

Pride Goes East 2010

Lower East Side Scavenger Hunt

Welcome to the Hester Street Fair!

To begin, head West on Hester, then make a right on Allen and head North for the first clue!

Question 1

Hands down the GRANDEST selection of in-stock drapery and upholstery fabric in the City, **Zarin Fabric Warehouse**, is third generation owned and operated. Not only home to some of the most gorgeous materials, but also to a real New York City housewife. Take a picture with Jill.

Answer: _____

Next, more to a street that was an apple farm in the 18th century. Head north for the next clue.

Question 2

The Cast is the place to find men's denim, leather and t-shirts, along with the raddest collection of vintage boots, jackets and records. The Cast also stocks their women's label, Aloha from Hell. What type of plant surrounds the round window above the storefront?

Answer: _____

Question 3

Wendy Mink carries hand-made jewelry of the highest quality including semi-precious stones, 22K gold vermeil, and sterling silver. Where is the majority of Wendy Mink's jewelry made?

Answer: _____

Question 4

Once a designer for Anna Sui, **James Coviello's** signature boutique adds soft, romantic touch to the LES. Take a picture of the gorgeous storefront window display.

Answer: _____

Question 5

"Simple, Honest, Handsome." **By Robert James** features menswear designed with local goods and manufacturing that ensures that the product is not only great for the consumer, but has a deeper environmental conscience. James has a furry friend that is often seen chilling outside the store. What is her name? Take a picture of her adorable mug.

Answer: _____

Question 6

The main principles behind the vintage-inspired label **Kai D.** are utility and relevance. Tell us Kai D's slogan that can be found under the store's name on the front windows.

Answer: _____

Question 7

South African restaurant **Bunny Chow** serves a mean dish that consists of a hollowed out loaf of bread filled with curry. This is just one of the delicious dishes found here. What will you get if you order slap chips from this Orchard Street restaurant?

Answer: _____

Question 8

Kaight is the place to find smart, ethical and eco-friendly women's wear. Dedicated to advancing the image of green fashion, this boutique is a must see. What insect can be found fluttering from the store's name on the back wall?

Answer: _____

Question 9

At **88 Orchard** you will find a neighborhood staple. This corner café supports local suppliers, with coffee beans from Irving Farm and pastries from Sage American. What is one of the specials today?

Answer: _____

This historic market off Delancey Street opened in 1940, in order to move pushcart vendors off of the street. Head over there for the next clue.

Question 10

Roni-Sue's Handmade Chocolates is located at booths 11-12. Drool over the delicious treats and tell us what the delectable Pig Candy is made of.

Answer: _____

Exit the market, head North West for the next clue.

Question 11

Toys, tips, discovery, education, satisfaction, and passion for all. **Babeland** opened their first store on Rivington Street in 1998. Take one of their fliers listing events and tell us the name one of the upcoming classes offered here.

Answer: _____

Question 12

Head back in the direction of what was once called the Bargain District and find **Mastihashop**, which offers unique gifts, gourmet foods, and natural cosmetics from the eastern Mediterranean. Specializing in this product that is only grown on the island of Chios, Greece, name the antibacterial, anti-oxidant and anti-inflammatory aromatic resin found in this store.

Answer: _____

Question 13

Whilst travelling North, look for the Union Jack flag to find **Any Old Iron**. Named after an old English music hall song, this boutique features exclusives that are sourced from across the pond. Name one of the antiques that can be found on the main black desk in the store.

Answer: _____

Question 14

Veer off to the east (look for the newly painted bike lane) and you'll find **Le Salon d'Art**. Specializing in trendy Haircuts, Color Services, and the Keratin Hair Therapy from Coppola, the salon is a one of a kind gem that combines love for art and hair. Stop in and tell us what organization they love to donate hair-locks to.

Answer: _____

Question 15

Turn yourself around and head back North, where you will find funky Spanish clothing retailer **Skunkfunk**. This retailer has offered popular street styles since the 1990's. What is the store's signature color?

Answer: _____

Once you hit East Houston, the official division of the LES and EV, head West and then back South down Allen Street. Take a break for the noise of East Houston and leisurely stroll down the Allen Street Mall. This mall is in the process of renovation and will soon be a great place to chill in the hood. Once you hit Delancey, hang a right and admire Sara D. Roosevelt Park.

Question 16

We ain't whistling Dixie, when we say that this Off-Off Broadway **Place** has a festival that is "sizzlin'" right now and hosts all sorts of LGBTQ shows including the Bull Dyke Chronicles. Find their new location and pick up a HOT Festival Program before continuing to the next location.

Answer: _____

Heading North, why don't you take a detour and take a left on Rivington. Artist Keith Haring once had a studio on this block. Hang a right on Bowery, the oldest thoroughfare on Manhattan island.

Question 17

This "**Wholesome** market" not only has the tastiest salad bar and organic products on the Bowery, they also have a FABulous Fruit selection. Take a picture of your favorite fruit in the joint before moving on to the next location.

Answer: _____

Extra, Extra (Place)! Read all about FAB's awesome theatres! www.fabnyc.com

Question 19

This theater, one your mother could appreciate, gave us Torch Song Trilogy and in their **Gallery** is an exhibition that is full of Pride Artists. Go there, pick up a special item before proceeding to the next location.

Answer: _____

The new subway line, if it ever happens, will run along this Avenue and so should you. Get ready to head west towards the cultural district.

Question 20

This famous underground drag club entertained the likes of Marilyn Monroe. Located on the East 4th Street Cultural District, the door is still **unMarked**... Get a picture of the door before moving on to the next location.

Answer: _____

You are almost there!!! Who wants to be King or Queen of the LES??!!

Question 21

3rd Ave Fair btw 6th and 14th on 3rd Ave. is where you need to be to become the King or Queen of the Lower East Side! In order to win your title, find the FABulous Fourth Arts Block tale at the Fair.

Answer: _____

PRIDE

Goes East

2010 Scavenger Hunt Map



Rules of the Pride Goes East Scavenger Hunt:

1. All contestants must start the Scavenger Hunt from the Hester Street Fair on Saturday, June 19, between 1:00 and 4:00 PM. Visit the Fourth Arts Block (FAB) section of the community table to sign in.
2. You may compete as individuals or in teams, but all team members must sign in.
3. Fill out the answers to the questionnaire or complete the designated task for each question, following the map to the end of the hunt.
4. Arrive at the end of the hunt, where your answers will be checked so you may be crowned King or Queen of the Lower East Side for 2010. Don't worry if you are not first - there are plenty of prizes to be won besides the coveted crown!