

### What am I getting myself into?

Famed for its historical renaissance and renowned for unique architecture, Soho is the poster child for the new New York. Like a cat, Soho has had many lives, but now is witnessing its greatest iteration yet.

In what was once a haven for artists and a hellhole for garment workers, for whom the term sweat shop was coined, Soho now boasts some of the trendiest and most exclusive clothing brands in the world. A welcome retreat for visitors who wish to be wowed by the oft ignored beauty of the city. But they will soon learn as they leap off of Broadway and onto a side street that this little 73-acre patch of land represents all that New York can be.

### How long does it take?

Although this area of the city can read as being almost infinitesimally small for NYC standards, one could spend their entire trip to New York in this neighborhood. Although, you may want to hide your credit cards if you do, because one could easily their entire budget for their trip dipping in and out of the impossibly chic shops boutiques that are crowded on every block. And while you may return home with copious amounts of credit card debt, it would have been a small price to pay for all the fanciness you soaked up along the way.

### What's the history and stats of this place? / What has it been used for in the past?

Soho's history is as long as the city itself. First settled by the freed slaves of the Dutch West Indies Company in the 1660s as farmland, Soho didn't really foray into urban development until the mid-19<sup>th</sup> century. It was then that the first cast iron structures were built. The economic boom that financed this transformation until the 1890s. It was then that area slid into decline as the remaining residents moved out and were replaced with factories.

It was then that the sweatshops were installed. Out went the opulence and in came the exploitation and oppression. And there the formerly grand barrio lay in ruin until the 1960s, when artists attracted to the high ceilings and copious amounts of light of the building lofts moved in. This added a layer of cool to the ramshackled reputation of the neighborhood. In the 70s, the banner of "Soho" had been applied to describe the area. It was short for **S**outh of **H**ouston Street.

In 2005, empty lots in the barrio were transformed into residents. Soon after, a more monied populace moved in. And soon after that, boutiques, restaurants and a myriad of other "hotspots" opened to serve them.

### When's the best time to go?

Do you really want to look cool to your friends back home? Then pop on a pair of sunglasses, throw on your favorite sundress and prance down the streets of Soho under the bright summer sun. The crowds will be thinned out due to the heat. But you can use this to your advantage. If the sun ever gets too much for you, you can also dip down a side street and take refuge in the shadow of the buildings. Also, due to the richness of the district, all the shops and cafes are bound to have amazing air conditioning. So, you can look cool and stay cool while you are performing major surgery on your credit cards.

### **Recommended for...**

*Los adultos.* Look, there are plenty of places to take your kids in NYC, but this shouldn't be one of them. Toys R Us may have been the place where a kid could be a kid but Soho is a place where adults can be unburdened. Take your best girl or guy pals and spend an afternoon taking Instagram photos in middle of the street. Take your time and use this day to do the most kid unfriendly things you can think of. Like visiting a modern art gallery and eating in a restaurant that doesn't offer a kid's menu. End the night having cocktails at a fabulous bar—where the only thing under 18 is bottom shelf liquor.

### **How to get there?**

You can take the A, C, E, N, Q, R to Canal Street. You can also take the B, D, F, and M to the Broadway and Lafayette St and explore Houston Street.

### **Adventure scale**

Nowadays, a trip to Soho is as adventurous as a trip to the library. While this area has had an extremely seedy past, but now that is all well in the past. Just prepare yourself for a childfree existence—however temporarily.

### **Price scale**

While Canal Street is notorious for discount fashion and knockoff designer brands, SoHo is not the place to go looking for discounts. Save a few hundred dollars to spend on yourself guilt free. You know that you deserve it!

### **Where to buy/sign up?**

No need. Walk anywhere below Houston Street and enjoy. Soak up the vibes!