-rhubarb crisp before baking will accentuate its sweet baked-fruit character. Kirsch can often take the place of vanilla when baking and gives a subtly boozy, fruity punch-up to whipped cream.


It's not just about the cherries. Alcohol enhances the flavor in food in two ways: Because it's volatile—meaning it evaporates quickly—it carries food aromas to our nose more quickly. Second, alcohol can bond with both fat molecules (which our aroma receptors respond to) and water molecules (which our tongue detects), thus uniting smell and taste and essentially making our experience of food richer and more exciting.

Kirsch: Out of Retirement and Onto Your Sundaes

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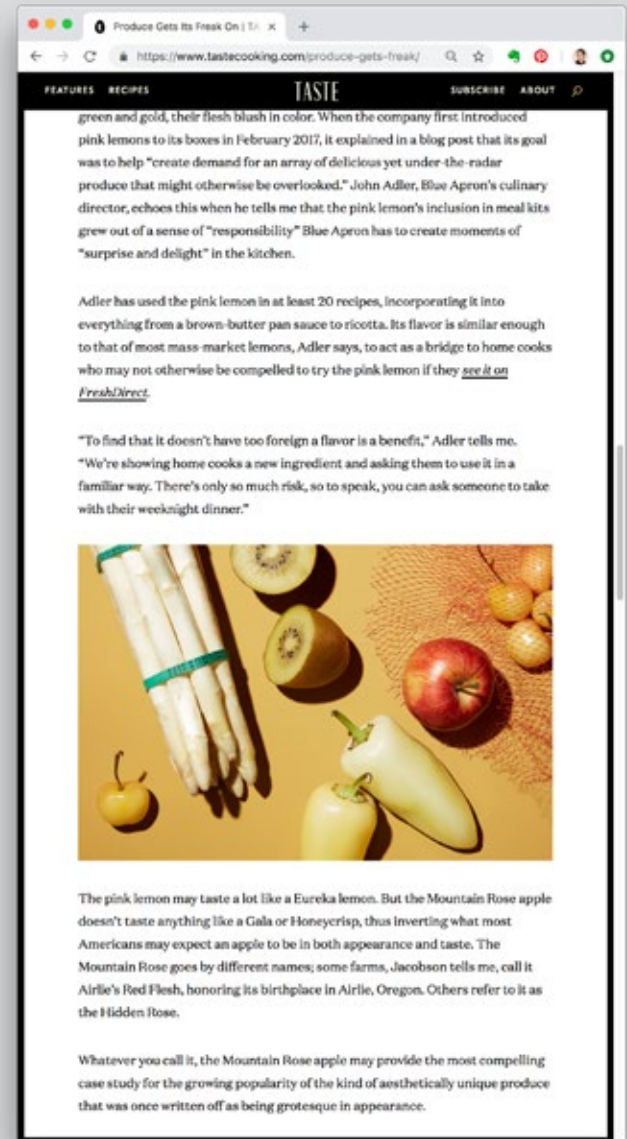
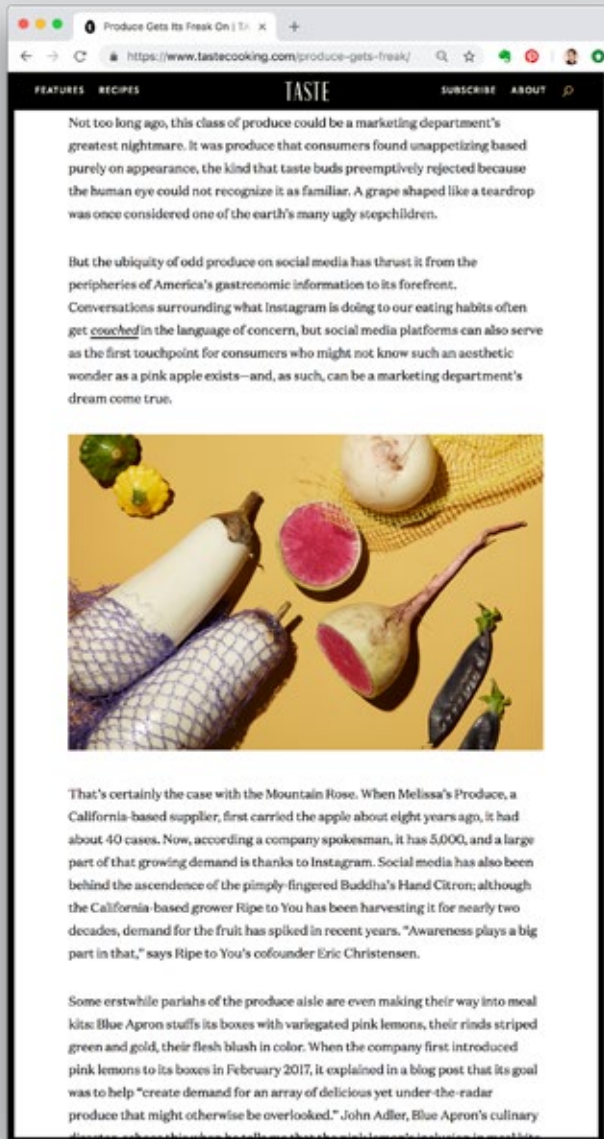


For less-than-perfect or underripe fruit, kirsch comes to the rescue, believes cookbook author David Lebovitz. Kirsch is also a standard ingredient in Lebovitz's berry-based sorbets: "It brings the berry notes forward, which can sometimes get muted when frozen," he says.

In savory dishes, kirsch adds a new dimension to cheesy dishes, like vegetable gratin and even macaroni and cheese. I've started adding a few tablespoons to chicken midthroat, in place of white wine, which imparts complementary high-toned fruit notes. It's become the secret ingredient in my braised brisket; kirsch's brightness and acidity provide welcome contrast to the richness of the fatty meat. Jean Trimbach, whose family has been making kirsch at their Alsatian winery since the 1600s, swears by the addition of kirsch in choucroute.

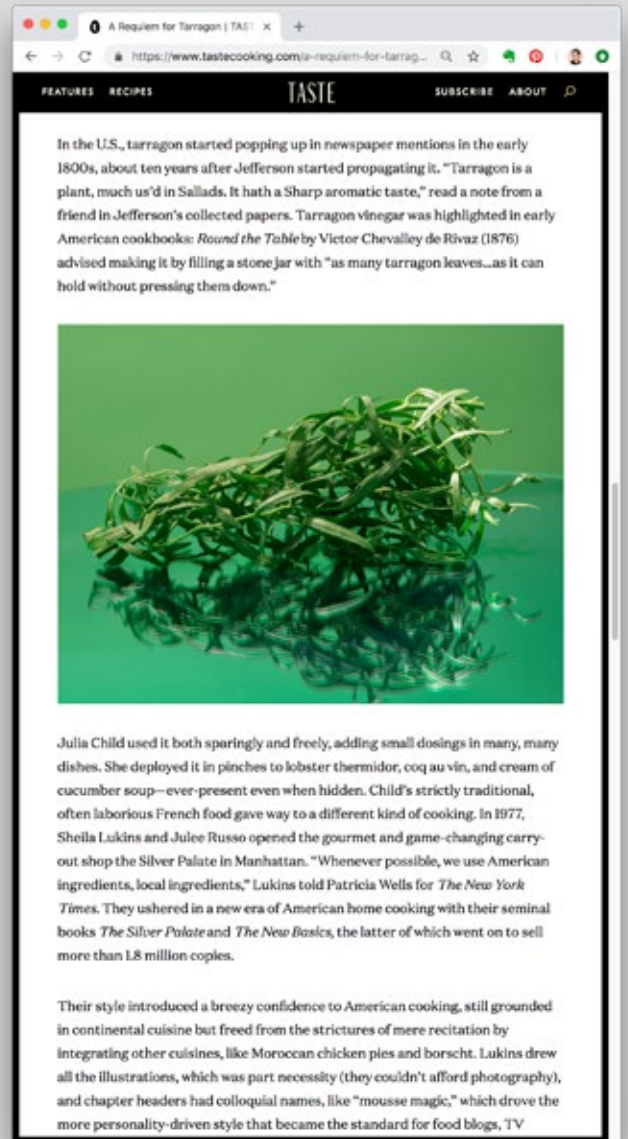
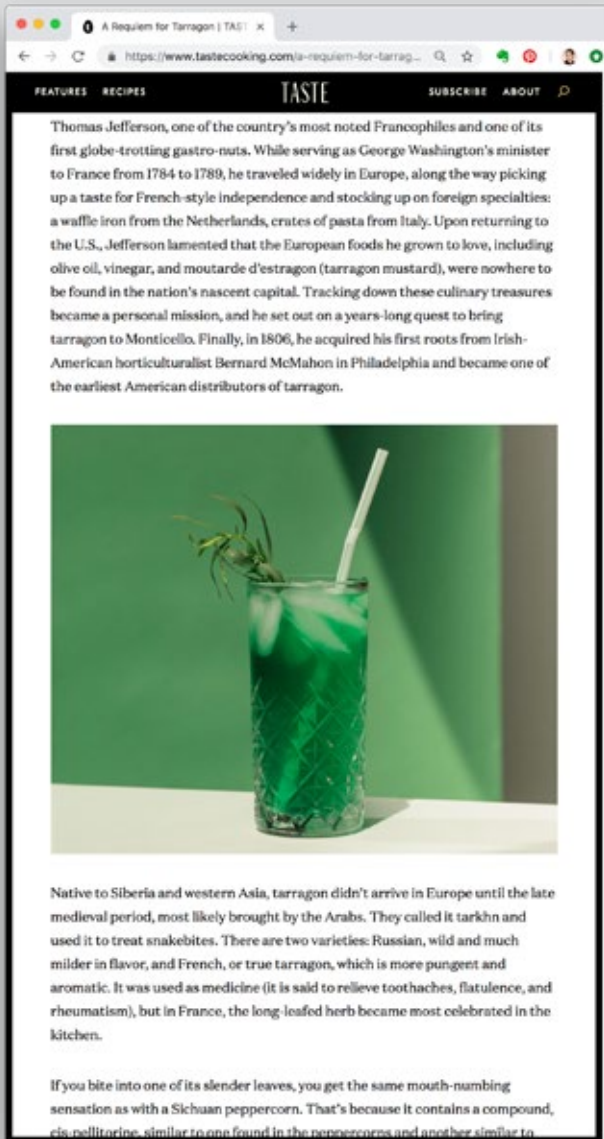
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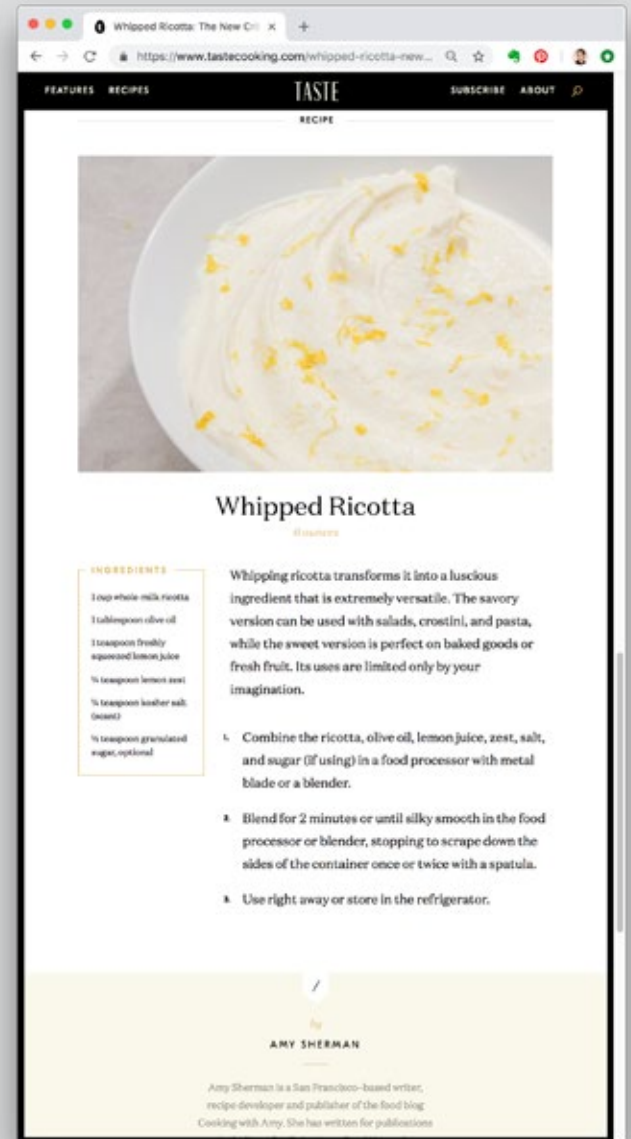
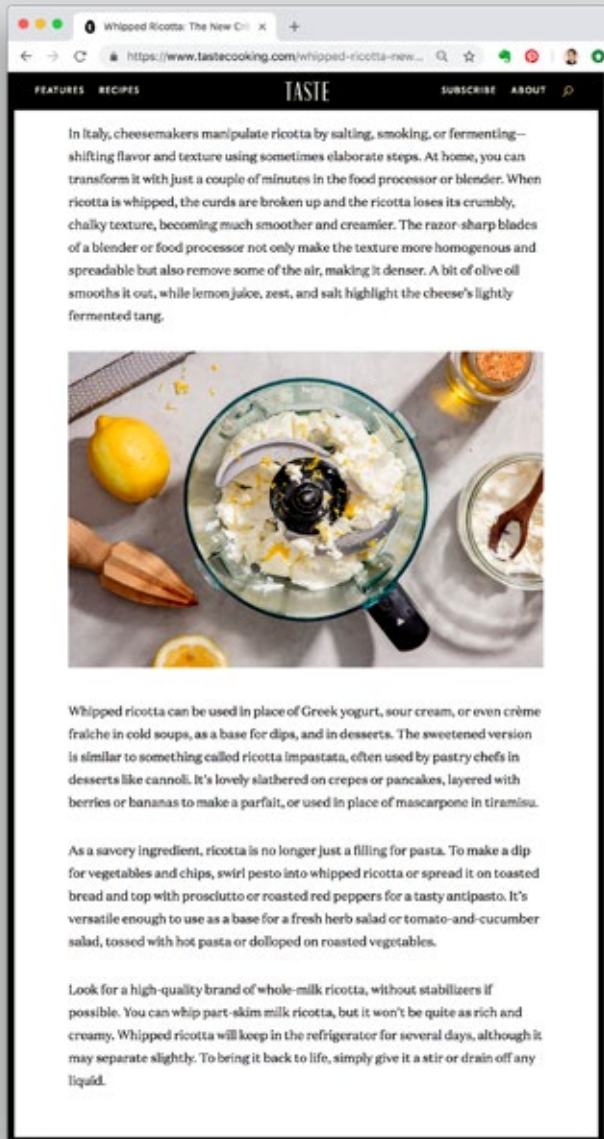
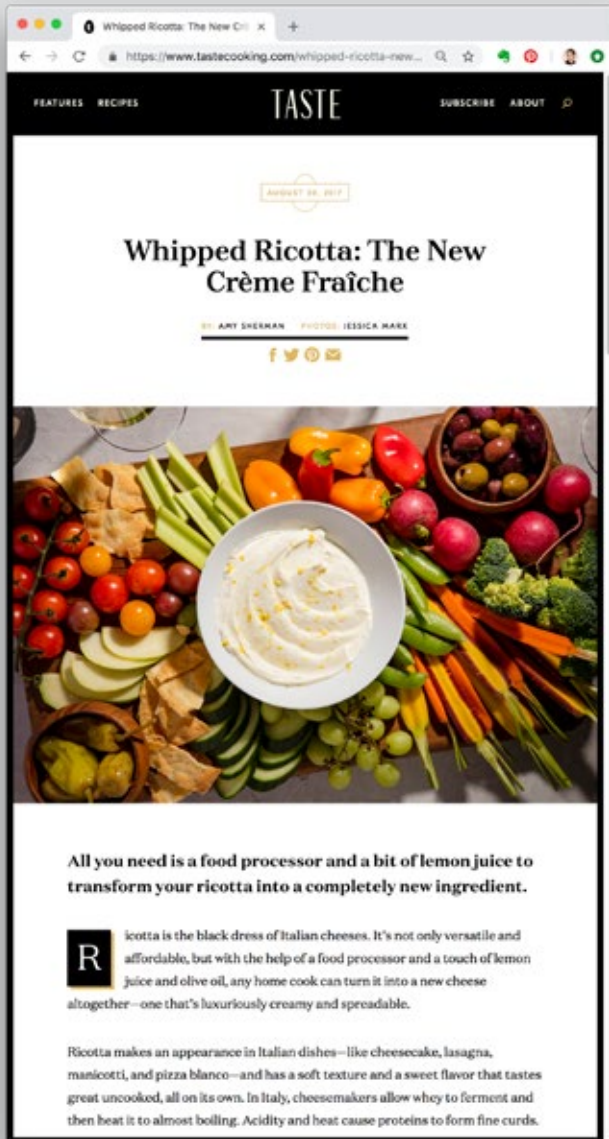
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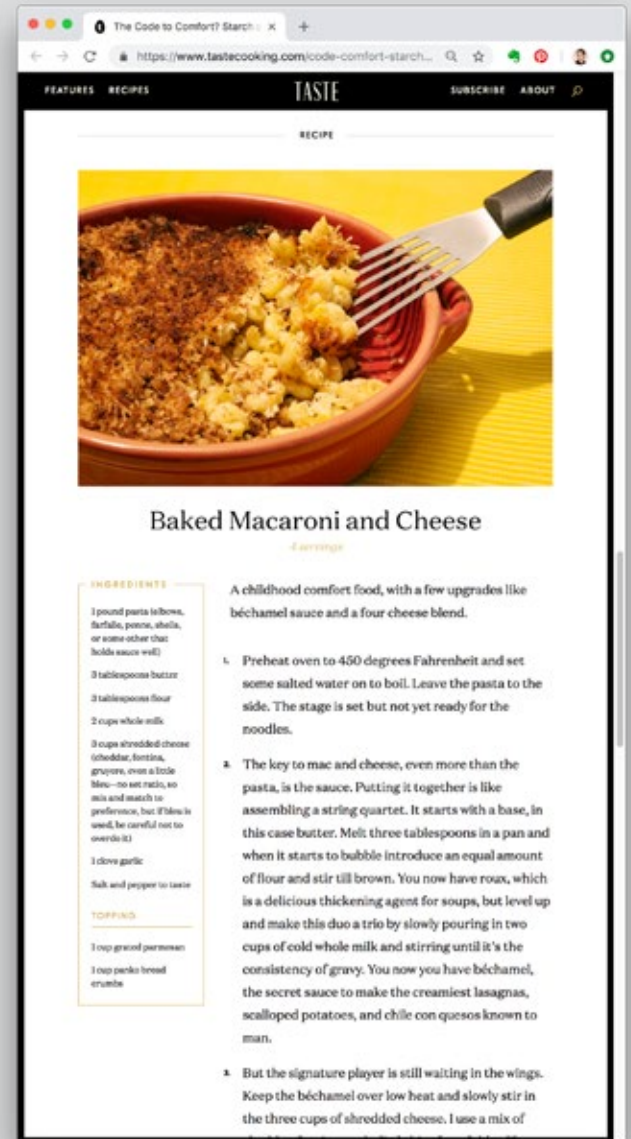
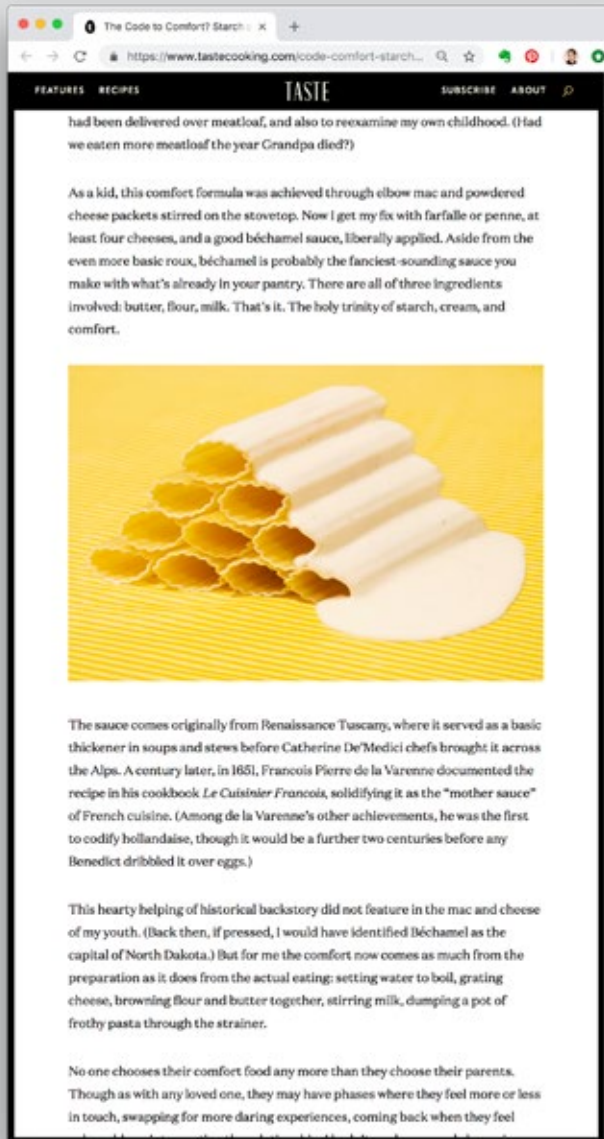
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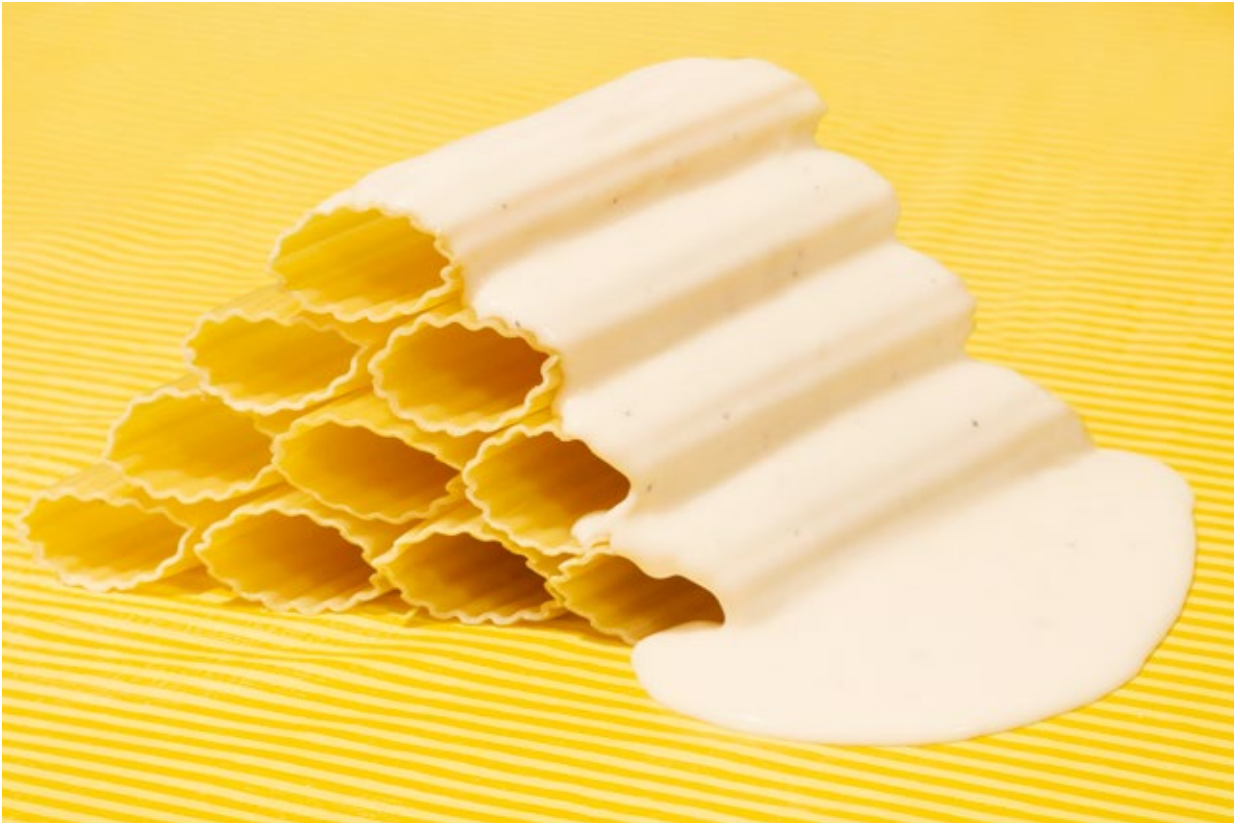


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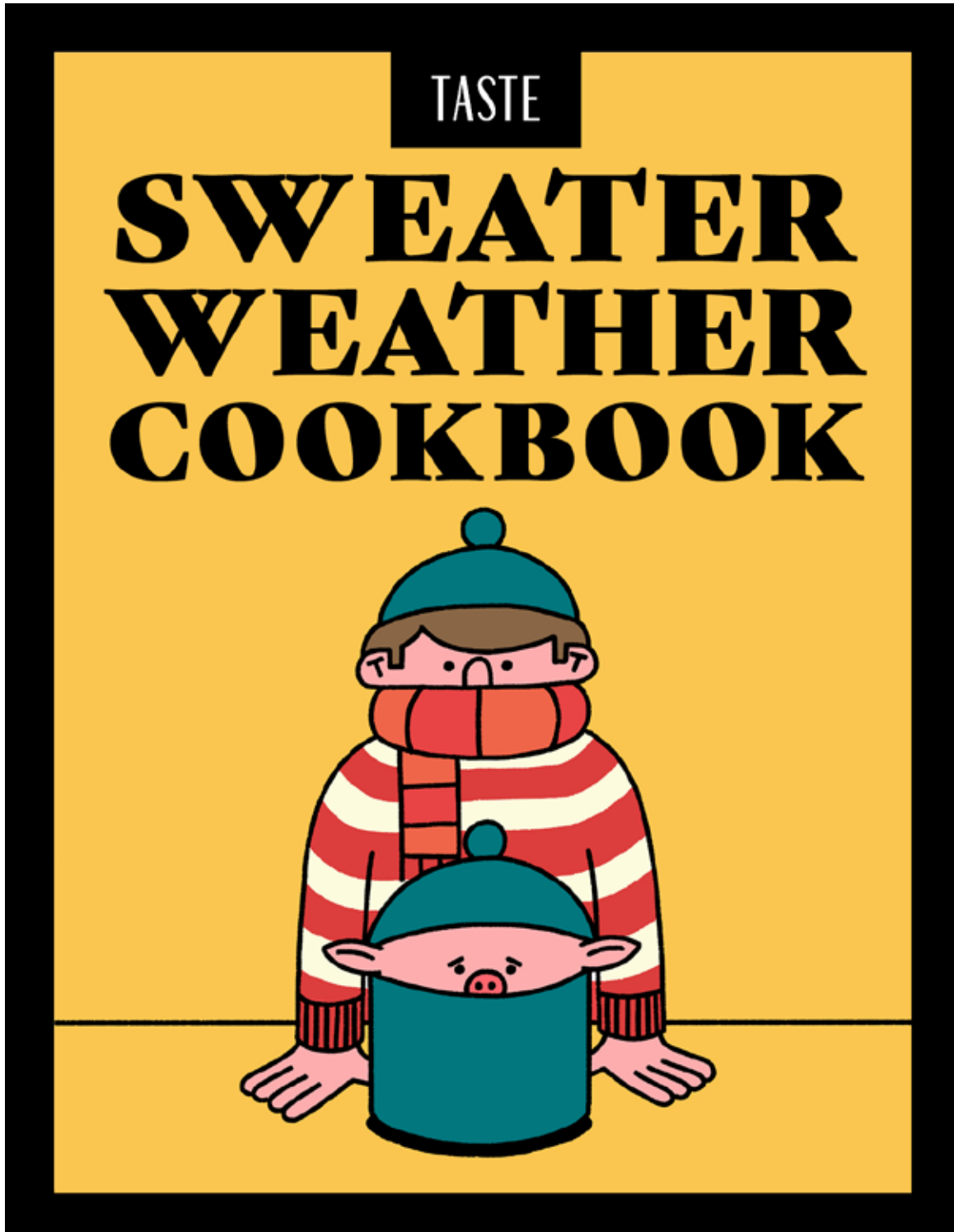




PUBLICATION: TASTE Cooking / ROLE: Art direction, prop styling / PHOTOGRAPHER: Eric Helgas



As part of a biannual marketing initiative, I designed and directed two downloadable cookbooks for TASTE with curated recipes from a selection of preexisting cookbooks recently published by Crown. The main challenge was developing a system to unify the provided photographs, all of which were from different books and thus had different styles. The directive for the cover was simple and punchy without skewing overly seasonal or holiday-oriented. Shown here are the cover and selected spreads.



PUBLICATION: **TASTE Cooking** / PROJECT: **Downloadable Cookbook, F/W 2017**

ROLE: **Art direction, design** / COVER ILLUSTRATION: **Leon Edler**

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BACK PAGE PHOTOGRAPH
Andrew Thomas Lee

TASTE is an online magazine written for people who love to cook at home and enjoy reading about approachable recipes, popular and emerging ingredients, and stories reported from the frontlines of today's quickly moving food culture.

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Albondigas

Guerilla Tacos by Wesley Avila with Richard Parks III — This is the soup that made my wife fall in love with me. My mom made it when I was a kid. When my mom would make this soup, I couldn't resist grazing and just eating the albondigas when nobody was looking. It's a meal that's made to share. Make a huge batch for a dinner party, or just give it to your friends and neighbors. They'll fall in love with you, too.



- SERVES 8 TO 10**
- 4 pounds lean (90%) ground beef
 - 2 pounds ground pork
 - 1 cup uncooked long-grain rice
 - 1 cup chopped fresh mint
 - 1½ tablespoons kosher salt
 - 2 teaspoons cracked black pepper
 - 4 garlic cloves, peeled and minced
 - 2 tablespoons vegetable oil, olive oil, or lard
 - 2 cups diced yellow onions
 - 6 carrots, peeled and cut diagonally into 3-inch pieces
 - 3 stalks celery, peeled, tough threads removed, and cut diagonally into 3-inch pieces
 - 3 cups chopped red-skinned potatoes (1-by-2-inch chunks)
 - 3 tablespoons tomato paste
 - 12 ounces canned tomato sauce
 - 1 bay leaf
 - 1 teaspoon ground cumin

- 4 quarts chicken stock, or broth made from bouillon
 - Kosher salt
 - 6 limes, halved
 - 16 ounces panela cheese or queso fresco, cut into 3-inch strips
 - 2 avocados, pitted, quartered, peeled, and sliced very thin
 - 2 serrano chiles, with seeds, sliced very thin
 - 1 habanero chile, sliced very thin
 - Leaves torn from 5 cilantro sprigs
- 1 To make the meatballs: In a large bowl, combine the beef, pork, rice, mint, salt, pepper, and garlic and mix well with your hands. Once the ingredients are fully incorporated, form into balls about 2 ounces each, about the size of a golf ball, and set aside on a plate.
 - 2 In an 8-quart stockpot over medium-low heat, combine the vegetable oil, onions, carrots, celery, and potatoes. Turn the heat to high and cook until the onions are translucent, about 5 minutes. Add the tomato paste, tomato sauce, bay leaf, cumin,

- and chicken stock and let come to a simmer.
- 3 Once the stock is steaming, start adding the meatballs, one by one, until they're all in there. Tuck them under the surface if any are sticking out—they should fit perfectly. The meatballs will cool the stock down, so adjust the heat as you go to keep it at a low simmer. The stock should be red. Allow the meatballs to simmer for about 45 minutes. Do not stir for the first 10 to 20 minutes, or until the meatballs are cooked through—otherwise you risk breaking them apart, which you don't want. Skim any scum from the surface as you go.
 - 4 After 45 minutes, remove a meatball and cut into it. You'll know they're done when the rice is cooked. When the meatballs are done, season with salt and turn off the heat. The soup will stay hot for a while.
 - 5 Serve the soup, ballparking four or five meatballs per portion, and garnish with the limes, cheese, avocados, chiles, and cilantro to your liking. (You might have leftovers, and you'll be glad if you do. Store in an airtight container in the fridge for up to 2 days.)



Cinnamon-Sugar Palmiers

Holiday Cookies by Elisabet der Nederlanden — Purchased puff pastry makes these crispy-chewy palmiers easy to assemble. Look for a good-quality all-butter product for the best results. Check with your local bakery, as some bakeries sell made-in-house puff pastry dough.



MAKES ABOUT 48 COOKIES

- 1 cup granulated sugar
- 2 (8-ounce) sheets store-bought puff pastry, thawed if frozen
- 2 teaspoons finely grated orange zest
- 1½ tablespoons ground cinnamon
- 1 teaspoon kosher salt

1 Sprinkle ¼ cup of the sugar on a large work surface and unroll 1 sheet of the puff pastry directly on top of the sugar. Using a rolling pin, roll the pastry out to about 12 by 10 inches.

2 In a small bowl, combine ½ cup of the sugar and the orange zest and rub the sugar between your fingertips to distribute the zest evenly. Add the cinnamon and salt and stir to mix well.

3 Fill the spray bottle with water and then lightly spray the surface of the pastry. Sprinkle half of the sugar mixture evenly over the surface, then gently roll the rolling pin over the dough to help the mixture adhere to it.

4 Position the pastry so a shorter end is facing you. Start rolling, fairly tightly, from both the left and the right sides of the pastry toward the center, until the rolls meet. Spray again with a little water. Wrap the rolled pastry log in plastic wrap and chill in the freezer for 30 minutes. Repeat the process with the second pastry sheet, using the remaining ¼ cup sugar on the work surface and the remaining sugar-zest mixture on the dough.

5 Position two oven racks, evenly spaced, in the middle of the oven and preheat the oven to 425°F. Line two baking sheets with parchment paper or silicone baking mats.

6 Using a sharp knife, cut one log into ½-inch-thick slices. Arrange half of the slices, cut side down and evenly spaced, on each prepared baking sheet. Bake the cookies for 16 to 18 minutes, until golden brown and caramelized, switching the baking sheets between the racks about halfway through the baking time. When you switch the sheets between the racks, flip the cookies over so the sugar caramelizes on both sides. Transfer the baking sheets to wire racks and let cool for 5 minutes, then carefully transfer the cookies to the racks and let cool completely. Cut, bake, and cool the remaining cookies the same way before serving.



Photograph: Eric Soto

Old-Fashioned Whiskey Cocktail

3-Ingredient Cocktails by Robert Simonson — This is the basic formula for an old-fashioned, be it 1887 or 2017. Whether you reach for mellow bourbon or spicy rye is a matter of choice; both work wonderfully in the drink. If you're lacking a muddler (or gumption), a bar spoon of simple syrup will do the job of the sugar cube.



- 2 ounces bourbon or rye
- 2 dashes Angostura bitters
- 1 sugar cube
- Orange twist

1 Saturate a sugar cube with bitters and a bar spoon of warm water at the bottom of an old-fashioned glass. Muddle until the sugar dissolves. Add whiskey and stir. Add one large piece of ice and stir until chilled, about 30 seconds. Twist a piece of orange zest over the drink and drop into the glass.

3 Bottles, 3 Cocktails

Have a bottle of one of these liquors lying around? Here are some three-ingredient cocktails from Robert Simonson that will help you out with holiday entertaining.



RYE
Try your hand at a Manhattan by stirring 2 oz. rye, 1 oz. sweet vermouth, and 2 dashes of Angostura bitters in an ice-filled glass and then straining into a coupe with a branded cherry.



SHERRY
To turn that sherry into a La Perla, stir 1½ oz. reposado tequila, 1½ oz. manzanilla sherry, and ½ oz. pear liqueur in an ice-filled glass, and then strain into a chilled glass with a lemon twist.



CAMPARI
Make a Boulevardier by mixing 1 oz. bourbon, 1 oz. sweet vermouth, and 1 oz. Campari in a glass with ice and serving with a lemon twist.

Photograph: Eric Soto

European Drinking Chocolate

Making Chocolate by Todd Masonis, Greg D'Alessandre, Lisa Vega and Molly Gore — This hot chocolate is our most popular drink, and it tastes a lot like a pure melted chocolate bar. It's a rich sipping chocolate, a cross between the strong, water-based hot chocolate in Paris and the almost thick-as-pudding Italian kind. An Italian customer once told us it was better than anything he could find at home, and we'll just go ahead and believe him.



MAKES FIVE 4-OUNCE SERVINGS

- 2 cups whole milk
- 1 tablespoon packed light brown sugar
- 1½ cups chopped 70% chocolate
- Marshmallows for serving (optional)

1 Combine 1 cup of milk and the brown sugar in a large heatproof bowl set over a pot of simmering water. Heat the milk mixture until steaming, whisking occasionally.

2 Whisk the chocolate into the hot milk, keeping the bowl over the double boiler to continue heating it. Whisk for an additional 3 minutes, until shiny and emulsified. It may seem quite thick.

3 Whisk in the rest of the milk, adding it in a slow stream, and heat for another 4 to 5 minutes, whisking occasionally, until the mixture is steaming.

4 Remove the bowl from the pot of water and pour the hot chocolate into mugs. Serve immediately. We recommend it with a few marshmallows, if desired.



Photograph: Eric Soto

TASTE

EVERYTHING TASTES BETTER OUTSIDE COOKBOOK



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Watermelon and Cucumbers with Spicy Sumac Salt

Dining in by Alison Roman — Ever had Tajin seasoning? It's a Mexican seasoning made from chiles, salt, and dehydrated lime juice. It's the best on watermelon, mango, or eaten out of the palm of your hand. Sumac replaces the lime here, but damn if it's not a dead ringer for that tangy, mouth-puckery sensation. Make lots of this mixture and keep it around to sprinkle over raw fruit all summer long.

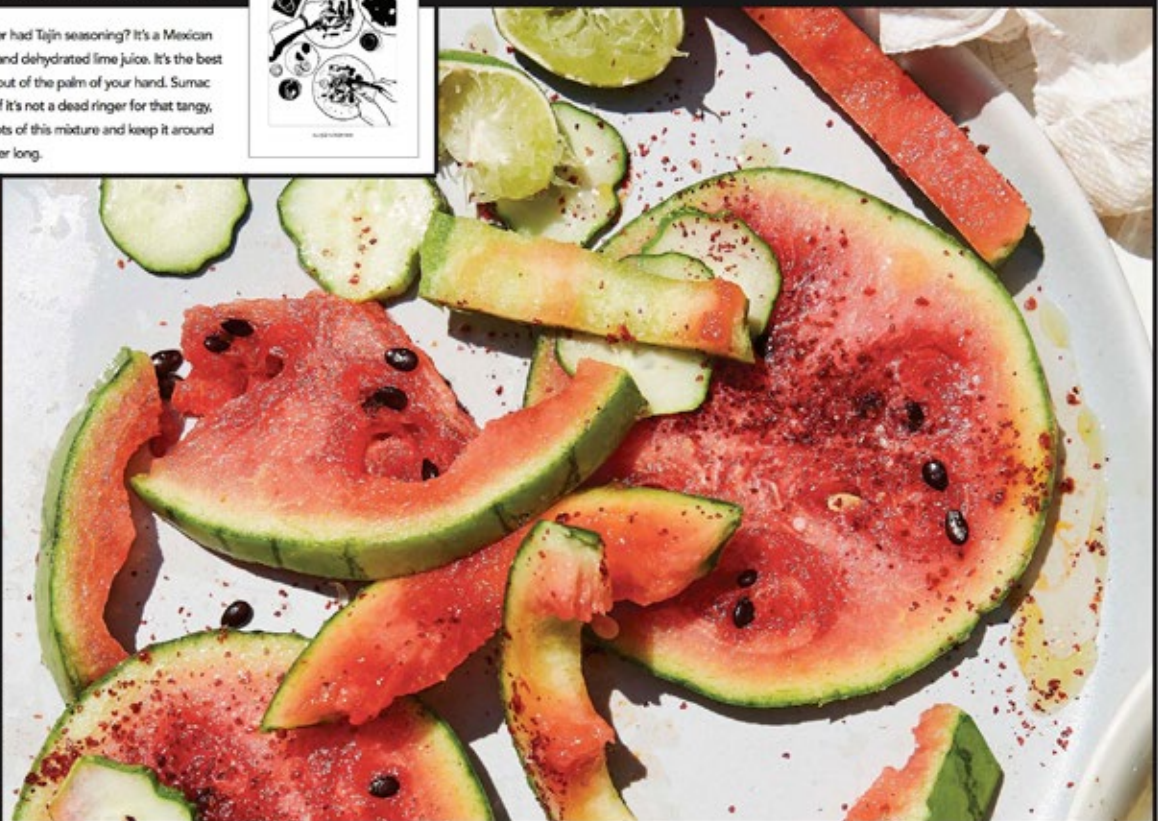


SERVES 4

- 2 tablespoons ground sumac
- 1½ tablespoons Aleppo pepper or 1 tablespoon crushed red pepper flakes
- 1 tablespoon kosher salt
- ½ small watermelon, sliced ½ inch thick (I leave the rind on, but that's up to you)
- 2 cucumbers, preferably small ones such as Persian or Kirby, unpeeled, thinly sliced

1 Combine the sumac, Aleppo pepper, and salt in a small bowl.

2 Arrange the watermelon and cucumbers on a large platter, sprinkle with the spicy sumac salt, and go to town.



Chile-Lime Festival Corn with Feta and Cilantro

Feast by Firelight by Emma Frisch — Known for its vibrant Afro-Ecuadorian community, the valley of El Chota is tucked in the mountainous north of Ecuador. It's a surreal, desert oasis brimming with soul. I visited during Carnaval, with its enthusiastic water fights. To stay dry from the deluge, I spent most of my time seeking shelter in the market stalls on the festival grounds. This is how I discovered the most luscious grilled corn on the cob I had ever tasted. Instead of butter, the corn is slathered with a creamy chile-lime sauce that adds just the right amount of tang and spice.



SERVES 6
1 lime

$\frac{1}{4}$ cup finely crumbled feta
 $\frac{1}{4}$ cup plain yogurt
 $\frac{1}{4}$ cup mayonnaise
1 teaspoon red pepper flakes
6 ears corn, shucked
Olive oil for drizzling (optional)
 $\frac{1}{4}$ cup finely chopped fresh cilantro

PREP Finely grate the zest of the lime and set aside. Cut the lime into wedges and juice as many wedges as you need to yield 1 teaspoon lime juice.

In a lidded jar or airtight container, combine the feta, yogurt, mayonnaise, red pepper flakes, lime zest, and lime juice and stir to mix. Seal the jar and then chill for up to 3 days.

Pack the remaining lime wedges in a ziplock bag and chill for up to 3 days.

1 Fire the grill or campfire to medium-high heat and position

the grill grate 2 to 4 inches above the coals.

2 Place the ears of corn over direct heat and, using tongs, rotate every 2 to 3 minutes until the ears are uniformly charred and the kernels bright yellow, 10 to 12 minutes. For a darker char, drizzle olive oil over the corn so it drips onto the coals and the flames jump up to lick the corn.

3 Transfer the corn to a serving plate or baking sheet. Shake the feta mixture to reincorporate and then spread evenly over each ear of corn and sprinkle with the cilantro.

4 Serve immediately with the lime wedges. This is the kind of finger food you just dig in to and get messy—you'll have cheese on your face and corn in your teeth but it's so good you'll be grinning ear to ear.



Rosemary Lemonade

Chloe Flavor by Chloe Coscarelli — Lemonade is one of my favorite beverages. I crave it with everything I eat. Making it yourself is an easy way to add an extra-special touch to any meal you're serving. You can infuse it with any herb, but I think there is something especially magical about rosemary because it is so aromatic.



SERVES 6

$\frac{1}{2}$ bunch fresh rosemary sprigs (about $\frac{1}{2}$ ounce), plus more for garnish
1 cup sugar
5 cups water, plus more as needed
 $1\frac{1}{2}$ cups fresh lemon juice (from about 7 lemons)

DO AHEAD:

The rosemary syrup can be made in advance and stored in the refrigerator in an airtight container for up to 2 days.

1 In a medium saucepan, combine the rosemary, sugar, and 1 cup of the water. Bring to a boil over medium-high heat, then reduce the heat and simmer, stirring frequently, for about 5 minutes, until fragrant.

2 Remove the pot from heat and strain the liquid into a pitcher, discarding the rosemary. Let cool completely. Stir in the lemon juice and the remaining 4 cups of water. Taste and add more water as needed.

3 Chill in the refrigerator and serve in tall glasses over ice. Garnish each glass with a rosemary sprig.



Passport to Chile

The One-Bottle Cocktail by Maggie Hoffman — I love how pisco highlights the honey and grapefruit flavors here—but you can also make this easy, citrusy drink with vodka or blanco tequila. If you have an electric citrus juicer, you can save some time. Otherwise, you'll want to put some of your guests to work with a squeezer.



SERVES 12

1 (750 ml) bottle pisco
11 ounces 2:1 honey syrup
22 ounces fresh grapefruit juice
11 ounces fresh lime juice
 $\frac{1}{2}$ teaspoon Cholula or other hot sauce
GARNISH: 6 grapefruit wheels, sliced in half, and flaky salt (such as Maldon)

TO MAKE 2:1 HONEY SYRUP:
Mix two parts (1 cup) honey with one part (50 cc) hot water and stir until dissolved.

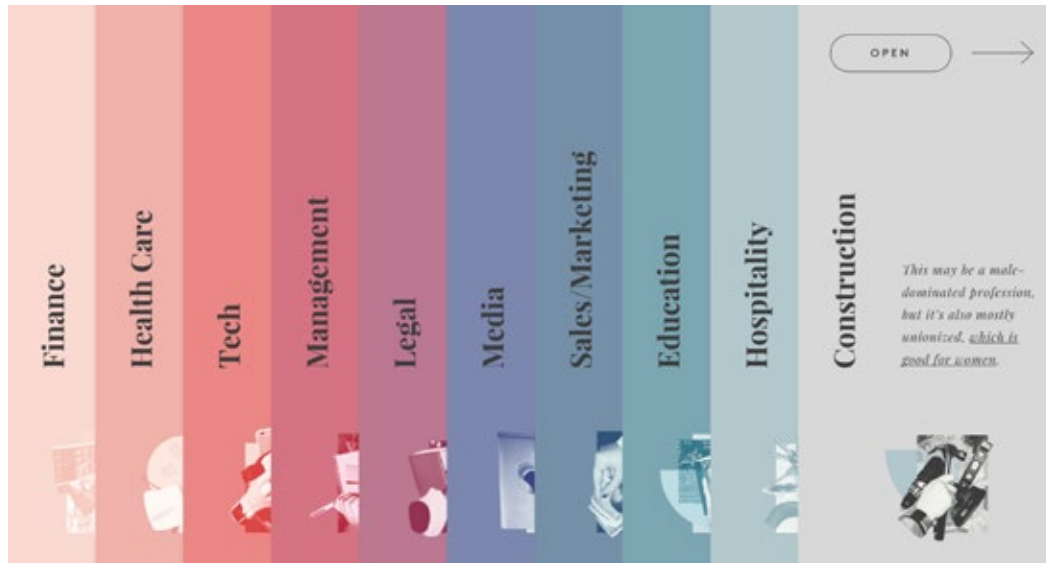
1 Pour pisco, honey syrup, grapefruit juice, lime juice, and hot sauce into a 2 $\frac{1}{2}$ - or 3-quart pitcher and stir well to mix. If not serving right away, cover and refrigerate for up to 2 hours.

2 When ready to serve, stir well and pour into ice-filled rocks glasses. Garnish each glass with a half-moon of grapefruit and a pinch of flaky salt.

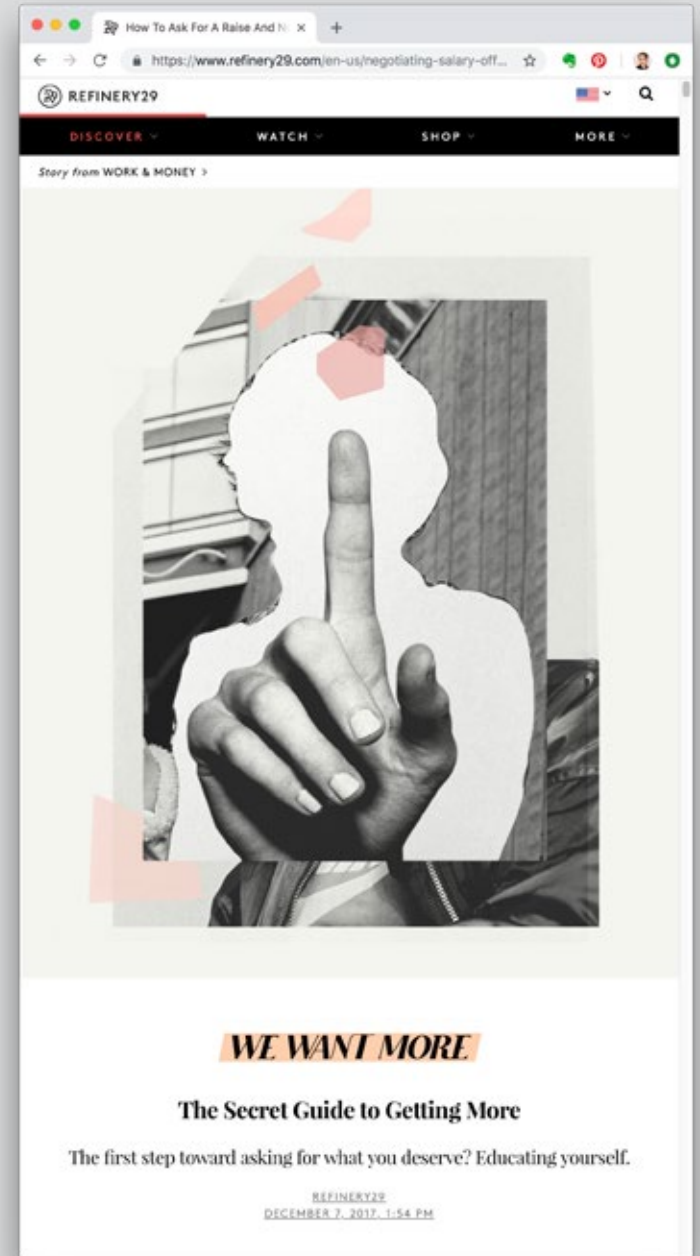




My role at Refinery29 was largely focused on managing, mentoring, and art directing the team of eight in-house designers. On an average week, the combined output of this design team was tasked with producing approximately fifty to one hundred original illustrations per week for the website's editorial content, social channels, and special projects. While I art directed countless in-house illustrations (most of which ascribed to a few specific style requirements, as dictated by the Refinery29 brand), the selection here highlights a few projects that allowed me to take on a more active direction role outside of the day-to-day design department operations.



We Want More was a site-wide equal pay initiative spearheaded by Refinery29. Originally published in April 2017 as a separate URL, it has since been reformatted and absorbed into the main Refinery29 site. My role involved working alongside developers and UX designers to direct the front-end graphics using in-house talent.



PUBLICATION: **Refinery29** ROLE: **Art direction**
ILLUSTRATOR: **Louisa Cannell**

REFINERY24 WATER SOAP MOIST

Finance

Female financial advisors face the biggest wage gap of any profession, making 56 cents to a man's \$1.



REFINERY24 WATER SOAP MOIST

Health Care

Just 9% of nurses are men, but they still make \$5,000 more a year than the average female nurse.



REFINERY24 WATER SOAP MOIST

Technology

More and more tech companies claim they've closed the gender wage gap, but the U.S. government disagrees.



REFINERY24 WATER SOAP MOIST

Management

Women make up 47% of the U.S. workforce, yet there are only 29 female CEOs of Fortune 500 companies.



REFINERY24 WATER SOAP MOIST

Legal


There's a 44% wage gap between men and women at big legal firms — yet law school costs the same for everyone.



REFINERY24 WATER SOAP MOIST

Media


Women in media face one of the worst wage gaps, and it doesn't help that there are so few reaching the C-suite.



REFINERY24 WATER SOAP MOIST

Sales/Marketing

Sales salaries are usually based on commission, so why are women still making 30% less than their male colleagues?



REFINERY24 WATER SOAP MOIST

Education


Female teachers outnumber men almost 4 to 1, but there's still a 12% wage gap.



REFINERY24 WATER SOAP MOIST

Hospitality

Hospitality workers — who are primarily women — are paid the lowest wages of any sector of the economy.

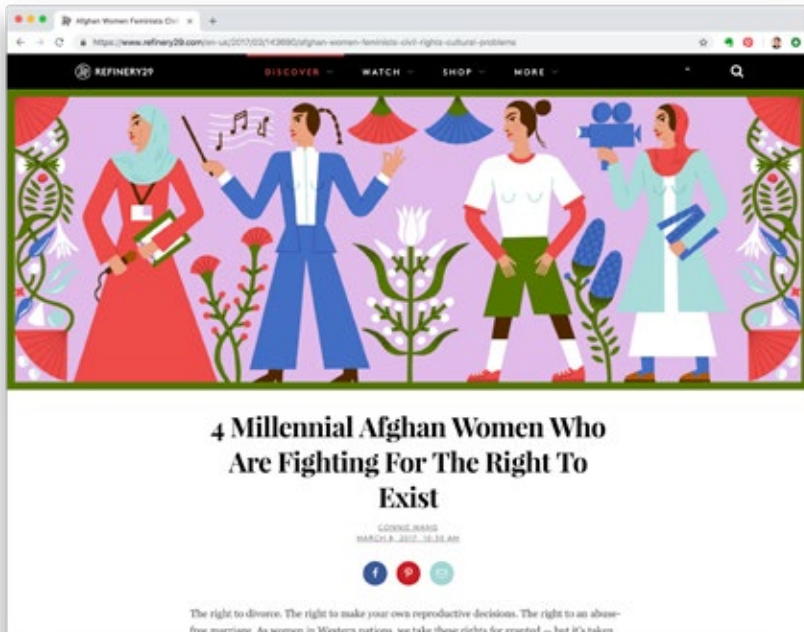


REFINERY24 WATER SOAP MOIST

Construction

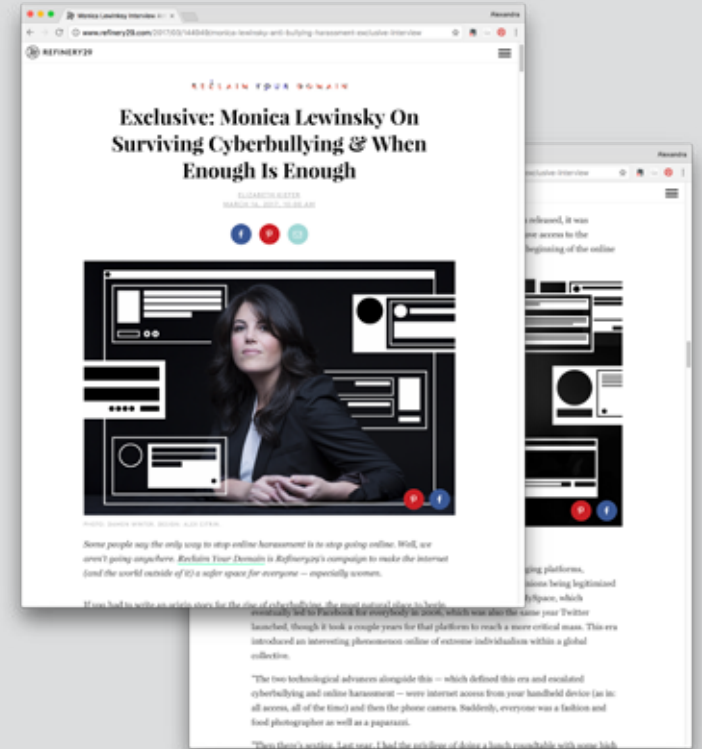
This may be a male-dominated profession, but it's also mostly unionized, which is good for women.





As part of a month-long focus on Muslim women around the world, Refinery29 produced a four part video documentary series whose digital package required an illustrated header. This illustration provided multiple functions, representing the featured women as well as breaking into individual parts that would make sense across various social channels and editorial offshoots of the initial series.

PUBLICATION: **Refinery29** ROLE: **Art direction**
 ILLUSTRATOR: **Noa Snir**



I took the reins on this treatment in a time-sensitive moment of editorial distress when, an hour before the publication deadline, it was discovered that these photos were the standard press shots that every news outlet was using at the time of Monica Lewinsky's publicity tour about cyber bullying. This graphic overlay was my quick-turnaround solution towards helping these images feel more intentional.

PUBLICATION: **Refinery29** ROLE: **Art direction**

WWWD

My work with Women's Wear Daily centered around Fashion Month, specifically the extra load of producing a Fashion Month focused print daily alongside the regular print weekly. My art direction responsibilities with the weekly publication were focused on FOB (including regular spot illustrations), but I found an opportunity to tackle a lead illustration for a meatier business-oriented story, in which I commissioned and directed illustrator Melinda Beck. Our work together was recognized by 3x3 later that year.

The Rising Costs of Cheap Oil

Despite savings at the pump, the economic impact of rock-bottom crude is hurting oil patch retailers.

By DEBRA BORCHARDT

Cheap oil has brought more bad than good to fashion RETAILERS. With a barrel of crude at \$34 – almost the lowest level since 2004 – U.S. drivers are paying \$1.72 for a gallon of regular, down from \$2.43 a year ago. Inflation-adjusted gasoline prices are much lower than they were during the Great Depression, according to Inflationdata.com. For every penny the price of gasoline drops, consumers have about \$1 billion more in their collective pockets.

Economic observers in the U.S. have been waiting for that financial boon to lift retail spending. The problem is that American consumers seem to be spending it more on experiences, or saving it, than on the latest fashions.

Then there is the regional impact – the ill effects of the oil prices declines are spreading faster than an oil slick in places like Texas, Oklahoma, the Dakotas and more that had seen a spending gusher from the sudden influx of petrodollars. But plummeting oil prices mean tough times for producers and investors, thinner paychecks for workers, increased apprehension and generally less spending on discretionary items.

“We’re hearing it from retailers that are being affected by the oil problems in Houston,” said Gabriella Santaniello of A Line Partners, a channel checking research firm. “From the teen guys like Abercrombie & Fitch and American Eagle Outfitters. We’re hearing it also from some of the Macy’s in those areas on the broadlines side and also specialty stores.”

Retailers are finding that it is specific locations that are feeling the pinch. Dallas seems to be doing better than Houston, for instance. Brian Bolke, owner of the Forty Five Ten boutique in Dallas, said, “We’re not seeing significant impact from oil prices specifically. Dallas has a very diversified economy as a result of the oil market implosion in the eighties.”

Chris Bryan from the Texas Comptroller’s office said the pain was being felt more in the Midland/Odessa area and Houston, with sales tax receipts

coming down.

“Houston’s definitely feeling the pain,” said Bill Detwiler of Fernwood Management, a strategic advisory firm. “Calgary in Canada is also affected. These economies ride the boom and bust.”

And the bust is definitely here now.

In regions where the economies are driven by oil and gas, the reverberations from collapsing global demand are apparent up and down the price spectrum, from Neiman Marcus to Stage Stores.

“We are feeling the negative effects of lower crude oil prices,” said Karen Katz, Neiman Marcus Group’s chief executive officer, going over last quarter’s numbers with Wall Street. “Many of our customers have direct or indirect oil and gas investments. Lower prices for crude oil adversely affect oil company profits and the personal balance-sheet and investment portfolios of our customers who work for or invest in these companies.”

Katz said that even though low oil prices are helpful overall to the consumer, Neiman’s customers are the people who run oil companies or own oil companies.

Worries about the oil crisis are nearly a year old now as pushing analysts to dig into which retailers are exposed. Macy’s Inc.’s chief financial officer Karen Hoguet said last month, “In terms of the energy markets, they were not as weak as the West Coast, but obviously weather was less of a factor there. So weather was an impact for us, but we didn’t do great in the energy markets either.”

Texas lost 30,000 jobs between September and December, according to the state’s Workforce Commission. The Texas Alliance of Energy Producers believes another 56,000 jobs will be cut in the first six months of this year. The latest company to consider bankruptcy is Houston’s Linn Energy, which said it probably would not be able to make its debt payments.

It’s not just Texas.

Graves & Co. said companies in the sector have laid off 250,000 workers around the globe, while at least 41 U.S. oil and gas companies went bankrupt or liquidated last year. Retailers in oil-energy states including North Dakota, Colorado and Wyoming are all being squeezed.

Illustration by TKT

North Dakota has seen its unemployment rate rise to 2.3 percent at the end of last year, up from a nationwide low of 1.6 percent in December 2014, while Oklahoma’s jobless rate crept up to 1.5 percent from 1.1 percent, according to governmental statistics. And Wyoming saw its 18,400 oil and gas jobs dwindle to 12,700 in just one year’s time. Colorado has shed 5,500 jobs energy and energy support jobs between September 2014 and September 2015, a decline of 15.9 percent.

Boot Barn Holdings Inc. said that its business in Texas was negative in the third quarter and was down significantly in North Dakota. James Conroy, the ceo, noted that there was a lag between dropping oil prices and its impact on their business. The company has reduced its flame-resistant work wear to less-expensive work clothes and seen some growth there. The flame-resistant clothes were favored among workers in the hydraulic fracking side of the oil industry.

Stage Stores Inc. ceo Michael Glazer said during the company’s fourth quarter call that sales at “oil patch stores” were down 6 percent. Taking a misery-loves-company approach, he pointed to Dillard’s Inc. and Boot Barn as other retailers complaining about their businesses in the Lone Star state. “They’re all called out Texas – it depends where in Texas you are as well. If you’re totally based in Dallas, you probably aren’t seeing any of the issues.”

Dillard’s Inc. is based in Little Rock, Ark., but is concentrated in Texas and Florida. “The fourth quarter was difficult,” said William T. Dillard 2nd. “As sales came in less than planned, we worked hard to control our inventory during an unusually competitive environment. Sales were particularly weak on the Southern border and in the energy-producing regions.”

VF Corp. said that even though its Wrangler jean business showed solid growth in the fourth quarter, it was offset by declines in Western business in regions where oil and gas exploration took a hard hit. VF’s Bulwark line, which offers flame-resistant gear, was challenged by oil and gas weakness.

“We’ve been through this cycle at least a half a dozen times in the last 20 years where for macro-economic reasons or things like the oil industry shutting down – that’s happening right now – we get hurt – that happens pretty quickly. And then it comes back,” said VF ceo Eric Wiseman. “And when it comes back, there’s years of goodness. You’ll recall because we talked about it in 2010 and 2011. Bulwark was our fastest-growing brand.”

Not everyone is feeling as bullish. The Federal Reserve Bank of Dallas said that manufacturing demand had fallen to recession levels due to reduced capital spending amongst energy firms. Texas produces 11 percent of the total goods in the U.S., second only to California. Sales tax revenue for Texas fell 6.8 percent with oil taxes dropping a whopping 62.2 percent, according to the Texas Comptroller of Public Accounts. Consumer confidence for Texas has dropped 12.4 percent as of February 25 from the previous year, which is twice the drop of 6.7 percent for the U.S. Consumer confidence in the West/South/Central part of the country has plunged 15.9 percent.

There undoubtedly is more pain to come. Saudi Arabia has vowed to continue pumping as much oil as it can, pointing out that it costs the desert kingdom only about \$10 to produce a barrel of oil, while in the U.S. the cost is over \$36. The U.S. Energy Information Administration has said crude oil prices will remain relatively low through 2016 and 2017, keeping the pressure on retailers in energy-producing states.

The wait for Wiseman’s “years of goodness” could be a long one.





As deputy art director of Time Out New York and art director of Time Out Kids, I was responsible for commissioning all illustrations, directing features and the occasional cover, and directing in-house shoots while also managing a small team of designers and freelancers. The primary challenge at Time Out was navigating the weekly print production of a publication in constant turmoil. Between very tight budgets and the constant revolving of editors-in-chief, I cut my teeth at a publication where all hands on deck was the rule, not the exception. This experience toughened me up for all future art director roles.

Time Out

New York

DECEMBER 16-22, 2015 ISSUE 1032
TIMEOUT.COM/NEWYORK
NOT FOR RETAIL SALE



PUBLICATION: Time Out New York / ROLE: Art direction / COVER ILLUSTRATION: Josh Cochran

Time Out

New York

OCTOBER 28–NOVEMBER 3, 2015 ISSUE 1025
TIMEOUT.COM/NEWYORK NOT FOR RETAIL SALE



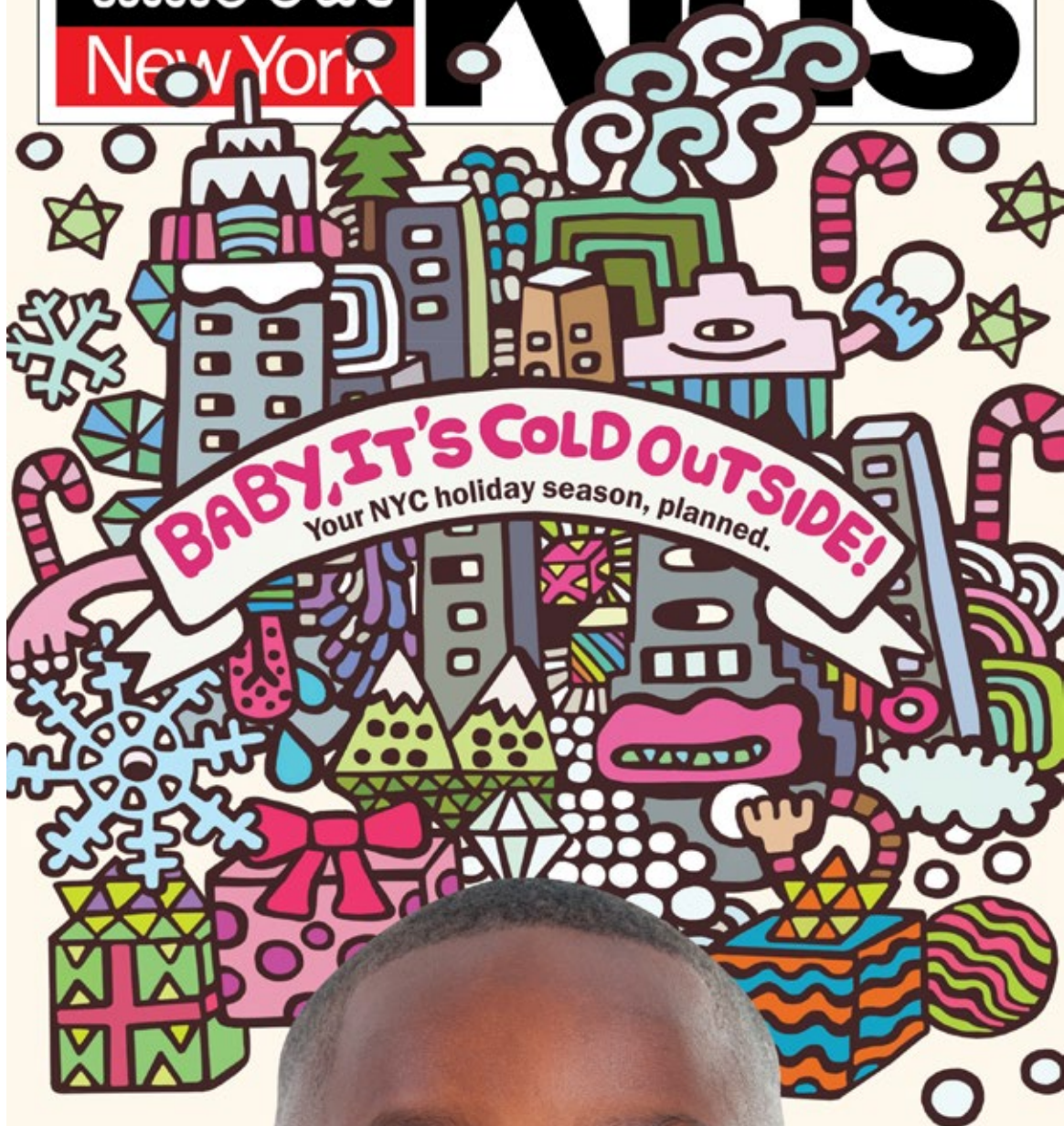
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PUBLICATION: **Time Out New York** / ROLE: **Art direction** / COVER ILLUSTRATION: **Becca Clason**

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PUBLICATION: Time Out New York Kids / ROLE: Art direction, lettering / PATCHES: Mikey Burton

New York City's Top Ten near misses



Top Ten

1 Kings County quagmire

After suffering defeat in the British invasion of Long Island in 1776, George Washington found his army divided and cornered by 10,000 enemy troops in Brooklyn Heights and a huge armada in Upper New York Bay. Refusing to surrender, Washington ordered a daring nighttime retreat across a foggy East River before the British knew what was happening. The secretive (and narrow) escape prevented the Brits from dealing a premature end to the American Revolution.

2 Free fallin'

After his scaffolding snapped on the side of the Solow Building in midtown in December 2007, window washer Alcides Moreno fell 47 stories while clinging to the tiny platform, miraculously landing alive in an alley. Despite brain and spinal trauma, 10 broken bones, internal bleeding, hypothermia, 16 surgeries and 24 pints of infused blood, Moreno made a full recovery. (His brother, who also fell, tragically died.)

3 Unstable banks—literally

The Citigroup building in midtown had been standing for a year when, in 1978, a Princeton engineering undergrad, researching a thesis on

office buildings, called structural engineer William LeMessurier to ask how his tower might respond to high winds against the corners of the building. LeMessurier re-examined the design and realized a fatal flaw: Hurricane-speed winds could rupture the outside structure of the skyscraper. He quickly organized emergency repairs, averting potential disaster.

4 We can be heroes

In the winter of 2007, Wesley Autrey was waiting for the 1 train at 137th Street when a man collapsed and fell onto the tracks, his body convulsing from a seizure. As the train approached, Autrey jumped from the platform and pressed the fallen commuter hard against the ground with his body, barely enough for the train to pass just inches over his head. It saved them both and officially made Autrey the biggest badass in the city.

5 Bombs over Broadway

One night in 2010, two Vietnam vets were just minding their own business, selling souvenirs in Times Square, when they saw black smoke pouring out of an SUV. The police response found that the vehicle was rigged with a bomb—and a malfunctioning detonator. (Phew.) The culprit, a member of the Pakistani Taliban, was later arrested at JFK, just moments before his flight to Dubai was about to depart. (Phew again!)

6 ¡Viva la revolución!

In 1964, anticommunist Cubans rigged a bazooka to fire at the U.N. from across the river in Long Island City, hoping to strike while Che Guevara was making a speech to the General Assembly. The rocket fired successfully but fell 200 yards short, sending up a measy geyser of water in the East River. *Dios mio.*

7 Shanker the banker

In late 1975, New York's coffers lacked the cash to pay the city's employees, bills and millions in short-term debt. Fearing bankruptcy, unions for local police, firefighters and sanitation workers threatened strikes, and powerful world leaders began to doubt the value of their NYC-based bonds. Only a few hours before default, Albert Shanker, an ornery teachers' union leader, agreed to lend the city \$150 million in pension funds, saving New York from financial ruin and the loss of worldwide credibility.

8 Too close for comfort

In 2013, unusually high winds forced two passenger jets headed for JFK to simultaneously abort their approaches and veer off on an alternate route. The last-minute change put the jets on an illegally close flight path, with the 747 and smaller shuttle coming within a horizontal half mile of

other (about a sixth of the distance required by the FAA) and only 200 feet vertically. Expert piloting brought both in for a safe landing.

9 Give peace a chance

The anti-Vietnam War protesting of John Lennon and Yoko Ono landed the duo in the bad graces of the Nixon administration, which opened deportation hearings against them in 1972. Thankfully, Nixon resigned before the case was decided and the charges were dropped, which had some very righteous rock ramifications: It meant Lennon was still in New York just as David Bowie arrived, allowing the pair to cowrite and record "Fame," Bowie's first No. 1 song in the U.S.—although it perhaps also condemned Lennon to his tragic death.

10 All hail Sully

US Airways flight 1549 had been off the ground for just two minutes in 2009 when it struck a flock of Canada geese (go back to Canada, you dumb geese!), causing it to lose power in both engines. Falling too quickly to return to La Guardia, Captain Chesley "Sully" Sullenberger brought the plane in for a crash landing, passing less than 900 feet above the George Washington Bridge before guiding it safely down onto the Hudson River, saving the lives of the 155 people

ILLUSTRATION: LISK FENG

ILLUSTRATION: Lisk Feng

New York City's Top Ten islands

1 Hart Island

Nobody lives on this 131-acre isle (the easternmost point in the Bronx) off Pelham Bay Park, though plenty reside there. Sound like a riddle? Hart Island has been the city's potter's field (burial place of all the unclaimed dead) since 1869. Grave-digging inmates from Rikers Island inter about 1,500 bodies a year on the desolate strip, and its official (deceased) population is at least a million.

2 North Brother Island

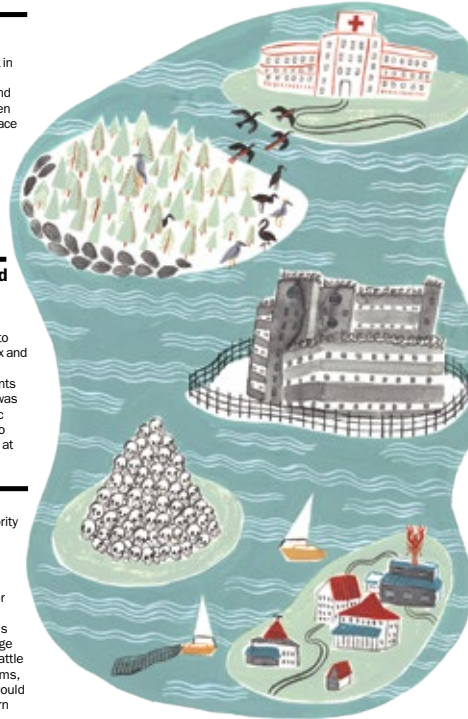
Most recently featured as the site of an abandoned mail-collection center on Broad City, North Brother Island was home to Riverside Hospital as a smallpox and infectious-disease quarantine. Nestled between Rikers and Hunts Point, its most infamous guest was Typhoid Mary, the asymptomatic cook who passed her infection to 51 people before being isolated at Riverside for her last 30 years.

3 Rat Island

In 2011, retired Port Authority employee Alex Schibli bought this 2.5-acre stone slab from City Island for \$176,000 (for "peace and quiet in the middle of the ocean"; now he uses it for picnics). Despite the moniker, there are no rats on this treeless rock, and Schibli wants to change the name back to the original Rattle Island, which is derived, he claims, from when landlubbing locals would shake rattles (for a price) to warn Dutch sailors of perilous rocks.

4 Robbins Reef

Crowned with a picturesque lighthouse just off Staten Island, the reef was once home to Katherine Walker, a petite widow who kept the harbor safe for thousands of ships as the sole light keeper for 30 years. It was also part of one of the world's largest oyster beds, once a major resource native to NYC. Alas, raw sewage poisoned the little mollusks, so nobody orders a half-dozen Robbins Reefs at the local oyster shack anymore.



5 Mill Rock

Located between Queens and upper Manhattan in the East River, the erivrons were once known as Hell Gate, a narrow strait with rocks and currents that made navigation dangerous. After the arrival of steam-powered ships, in 1889 the U.S. Army Corps of Engineers detonated the world's largest planned explosion (felt even in New Jersey) to destroy the treacherous Flood Rock, and the remaining debris was used to create Mill Rock—now host to a three-acre park and a few lonely trees.

6 Governors Island

This former military base separated from Red Hook, Brooklyn, by the Buttermilk Channel was also home to British governors (the original 1704 mansion still stands) but was first called Pagananck, or "island of nuts" in Lenape, the local Algonquin dialect. (Yes, there were lots of nut trees.) Most recently, Governors has become a park and concert venue, bringing boatloads (literally) of New Yorkers during the warm months for a

7 Shooters Island

First used as a colonial hunting preserve, George Washington later dropped off secret letters at this isle off Staten Island during the Revolutionary War, which prompted spies to hang around looking for tips. By World War II, it was producing cargo ships and then neglected until a 1960s politician suggested blowing it up to make room for container vessels. Bringing history full circle, the proposal was denied, and today the island is a prolific bird sanctuary.

8 Rikers Island

Wedged between the East River and Queens, this home to the city's largest jail houses an average of 14,000 inmates a day, but previously it was the training ground for volunteer soldiers during the Civil War in New York's 9th Infantry. Known as Hawkins' Zouaves, the regiment fought in seven engagements, including the bloody Battle of Antietam. Today the only battle training seen on Rikers Island is in the yard.

9 City Island

This 1.5-mile-long Bronx enclave more resembles a Maine fishing village than an outer borough, complete with awesome seafood restaurants. The description remains apt thanks to the Palmer Grant, a law that allows City Island waterfront owners to build on 400 feet of underwater land extending from the shores (for things like marinas or docks)—an honor enjoyed nowhere else in Gotham.

10 Ruffle Bar

Although the name recalls a burlesque speakeasy, this snaking sandbar was once a great hub of the clam-and-oyster trade in Jamaica Bay. In 1915, the Health Department ruled the waters too polluted for shellfish, which ruined the oyster trade and the operations of sneaky fishermen who would dump loads of Chesapeake Bay clams (worth only \$1 a barrel) at night and "harvest" the bootleg beauties (New York's nighttime dance pa

ILLUSTRATION: Kaye Blegvad

TIME OUT NEW YORK (ISSN: 1084-550X) is published weekly (except for one combined issue in February, July and August, and two combined issues in December) by TI

New York City's Top Ten

spectacularly dumb criminals

1 Frank Giardina
Officers responding to a noise complaint in Flushing last March were greeted by this 49-year-old resident, who answered the door holding a marijuana pipe. When the cops asked what he had in his hand, Giardina reassured them, "Oh, that's weed." The chill bro then invited the cops inside, where they discovered five pounds of heroin on his kitchen table.

2 Michael Reyes
If you're going to rip out the piping from an apartment under renovation to sell as scrap metal, make sure it's not an active gas line. And even if it is, make sure that your friend doesn't light a cigarette during the theft. Otherwise, you'll end up like Reyes, who was arrested in 2011 after blowing the front off a Staten Island home and receiving some nasty burns.

3 Carlos Taverez
This Bronx man challenged the depths of idiocy earlier this year when he picked up a rental car in midtown and later returned it to Newark airport, leaving behind 250 packets of heroin stamped **RAI BOY**. He then attempted to retrieve the drugs at the rental agency's lost-and-found desk, claiming it was children's medicine.

4 Ruben Burgos
In 2011, this self-described rap promoter was wanted by police in Utica for violating a restraining order and threatening to kill his girlfriend. So he did what any really, really smart fugitive would do: taunted police via Facebook, saying, "Catch me if you can, I'm in Brooklyn." The po-po happily obliged, tracing Burgos to a Bed-Stuy apartment, where they found him still sitting at the computer, still posting on the social-media site.

5 Dayquan Campbell
After pulling a gun on a cashier at Sam's Pizza Shop



in East New York in 2011, Campbell walked away with 1,000 clams. Soon peckish, however, he went back a few hours later to buy a slice with the money he stole. Obviously, the cashier recognized Campbell and called the police, who nabbed the 18-year-old on robbery charges.

6 Victor Marin
When criminal mastermind Victor Marin broke into a Borough Park home, he stole \$200 in cash but left his wallet behind. After realizing his mistake, Marin returned to the scene of the crime and politely explained to

the owners that he had stolen the money and would gladly give it back in exchange for his wallet. (What a nice guy, right?) The victim told the perp to slide the cash under the door in exchange for the wallet, but the thief had trouble shoving the 93 bills into such a small space. So this took some doing, giving the cops plenty of time to arrive and arrest him.

7 Richard Forti
Most travelers know you can't get through a TSA check with a bottle of water, much less a weapon. Richard Forti is not one of them. Earlier this year, he strolled up to the se-

checkpoint at JFK carrying a loaded gun and brass knuckles in the pocket of his vest. He claimed the weapons were for protection—something this currently-on-trial dude will need a lot of if he ends up serving the 15 years he faces in the clink.

8 Denis Ryjenko and Natella Croussouloudis
If you're trying to sell stolen art, you probably shouldn't brag to everyone that it's "hot" (that's art-thief lingo for "stolen"). But that's exactly what this dense duo did when displaying one of Nicholas Roerich's "Himalayas" works, valued at \$125K, at their Midwood apartment. They were soon introduced to a potential buyer (an undercover cop) and were sentenced to four months in jail.

9 Khayyam Alexander and Fethi Nekrouf
While at an underage club in Hell's Kitchen this past April, two teens stole another kid's iPhone. They might have gotten away with it, too, had they not snapped a selfie and sent it to the victim's mom. Kids these days, huh? The not-so-bright pickpockets were charged with petit larceny.

10 Yudishtir Maharaj
In March, Maharaj arrived at JFK from Trinidad with three packages of frozen goat meat stuffed into his suitcase. (Wait, you mean you don't do the same?) After being detained by customs, tests revealed that the meat was packed with more than seven pounds of cocaine, valued at up to \$1.8 million. Maharaj was later charged with federal narcotics smuggling (but no word about the crime of importing illegal meat, which carries fines of

ILLUSTRATION: Paige Vickers

New York City's Top Ten

inventions



1 Toilet paper
In 1857, Joseph C. Gayetty began selling packs of "medicated paper for the water closet" out of his wholesale shop at 41 Ann Street. The paper was made from pure Manila hemp and treated with aloe to ensure patrons it was healthier than their old standby: shreds of used newspaper. Best (or worst) of all, each sheet was also watermarked with his name.

2 Pneumatic railway
Inventor Alfred Ely Beach unveiled the first air-propelled train (and technically New York's first subway) in 1870. Pushed by a 20-ton fan, the fancy cylindrical car had plush seats and zirconia lamps and cost a quarter to ride. Sadly, the Panic of 1873 financial crisis blew away any future for this marvel of 19th-century technology, which ran only one block under Broadway from Warren to Murray Streets.

3 Teddy bear
In 1902, political cartoonists poked fun at President Theodore Roosevelt for refusing to shoot an injured black bear while on a hunt. Inspired by the story, Morris and Rose Michtom, Russian-Jewish

candy-store owners from Brooklyn, sewed a plush bear (they also sold stuffed toys) and displayed it, calling it "Teddy's bear." The toy was so popular, they gave up candy and opened a factory to make the cuddly critters. See, New Yorkers can be warm and fuzzy!

4 Scrabble
Out-of-work architect and anagram lover Alfred Moshier Butts conceived this wordy board game in 1931 while living in Jackson Heights, Queens. Hoping to sell the game idea for money, he made hand-cut tiles and obliged family and friends to help develop the basic rules; the game has since sold more than 150 million copies worldwide. The street sign on Butts' corner in Queens now reads "35T.H. A.V.A.E.N.U.E." after the famed letter-scoring system.

5 Remote control
Nikola Tesla, the Serbian-American New Yorker remembered as the archetypal mad scientist, conceived of a radio-controlled boat way back in 1898. The idea was so novel that nobody believed such technology could exist—particularly New York's patent officers. Tesla went on to become a hero to future

generations of couch surfers—that is, once TV was invented.

6 Sweet'n Low
When Fort Greene entrepreneur Benjamin Eisenstadt pitched his idea for individually sized sugar packets to some big companies, executives simply stole his concept and soured his business plans. Undeterred, he teamed up with his chemist son, who found a way to create saccharin in powdered form (before it could only be a liquid or a pill) and named his pink-label brand after a pithy Tennyson poem, just in time for the 1960s health craze.

7 Credit cards
Drowning in interest and late fees after one too many Ubers? You have John Biggins of the Flatbush National Bank to thank! In 1946, he created the Charge-It program, which issued customers bank credit cards for use at local Brooklyn merchants. The shop owners would then deposit the sales slips at the bank, who would then bill cardholders. And you thought Brooklyn screwing with your finances was something new.

8 Air-conditioning
In 1902, Willis Carrier cre-

ated his "apparatus for treating air" to control the humidity at a printing plant on Grand Street in Bushwick (the building is still standing today), which was warping the paper. Saving workers from the sweltering summer heat was just a fortunate side effect. (And generations of frizzy-haired New Yorkers are eternally grateful.)

9 Mr. Potato Head
When New Yorker and toy designer George Lerner first created plastic facial features to stick on real vegetables, toy companies worried that food wasting wouldn't fly with a postwar public. But in 1952, Hasbro bought Lerner's idea and made the first TV ad ever for children's playthings, selling a million units that year and inspiring generations of Americans to play with their (fake) food.

10 ATMs
The first money-dispensing device was conceived in 1939 by immigrant Luther George Simjian, who convinced the City Bank of New York (today's Citibank) to test out his contraption for six months. The bank declined to use the machine after that, because "the only people using the machines were a small number

ILLUSTRATION: Jun Cen



New York Comic Con is at the Javits Center Thu 8-Sun 11 (newyorkcomiccon.com). Thu \$40, Fri-Sun \$50, kids \$5, three-day pass \$75, four-day pass \$105.

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\$15 AND UNDER PER PERSON

Non on treats from Katz's Deli

Like a revival of Fiddler on the Roof, this Lower East Side institution is keeping its tradition alive, one 30-day-cured brisket at a time. Don't be intimidated by the prices, as the portions are enormous. The Three Meat Platter for \$31.25, for example, "feeds three tourists or one regular customer." The full Katz's old-school experience includes a receipt ticket issued to each diner that must be presented upon exit as proof of payment, so keep it in sight! 205 E Houston (212-224-2526, katzsdelicatessen.com), \$10.41 per person for a family of three.

Hawks with Babies

Nobody is more upset about a baby screaming during a movie than the parents of said baby. Judgmental eyes pierce the darkness to ask, "How dare you bring a baby to this movie?" Williamsburg's Nitehawk Cinema offers a solution for cinephiles who have infants. Every Tuesday, it presents the "Hawks with Babies" series; screenings are aimed at new parents so car seats and strollers are actually welcome. Because the films are first-run, adult-oriented

features, Nitehawk recommends you only bring tots under a year old. Check the calendar for screening information. 136 Metropolitan Ave, Brooklyn (718-782-8370, nitehawkcinema.com), \$11 adults, children 6-12 \$9, under 6 free.

See a family-friendly performance at Symphony Space

Symphony Space curates Just Kidding, a Saturday series of performances that are family-friendly and easy on the wallet. Ticket prices range up to \$18, but for \$15 you can snag tickets to a bunch of their shows. The popular Beats, Rhymes and Breaking event features the Manzana City Crew for two hyper-kinetic shows on February 20, children's music project Mil's Trills gets everybody singing along on March 5 and Latin Grammy-winner Mister G performs catchy bilingual tunes on March 12. Check out the schedule to find the right show to get your family off the couch and into the theater. 2537 Broadway (212-864-5400, symphonyspace.org), \$15.

Chinatown Fair + soup dumplings at Joe's Shanghai

The tic-tac-toe-playing chicken may have retired long ago, but Chinatown Fair arcade is still home to plenty of fun.

From carnival games and classics like basketball hoop throws and air hockey, to modern consoles like Dance Dance Revolution and Aliens Armageddon, there's something for everyone. When the credits run out, head just around the block for delicious soup dumplings. Eating these little heavenly pouches is fun. Take a little bite out of the dough to let the broth drain into your spoon to avoid burning your entire mouth off. 8 Mul St (212-964-1001, chinatownfair.biz) • 9 Pell St (212-233-8888, joeshanghairestaurant.com), \$7K per person (\$7K game budget, \$7K for four orders of soup dumplings, including tax and tip).

Try tree pose at Bend and Bloom Family Yoga

Breathe deep and say "Namaste!" to a morning of healthy family fun. This Park Slope studio has programs for kids of all ages plus family classes for parents with infants over six weeks to crawlers, and toddlers to six-year-olds. Check the website for schedule and class descriptions. One parent plus one child costs \$24, then it's an additional \$10 per family member. 708 Sackett St, Brooklyn (347-987-3162, bendandbloom.com).

Sail Central Park

Learn to sail without even getting in a boat. The remote-controlled model sailboats on Central Park's Conservatory Water are powered solely by the wind. (The remote adjusts the trim of the sail and the direction of the rudder, wise guy.) The first launch of the season is usually in late March. Check the website for opening dates and daily hours. Each boat rents for \$11 for a half-hour of sailing. On a beautiful spring weekend day, get there early as they don't take reservations except for large groups and parties. Central Park. Enter at Fifth Ave and 72 St (917-622-0054, sailthepark.com), \$11.

Be a globetrotter at Passport to Eataly

The 50,000-square-foot collection of Italian restaurants, cafes and food shops offer a monthly children's tasting tour, creatively dressed up as a travel game. An "ambassador" of Eataly guides a group of kids through the massive space, with "passports" in hand. As they learn Italian words and phrases and sample ingredients and dishes, kids are challenged to fill their booklet with stamps at every stop of the tour. Meanwhile, parents are invited to enjoy complimentary espresso or

macchiato at Caffè Lavazza while you wait. Check the website for schedule and tickets. 200 Fifth Ave (212-229-2560, eataly.com), \$8.30-\$12.50 per person (\$25 for one child, free for up to two accompanying adults).

\$10 AND UNDER PER PERSON

Snack on Murray's Cheese

Like grandpa's knock-knock jokes, this famous NYC shop is the ultimate in cheese. Here, the knowledgeable staff will help you and your kids choose the perfect fromage with everybody's favorite words: free samples. After you've selected your dream cheese, head two blocks to Washington Square Park. There you'll find a space for cruisers and new walkers, a bigger-kids' area with swings, sand area and slides, and mounds of artificial turf and rope webs for little climbers. Let them work up an appetite and then picnic on your goodies from Murray's. 254 Bleecker St (212-243-3289, murrayscheese.com) and Fifth Ave. \$10 snack budget per person.



Eyeball trinkets at Pearl River Mart

This NYC retail landmark was slated to close at the end of 2015, but the final day of business is now set for mid-February. Take your kids for one last look at rows of lucky cats, foo lions, dragons and no-evil monkeys. Browse the uncountable number of chopsticks, fans, parasols, paper lanterns and figurines, all in a dizzying array of colors. Your kids will walk away with some inexpensive new favorite things and you may even find something for yourself in the exhaustive home or kitchen departments. 477 Broadway (800-878-2446, pearlriver.com), \$10 shopping budget per person.

Catch a flick with Film Forum Jr.

This nonprofit art-house cinema is a precious cultural NYC institution, and its child-centric programming is a great way to nourish a love for film in your little Spielberg's heart. The Sunday series, recommended for ages six and up, features a different film every week at 11 am. Check the website for the schedule of classics and modern classics like The Miracle Worker (1962),

48 timeoutnewyorkkids.com

timeoutnewyorkkids.com 49

The New Quest (2006, Age 12-16)
The Quest (2006, Age 12-16) is a new park located in the heart of the city. It features a variety of activities and is open from 10 AM to 5 PM. For more information, call 212-312-1234.

Support the Museum of the History of the City
The Museum of the History of the City is a must-visit destination for anyone interested in the city's past. It features a variety of exhibits and is open from 10 AM to 5 PM. For more information, call 212-312-1234.

Take a walk on the beach
Take a walk on the beach and enjoy the view. The beach is located in the heart of the city and is open from 10 AM to 5 PM. For more information, call 212-312-1234.

Visit the new museum
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141ST Cafe
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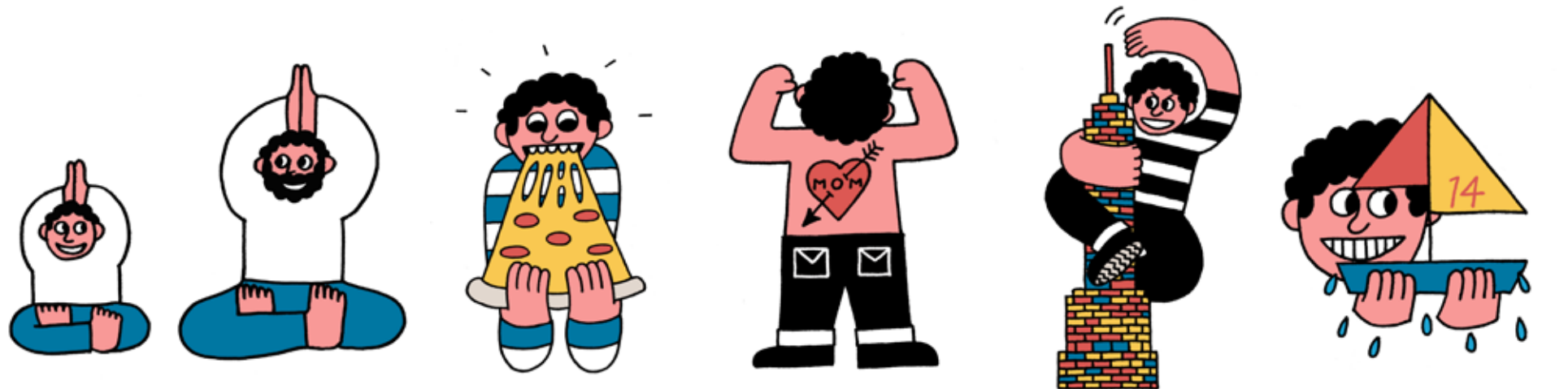
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Spread.

It.

Out.

With the help of five stellar NYC chefs, creating the perfect park meal just became, well, a picnic. By Tolly Wright Illustrations by Katy Wakefield Photographs by Raydene Salinas



EMMA BENGTSSON, Aquavit
She took over as executive chef of the modern Nordic restaurant in 2014 and is now the only female in New York with two Michelin stars.

- His shopping list**
- Swedish ham, Schaefer & Nelson "This has the best cheese of the west." 1654 South Ave (212-879-3047, schaeferandnelson.com) \$12.99
 - Swedish cured salmon, pickled herring with green sauce (herb) and pickled onions, Russ & Daughters "It's a herring feast, and this is the lightest salad." 779 E Houston St (212-479-4880, russanddaughters.com) \$10.95
 - Salmon, Russ & Daughters (212-479-4880)
 - Single malt Scotch, Balducci "It's cheap on the scale, with a nice in-house stout." 80 Spring St (212-960-1795, balducci.com) \$6.25
 - Dill pickle, Bourgeoisie Art Cheese, Murray's Cheese "I just love it right up." 254 Broadway St (212-249-2380) Grand Central Terminal, Dining Concessions (212-212-3222) \$10
 - Swedish canelés, Bocklitz "I love the way they melt in your mouth." 49 Chambers St (212-206-8170, bocklitz.com) \$13.95
 - Pickles, Russ & Daughters "They're really good quality. And great Brooklyn Summer Ale, too." Murray's Cheese (212-249-2380) \$10 for \$5.49 and up
 - Stone Estate real Aged Wines & Spirits "This is a city wine like where it's from." 799 Lafayette St (212-674-7500, stoneestate.com) \$14.95

The destination
"Battery Park. On a warm day, the breeze off the water is refreshing."



BRUCE SHUMAN, Bebely
Executive chef Shuman recently changed up his menu, aimed at new midtown restaurant by mixing all the same offerings in exchange for site fit and creating menu of local modern American style grub.

- His shopping list**
- Hudson Flower shop's milk cheese, Murray's Cheese "It's intensely soft and has a touch of butter and cream of the Hudson Valley." \$14.95/whisk
 - Inland strawberries, Berntsen Provisions, Union Square Greenmarket "They're better than any in California—and I tested in San Francisco." Union Square Greenmarket (212-249-2380) and 779 St. Nicholas Ave (212-479-4880)
 - Bagnaio, Bebely "We make our own in the restaurant. I will personally take care for your picnic." 41 W 57th St (212-463-2400, bebely-ny.com) \$12
 - Spicy jamming milk, Williams-Sonoma "To give the bread and berries, get a sharp knife. These are impressive and beautiful." Murray's Cheese (212-249-2380)
 - Black & Tan, Bebely "It's just what the doctor ordered." 2108 South St, Brooklyn (718-243-2964, bebelynyc.com) \$4.7

The destination
"My best friend in my neighborhood is McGowan Park in Seapoint."



SEAMUS MULLEN, El Colado Butchery

- His shopping list**
- Murray's Cheese "It's the best and great for picnics." 418 Avenue D (212-212-2400, murrayscheese.com) \$6.95
 - Turley Provisions, Bebely "It's a traditional Spanish jamon, made with 100 percent Iberian pork." \$4.25
 - Bagnaio, Bebely "The jamon is the best jamon I've ever had." 41 W 57th St (212-463-2400, bebelynyc.com) \$7

- His shopping list**
- Bagnaio, Bebely "The jamon is the best jamon I've ever had." 41 W 57th St (212-463-2400, bebelynyc.com) \$7
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The destination
"The high cave, for an elevated picnic."



HILLARY STERLING, Vic's

- His shopping list**
- L'Espresso, The Liberator "I've been really into the new collection of cheese wheels." 71 North Ave (212-255-5672, theliberator.com) \$27.50/16oz
 - Tomato salsa, Cleverly "It's spicy and goes well with seafood." Murray's Cheese (212-249-2380), oliveoil.com, Murray's Cheese
 - Other stuff: Pop Shopery, Curious Corner Books "I'm a fan of the new WR, though this is my favorite this month." \$24 Curious (212-233-2371) \$17
 - The salt, oliveoil.com, Murray's Cheese "The salt is great." Murray's Cheese (212-249-2380)
 - Murray's Cheese (212-249-2380)
 - Murray's Cheese (212-249-2380)

The destination
"The high cave, for an elevated picnic."



JASON ATHERTON, The Clocktower

- His shopping list**
- Spicy and green wine, L'Espresso "They have great quality products here." 200 Fifth Ave (212-279-2580, theclocktower.com) \$14.95
 - Present Ridge Extra Reserve cheese, Bebely "It's the best cheese I've ever had." 41 W 57th St (212-463-2400, bebelynyc.com) \$12
 - Bagnaio, Bebely "The jamon is the best jamon I've ever had." 41 W 57th St (212-463-2400, bebelynyc.com) \$7
 - Bagnaio, Bebely "The jamon is the best jamon I've ever had." 41 W 57th St (212-463-2400, bebelynyc.com) \$7

The destination
"Central Park, around out on a picnic."



TEXTING DR. FREUD

With only her phone and computer as guides, *Time Out New York* editor **Jillian Anthony** braves the strange new world of digital therapy. Illustration by **Jun Cen**

We are a country totally into figuring ourselves out. According to a 2013 survey by the University of Phoenix, 32 percent of Americans have sought counseling for mental health issues, and as in most things, New Yorkers are overachievers. There's no city more synonymous with therapy than ours (case in point: *The Sopranos*, *Prime*, anything Woody Allen's ever done), and we have nearly 2,000 psychologists to prove it—that's 46 percent of the entire state's total. The thing we don't have is time (or money), so in an age when busy New Yorkers can get groceries, cabs and hookups without looking up from our phones, why not therapy, too?

A slew of websites and apps now offer access to therapists through text, chat or Skype—all for a fraction of what it costs to lie on someone's couch. Since launching in 2013, BetterHelp has amassed a total of 3,000 patients that message online or text with 300 counselors; competing service Talkspace now has 100,000 users who chat with 200 licensed therapists; and some services, like video therapy platform

Breakthrough, even accept insurance. Here's the thing: Yes, having a shrink as accessible as Seemless is convenient, but can phones and screens really provide the same kind of intimacy and emotional connection that an in-the-flesh, Eames-chair-occupying professional does? I was indoctrinated into New York's cult of therapy when I moved here from Los Angeles in 2013, and sought help to claw my way out of a brain-eating depression. A year and a half of weekly sessions with my 70-year-old licensed clinical social worker left me happy, healthy and ready to move on. Flash forward a few years to now: I'm a few months out of a relationship with a man who has the emotional availability of a banana slug, and I recently parted ways with a close friend because of his substance-abuse issues. So yeah, I wanted back into therapy. And with a lack of funds and time, digital therapy seemed like the logical, if dubious, choice.

Talkspace First up, Talkspace, a service that offers unlimited messaging online and through your phone. IIM with my "initial consultant," Matt, who asks what I want to delve into (self-improvement, lingering breakup pains), then launches straight into payment plan options, which is jarring on the heels of, y'know, spilling my guts. Once I've signed up for a \$25-a-week plan, Matt explains that my "room" is open 24/7 for me to share thoughts with my therapist and that he or she will be online once or twice a day to respond with "digestible doses" of therapy. "If you use the mobile app," he writes, "it really is like having a therapist in your pocket!"

Matt takes a couple of hours to pair me with Arwa, saying she best fits my needs because of her "person-centered, motivational interviewing as well as systems approach." I don't know what any of that means, but I'm all in! A little icon of Arwa's face pops up with some details, including that she is a licensed mental health counselor from Florida with eight years' experience. She types out an intro, then tells me that if I'm ever feeling doubtful or misunderrated, I should let her know. "I'm comfortable being open," I write,

then tell her about my ex, who I look back on three times I know, cringe), only to have him show me repeatedly that I would never be a priority to him. "I want to approach relationships with positivity, and I worry that I can't," I type. "It can be hard to break up with someone we feel strongly about," Arwa responds. "We tend to make excuses for them. What does it say if the people we care for are putting us through stuff we wouldn't take from anyone else?" I feel a familiar lump in my throat. I've long known I put up with too much bad behavior from boyfriends, and hearing it from Arwa is a good reminder.

"No more," I say out loud, committing myself to making digital therapy work for me. Over the next couple of weeks, Arwa and I go back and forth a few times a day. Every time I shoot off a message ("I've had problems with standing up for myself"), she responds within one to three hours ("Tell me more about standing up for you even though he didn't make time for you"), so I'm never left hanging for long. She is insightful and pushes me to think, and unlike



Jillian Anthony

face-to-face therapy, I have a full record of our conversations to refer to whenever I'm feeling down. Then one night I have a mini breakdown, drinking away the pain after seeing my former friend on the street and having him ignore me. But despite the fact that Arwa and I have been communicating for days, it never occurs to me to contact her. Instead, I immediately text one of my friends. My friend is empathetic and happy to listen, but she doesn't have Arwa's insight or expertise. Arwa's got that in spades, but she's a still just...a stranger on a screen. Which makes me realize: What really want is a friend-Arwa hybrid (so...a regular therapist?). talkspace.com; \$25/week

BetterHelp Still hopeful, I sign up for the similar service BetterHelp ("I'll communicate with a therapist online and via text"). I immediately notice the user interface looks straight out of the AOL era, but I press on. I fill out another survey (yes, I sleep well, no, I don't worry about functioning sexually) and say that I'd like to focus on why I repeatedly choose men who aren't right for me. I'm matched to Brenda, a licensed mental health counselor with 13 years' experience. Comments from other patients sing her praises—"Brenda is an awesome combination of kind, empathetic, highly trained, 'bravely honest'—and she gets five stars across the board. By now, I'm used to messaging with faceless strangers about deeply personal stuff, so I launch into how I let myself get swept up with a man I shouldn't have. She immediately asks if there are common characteristics between the men I typically date and my family members (oh, shit, Brenda, let's get right into it then). I find it difficult to talk about my family, which I'm fiercely protective of, via keyboard. During my past (ill) therapy, I was easier to work through what I wanted to say with someone there, giving me prompts, but I tell Brenda several women in my family, and I worry that I will too. She tells me to try dating types I normally wouldn't, comparing men to books in a rarely visited library section ("They might not have such gay covers, so you may have a tendency to pass them by"). I push her for advice on how to do this, and her response throws me: "Dating sites are a good way to find out more about your likes and dislikes." Come on, Brenda—I've been online-dating for years. But beyond that, I'm irritated because I'm here to learn about my personality, not go on a noncomm search for Mr. Right.

an hour to hear from her—and she seems sincere. I'm so turned off by her tone-deaf advice (and the accenting feature) that I discontinue my service after two weeks. betterhelp.com; \$40/week

In Your Corner By now, I'm yearning for some face-to-face interaction, so I turn to In Your Corner, which offers sessions with therapists via Skype. At \$50 per 30-minute session, it's pricier than the other options but still about a third of the price of a standard 45-minute in-office appointment. I happily find I'm able to browse therapists' descriptions and make my own choice. Annie, a life coach with a master's in social work, has a sentence in her bio that attracts me: "I believe that therapy arms you with the skills to face challenges, make wise decisions and discover who you are meant to be." Yes! Let's do this, Annie!

I book an appointment through her online calendar and nervously wait for her to appear on my screen. It's been a long time since I've looked into a stranger's eyes and shared my innermost secrets. Annie Skypes me right on time. Just like I did at my first in-person session years ago, I feel pretty awkward, but she's so easygoing ("If I were a Spice Girl, I'd be Sporty") that I quickly feel more comfortable. When I describe the self-loathing and loneliness I've felt lately, she pushes me for details and even shares her own feelings of isolation (she had a hard time watching her friends pair off before she was married). It feels like she "gets" me more than any of the text-based services I've tried, and I quickly trust her.

At the end of our session, she assigns me and meditations to chase away negative thoughts, she tells me to make an Ideal Woman List with 10 traits I'd like to embody that are "part you, part your mom and part Beyoncé." I laugh but take my list making very seriously. I book another appointment (she works around my schedule, not the other way around), and a week later, I read her my list. They are traits the women in my life possess (strength, kindness, positivity) and lack (realism, ambition, passion). "We can learn from the strong women around us," says Annie, "but it doesn't necessarily keep us from making their same mistakes." She must see me deflating, because she quickly reminds me that I did finally end that bad relationship and I did walk away from a regretful friend, so I'm learning. And that feels unspeakably good. inyourcorneronline.com; \$50/30min session (a \$15 journaling later fee homework). I realize I've made more strides in an hour with Annie than the hundreds of therapists I've met who came before her. Maybe I'm just a millennial who's a little over the hill, but I need to look into someone's eyes and face my demons, not throw them into a digital abyss. So I'll keep opening up that Skype window to Annie—and the bonus is that I get to sit in my underwear while I do it.

“Having a shrink as accessible is convenient, but can it provide the same kind of intimacy?”

Therapy 2.0

