

# DISCOVER PHILADELPHIA

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Philadelphia Convention  
& Visitors Bureau

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## PHILADELPHIA ESSENTIALS



### GETTING HERE

Philadelphia is easy to get to by plane, train, bus, or automobile, so no matter where you are coming from, you won't have a hard time finding us. You can fly directly into Philadelphia International Airport (PHL), conveniently located just eight miles (13 km) away, or take a train, shuttle, or rent a car from Newark Liberty International Airport (EWR) or John F. Kennedy International Airport (JFK) (both are two hours or less by car).

It's a 20-minute ride by SEPTA (Philadelphia's public transit system) or a 25-minute drive in a taxi from Philadelphia International Airport to Center City. SEPTA's Airport Line (train) leaves in 30-minute intervals and a one-way fare costs approximately 8 USD. [septa.org](http://septa.org) The taxi ride costs approximately 28.50 USD, plus gratuity.

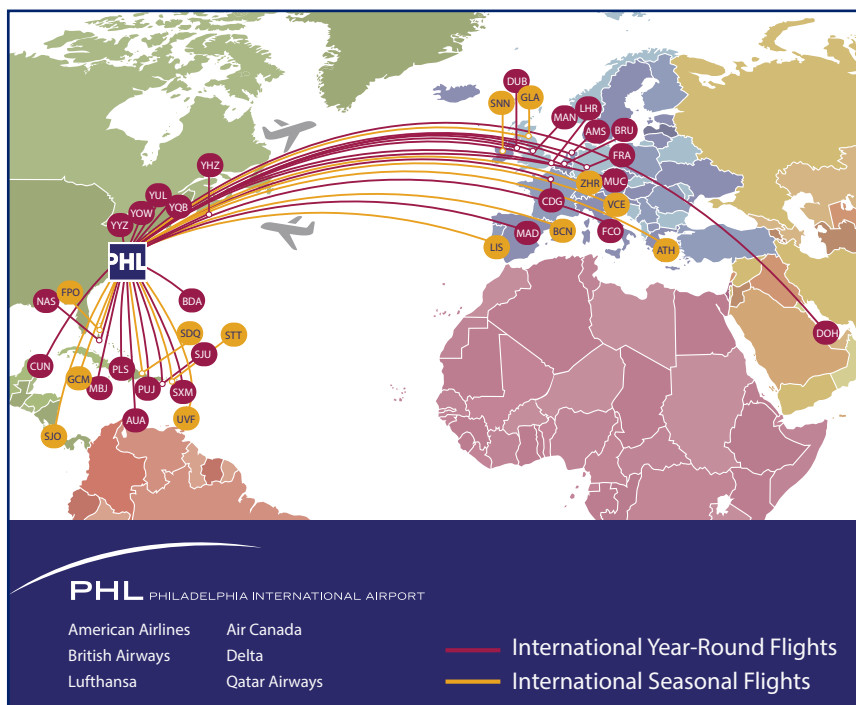
For information on other ground transportation options, call the Airport Ground Transportation Hotline at +1-215-937-6958. [phl.org](http://phl.org)



### GETTING AROUND

Not only are we perfectly situated on the East Coast, we are also one of the world's most walkable cities. In fact, there are hotels and restaurants at every price point in the heart of Center City, plus a top-rated public transit system and plenty of taxis to take you around.

Thanks to founder William Penn's smart and simple grid street design, the city center is easy to navigate. The Schuylkill and Delaware Rivers border Center City's 25 blocks on the west and east. Keep in mind that streets running east and west (south of Market Street) are named after trees while north and south streets are numbered. (See the map on page 19.)



### VISITOR CENTERS

Get information on the city and region, plus recommendations, maps, and more from any of the Independence Visitor Center locations. Personalized concierges offer trip-planning help in 12 languages. [phlvisitorcenter.com](http://phlvisitorcenter.com)

**Independence Visitor Center**  
Corner of 6th and Market Streets

**City Hall Visitor Center**  
Broad and Market Streets, Room 121, City Hall

**Fairmount Park Welcome Center, LOVE Park**  
16th Street and John F. Kennedy Boulevard

**Sister Cities Park Café and Visitor Center**  
18th Street and Benjamin Franklin Parkway

Philadelphia's convenient location and mix of top hotel brands also makes it the perfect spot to stay overnight for day-trips to Lancaster, home to the Amish and Pennsylvania Dutch, and Atlantic City in New Jersey.



Visit [discoverPHL.com/international](http://discoverPHL.com/international) to find all of the essentials you need to plan your trip to Philadelphia, and find things to do and places to stay while you're here.



# WELCOME TO PHILADELPHIA

ESSENTIAL INFORMATION FOR VISITORS



Philadelphia is a city that is rich in both history and high-tech, modern ideas. Though it is most famous as the birthplace of American democracy, you'll learn much more about our tradition of freedom and innovation as you explore our diverse communities, vibrant museums, and exciting sports and cultural attractions.

We hope you enjoy your time in the City of Brotherly Love (and Sisterly Affection) and that you'll come back soon to explore more of Philadelphia.

The Philadelphia Convention & Visitors Bureau has teamed up with Brand USA, America's destination marketing organization, and *National Geographic Traveler* magazine to encourage travelers to discover Philadelphia, where great experiences and memories are here for the making. It's friendly, walkable, and beautiful with world-class culture, food, entertainment, and parks. Always changing and ever exciting, discover why Philadelphia is a favorite city to explore.

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*\*Reprinted from National Geographic Traveler magazine*



# 48

## HOURS IN PHILADELPHIA

Welcome to a city where historic landmarks and cultural hot spots come together to create a vibrant tapestry of art, history, nightlife, food, and music. Here's a suggested two-day itinerary to inspire your trip to Philadelphia!



Start your day with a leisurely jog or walk along the Benjamin Franklin Parkway, finishing at the top of the **Philadelphia Museum of Art** steps—just like Rocky. The museum itself holds a world-renowned art collection, which you can easily spend your whole morning perusing. [philamuseum.org](http://philamuseum.org)



To get better acquainted with the city's sites, take a **double-decker bus tour** that lets you hop on and off to explore more. Or sign up for a walking or Segway tour for a different perspective. [discoverPHL.com/tours](http://discoverPHL.com/tours)



For lunch, indulge in artisanal cheeses, specialty foods, and farm-fresh produce at the historic (and always bustling) **Reading Terminal Market**, where more than a hundred merchants sell their goods. [readingterminalmarket.org](http://readingterminalmarket.org)



Philadelphia has the country's largest public arts program, which has produced more than 3,600 works of art since its inception. Don't miss out on taking a walking, bus, or self-guided tour of the City of Murals with the **City of Philadelphia's Mural Arts Program**. [muralarts.org](http://muralarts.org)



Next, head to **Independence National Historical Park**, the country's most historic square mile and home to Independence Hall, a UNESCO World Heritage site, the Liberty Bell, and much more. The best thing to do is start at the Independence Visitor Center to pick up information on all of the attractions in the area. [nps.gov/inde](http://nps.gov/inde)

For some retail therapy, head to **Rittenhouse Row**, a stretch of Walnut Street just off Rittenhouse Square that is the perfect place to enjoy Philadelphia's **tax-free shopping** on clothing and shoes. Or if you're more in the mood to relax, pull up a seat at one of the area's sidewalk cafés for a leisurely meal. [rittenhouserow.org](http://rittenhouserow.org)







Art lovers must visit the world-famous **Barnes Foundation**, which houses the largest private collection of early French modern and Post-impressionist paintings in the world. View more than 600 paintings by masters such as Cézanne, Degas, Picasso, and Renoir, as well as antique furniture and African sculptures in the unique, detailed placements created by Dr. Albert Barnes. [barnesfoundation.org](http://barnesfoundation.org)



Walk over to see the stunning architecture of **Philadelphia's City Hall**, which was the tallest occupied building in the world until 1909. Relax in Dilworth Park, just next to City Hall, and admire the more than 250 relief and freestanding sculptures, all created by Alexander Milne Calder. Or, cross the street and take your picture with another famous statue—**Robert Indiana's LOVE**.



Before leaving town, go “inside the walls” of the crumbling but endlessly fascinating **Eastern State Penitentiary**. In the century after it opened in 1829, more than 300 prisons worldwide copied its revolutionary radial design. Gangster Al Capone's cell was lavishly decorated, but bank robber Willie Sutton's wasn't as comfortable—he notoriously busted out through a tunnel in 1945. [easternstate.org](http://easternstate.org)



## MUST-SEE ATTRACTIONS

There is enough to see and do in Philadelphia that you'll need to plan your next trip back before you even leave. Here is a list of some of the top spots not to be missed.

### Academy of Natural Sciences of Drexel University

1900 Benjamin Franklin Parkway  
Dig for dinosaur fossils, stroll among live butterflies, touch a live animal, learn the importance of watersheds, explore diorama animals from around the world, or take a behind-the-scenes tour at the Academy of Natural Sciences, the oldest natural science research institution and museum in the New World. [ansp.org](http://ansp.org)

### Avenue of the Arts

Broad and Spruce Streets  
Known as the theater district of Philadelphia, the Avenue of the Arts is a stretch of Broad Street near City Hall. See the Philadelphia Orchestra at The Kimmel Center for the Performing Arts, or attend an opera or ballet at the Academy of Music. [avenueofthearts.org](http://avenueofthearts.org)

### Chinatown

10th and Arch Streets  
Home to the first authentic Chinese gate built in America, Philadelphia's Chinatown boasts bustling streets lined with restaurants, grocery stores, and rows of shops. [chinatown-pcdc.org](http://chinatown-pcdc.org)

### The Franklin Institute

222 North 20th Street  
Located in the heart of Philadelphia, The Franklin Institute has fun down to a science, with three floors of hands-on exhibits, including the iconic Giant Heart and the “Your Brain” exhibit. [fi.edu](http://fi.edu)

### Italian Market

919 South 9th Street  
The 9th Street Italian Market is the oldest and largest working outdoor market in the United States, home to a variety of indoor fishmongers, cheese purveyors, and butchers. [italianmarketphilly.org](http://italianmarketphilly.org)

### National Constitution Center

525 Arch Street  
The National Constitution Center dramatically tells the story of the Constitution, from Revolutionary times to the present, through more than a hundred interactive exhibits, films, photographs, and artifacts. [constitutioncenter.org](http://constitutioncenter.org)

### Philadelphia Zoo

3400 West Girard Avenue  
The Philadelphia Zoo may be America's oldest, but it certainly keeps current. Interact with animals in a new way as fierce felines and playful primates make their way through overhead trail systems. [philadelphiazoo.org](http://philadelphiazoo.org)

### Please Touch Museum

4231 Avenue of the Republic  
Located in historic Memorial Hall in Fairmount Park, the Please Touch Museum is designed for families with young children and features a host of interactive exhibits, daily activities, theater performances, and a century-old carousel! [pleasetouchmuseum.org](http://pleasetouchmuseum.org)

### Rodin Museum

2154 Benjamin Franklin Parkway  
Home to the largest Rodin collection outside of Paris, this museum showcases casts of the artist's greatest works including “The Thinker,” “The Burghers of Calais,” and “The Gates of Hell.” [rodinmuseum.org](http://rodinmuseum.org)

### SugarHouse Casino

1001 North Delaware Avenue  
24-hour gaming action, great dining, entertainment, and an outdoor patio along the Delaware River make the SugarHouse Casino one of the hottest entertainment options in Philadelphia. [sugarhousecasino.com](http://sugarhousecasino.com)



## DINING & NIGHTLIFE

Philadelphia's renowned dining scene is endlessly diverse, offering authentic ethnic cuisines, famed regional fare, and modern culinary creations. The city is filled with upscale restaurants, quaint bistros, and more than 250 outdoor cafés, ranging from sophisticated and grandiose chef-owned eateries to intimate cafés in historic buildings to venues with river and skyline views.

Menus offer contemporary and classic options that make for unforgettable meals. Many restaurants offer a wide selection of specialty beers, even some brewed right here in Philadelphia. If you're looking for something different, visit one of the many food trucks that head to LOVE Park and the campuses of the University of Pennsylvania and Drexel University during peak hours, serving casual eats to specialty ethnic cuisine.



### EAT LIKE A LOCAL

With a broad range of cultures in this metropolitan city, you can find foods from almost every country imaginable. But, if you're looking for something truly authentic, nothing says Philadelphia quite like these local favorites.

For some true Philadelphia flavor, indulge in the city's official sandwich: the **cheesesteak**, a mouthwatering combination of melted cheese and tender pieces of chopped or sliced beef. Most establishments offer a choice of Cheez Whiz, American, or provolone cheese, plus the option to add fried or raw onions.

Nothing says summer in Philadelphia better than **water ice** (also known as Italian ice). This cool and refreshing frozen treat is a smooth mixture of ice, fruit juice, and fresh fruit. It's available from street vendors and establishments throughout the city, and comes in traditional flavors such as cherry and lemon, as well as more exotic



flavors like mango and passion fruit.

**Soft pretzels** are the ultimate comfort food for Philadelphians. Hand-twisted and baked fresh every day, these salty satisfiers are available from street vendors, local stores, or directly from the factory, and are delicious with spicy mustard.

### PHILADELPHIA AFTER DARK

Whether you're looking to dance into the night or catch a live show, Philadelphia has something for everyone.

From small venues that showcase local indie bands to sold-out blockbuster shows at the Wells Fargo Center for more than 20,000, Philadelphia won't disappoint. Hear the world-renowned **Philadelphia Orchestra** perform at The Kimmel Center for the Performing Arts or see the Pennsylvania Ballet at the historic Academy of Music, both located along the Avenue of the Arts, home to some of Philadelphia's top arts and culture venues.

For those looking for a more active evening out, visit one of the city's bowling alleys or dance clubs. Or laugh the night away taking in a comedy show. If you'd rather try your luck, check out SugarHouse Casino or one of the other nearby casinos in Philadelphia's suburbs. No matter what you choose, nightlife throughout the city is alive and vibrant into the late hours.

**Search for restaurants by cuisine or neighborhood at [discoverPHL.com/dining](http://discoverPHL.com/dining).**





## CITY OF NEIGHBORHOODS

Philadelphia's diverse districts are waiting to be explored.

### Historic District & Waterfront

The perfect blend of old and new, this area allows you to step back into the 18th century and then explore contemporary art galleries, clothing boutiques, and bistros. Consider a moonlit carriage ride or ghost tour for a unique experience. During summer months, enjoy free movies, concerts, and multicultural festivals at Penn's Landing. If you happen to be in town on the first Friday of any month, you can join the art-loving crowds exploring the dozens of galleries that stay open late and host special events. Also be sure to visit Elfreth's Alley, between Front and 2nd Streets, America's oldest continuously inhabited residential street.



### Rittenhouse Square

This posh neighborhood is filled with famous retailers, high-end boutiques, outdoor cafés, elegant restaurants, and nightlife hot spots. At its heart is a genteel park called Rittenhouse Square, with a plaza and fountains designed to resemble a Parisian park. It's the perfect place to enjoy a latte, take a leisurely stroll, or do some alfresco people-watching.

### Washington Square

Here you will find a relaxing, green, open space surrounded by harmonious blocks of coveted residences and unique retailers. This neighborhood is home to Antique Row and Jewelers' Row, as well as Macy's, where you can enjoy tax-free shopping on clothing and shoes, plus cafés, shops, bookstores, and a lively LGBT community.



### Parkway Museum District

The Benjamin Franklin Parkway, modeled after Paris's Champs-Élysées, boasts acclaimed museums and public art. Join culture seekers at the Philadelphia Museum of Art, Academy of Natural Sciences of Drexel University, Rodin Museum, The Franklin Institute, and Barnes Foundation. Walk, run, or bike the riverside trails in Fairmount Park, one of the world's largest urban park systems.



### Convention Center District

Across from the Pennsylvania Convention Center is the Pennsylvania Academy of the Fine Arts and Lenfest Plaza, a perfect outdoor spot to enjoy lunch from nearby Reading Terminal Market. Also in this district is the third largest Chinatown in the United States, offering eclectic shopping and restaurants serving dumplings, noodles, pho, and other Asian delicacies.

### University City

Home to six colleges and universities, (there are 101 in the region), including the University of Pennsylvania and Drexel University, Philadelphia's original countryside is now a diverse urban community with a young, hip energy and a range of restaurants, galleries, museums, and theaters. The neighborhood is home to the Penn Museum of Archaeology and Anthropology, the Philadelphia Zoo, and the Institute of Contemporary Art.



### South Philadelphia

Charming row homes and family-owned eateries tell its story as the landing spot for centuries of immigrants. Today, thanks to its large Italian, Irish, Asian, and Mexican populations, the neighborhood's international cultures still flourish. The corner of Passyunk Avenue and 9th Street is the place for a quintessential cheesesteak sandwich, and patio dining is popular in Passyunk Square, one of South Philadelphia's hottest areas.

### Manayunk

Derived from the Lenape Indian phrase "where we go to drink," this historic riverside mill town has been reinvented as a trendy shopping and nightlife spot. Take SEPTA's Regional Rail Line from any Center City station (Jefferson, Suburban, or 30th Street stations) to the Manayunk Station on the Manayunk/Norristown Line, then grab a seat alfresco—the area's brewery, taverns, and ethnic restaurants offer more than 900 outdoor seats.

## TAX-FREE SHOPPING

With more than 2,000 retailers in Center City alone, Philadelphia is a shopper's paradise. Whether you are looking for upscale goods, brand-name bargains, or that perfect vintage item, you will not be disappointed. And, with no tax on clothing and shoes, bargain hunters can save a bundle.



TAX-FREE  
SHOPPING  
ON CLOTHING  
AND SHOES

Explore the city's specialty retail districts, like Jewelers' Row, the nation's oldest diamond district, or Antiques Row, to pick up a piece of Americana. Or, head to Rittenhouse Row, home to exclusive boutiques and big brand-name stores along Walnut Street.

Rittenhouse Square is the perfect place to rest your feet after a long day of shopping. Anthropologie and Urban Outfitters, founded in Philadelphia, are nearby. Century 21 and Nordstrom Rack are also popular spots for shoppers looking for deals.

International visitors won't want to miss Macy's Center City, in the lavish Wanamaker Building, which was home to Philadelphia's first modern department store. Show your passport at the Macy's visitor center to receive discounts.

For other famous brand-name stores, take a short drive outside Philadelphia to the King of Prussia Mall, featuring more than 400 stores, the Philadelphia Premium Outlets, or Philadelphia Mills, where you can find deep discounts on top brands.



Visit [discoverPHL.com/shopping](http://discoverPHL.com/shopping) for more places to shop.

## OUTDOOR LIFE & SPORTS

Philadelphia is one of the greatest American sports cities, offering four seasons of athletic excitement.

### PROFESSIONAL SPORTS

**American Football:** Root for the Philadelphia Eagles at the massive, 67,594-seat Lincoln Financial Field. (September to January)

**Baseball:** Enjoy America's national pastime by taking in a Philadelphia Phillies baseball game at Citizens Bank Park. (April to September)

**Soccer:** Cheer on the Philadelphia Union at PPL Park stadium in Chester, just a 30-minute drive or train ride from Center City. (March to October)

**Basketball:** See the Philadelphia 76ers, known as the "Sixers," at the Wells Fargo Center. (October to April)

**Ice Hockey:** Watch the National Hockey League's Philadelphia Flyers at the Wells Fargo Center. (October to April)

### SPORTING EVENTS

Philadelphia boasts a full calendar of special sporting events, from regattas and Dragon Boat races along the Schuylkill River to running races through the streets of the city, including an annual marathon. Philadelphia is also home to the highest rated international cycling race in the United States. Check out the calendar by visiting [PHLsports.com](http://PHLsports.com).



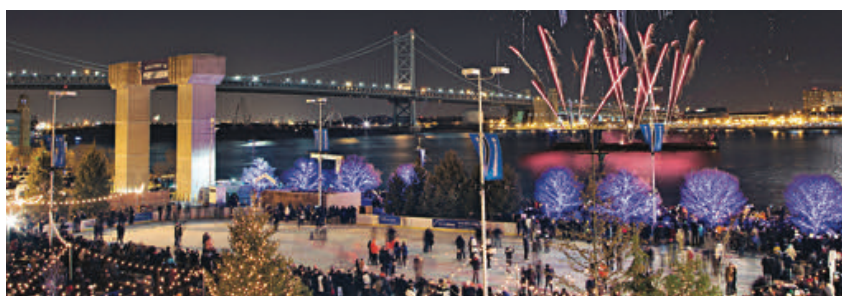
### OUTDOOR RECREATION

Visitors looking for physical activity can explore the city's network of paths, parks, trails, and public playing fields. Fairmount Park offers 215 miles (346 km) of trails, including the paved 11.5 miles (18.5 km) of the Schuylkill River Trail. Rent bicycles or in-line skates along Boathouse Row, or take a guided bicycle or Segway tour of the park's highlights. [fairmountpark.org](http://fairmountpark.org)



## CALENDAR OF EVENTS

NO MATTER THE  
TIME OF YEAR,  
PHILADELPHIA HAS  
SOMETHING FOR  
EVERYONE.



### JANUARY

#### New Year's Day Mummers Parade

January 1

Reports of festive neighborhood celebrations on New Year's Day in Philadelphia date back to before the American Revolution. Since 1900, Mummers club members have donned costumes and paraded their string bands and comic skits in one of the most memorable and raucous events of the year. [mummers.com](http://mummers.com)

### FEBRUARY

#### Philadelphia Auto Show

Early February

Get your motor revving with 650,000 square feet of wood grain, leather, and steel. Recognized by the industry as one of the top shows in the country, the Philadelphia Auto Show displays more than 700 vehicles from a variety of manufacturers. [phillyautoshow.com](http://phillyautoshow.com)

### MARCH

#### Philadelphia International Flower Show

Early March

Ten acres of lush indoor gardens, lavish floral settings, and inspirational displays make this one of the world's largest and most prestigious flower shows. Each year it celebrates a new and unique theme, and visitors can enjoy live entertainment, culinary demonstrations, and gardening workshops. [theflowershow.com](http://theflowershow.com)

### APRIL TO SEPTEMBER

#### Penn's Landing Multicultural Series

Throughout the summer, visit Penn's Landing on the Delaware River for its multicultural series, highlighting the diverse heritage of the city's residents and their cultural traditions from around the globe. [delawareriverwaterfront.com](http://delawareriverwaterfront.com)

#### Wawa Welcome America!

Week of July 4

Celebrate the founding of America where it all began with the largest Fourth of July event in the United States. The free Wawa Welcome America! festival kicks off in late June and culminates on July 4 with a huge parade through historic Philadelphia and then a concert and fireworks show at the steps of the famous Philadelphia Museum of Art. [welcomeamerica.com](http://welcomeamerica.com)

### SEPTEMBER

#### FringeArts Festival

For 18 days every September, the FringeArts Festival takes over Philadelphia's neighborhoods as the world's most cutting-edge local, national, and international artists come together in a fun, social atmosphere. Audiences are sure to enjoy nonstop creative and cultural experiences at shows in venues and across the city, from traditional theaters to corner bars and vacant storefronts. [fringearts.com](http://fringearts.com)

### OCTOBER TO MAY

#### Philadelphia Orchestra Season

Founded in 1900, this is one of the nation's oldest and most revered symphonies. Delighting audiences with its famous "Philadelphia Sound," the orchestra performs more than a hundred concerts a year at the state-of-the-art Kimmel Center for the Performing Arts, as well as outdoor summer concerts at The Mann Center for the Performing Arts. The orchestra's versatile repertoire includes everything from celebrated masterworks to children's music. [philorch.org](http://philorch.org)

### THROUGHOUT THE YEAR

#### LGBT Events

Don't miss the Philly Pride LGBT Parade and Festival every June and the two-week-long QFEST, an international film festival dedicated to gay and lesbian films and filmmakers, every July. Equality Forum, the nation's largest gay, lesbian, bisexual, and transgender symposium and festival, takes place in Philadelphia every spring. The weeklong event includes panel discussions, parties, an art exhibit, the International Equality Dinner, Sunday OUT!, and more. [phillypride.org](http://phillypride.org) | [qfest.com](http://qfest.com) | [equalityforum.com](http://equalityforum.com)

For a complete list of special events, visit [discoverPHL.com/events](http://discoverPHL.com/events).

# PHILLY ORIGINALS

*Revitalizing a city:  
Meet a new generation of butchers,  
bakers, and candlestick makers*



BY LAUREN McCUTCHEON • PHOTOGRAPHS BY CATHERINE KARNOW

**P**HILADELPHIA has always been a city of makers. What began in colonial days as a grid of workshops between the Schuylkill and Delaware Rivers in southeast Pennsylvania would grow to include factories, row houses, skyscrapers, and, eventually, suburban sprawl. Then came the second half of the 20th century—and urban flight from many American cities. Manufacturing left Philadelphia. Residents followed. Once beloved buildings stood vacant. Weeds grew in historic Washington Square. Decades passed. Then, in the late 1970s, creative folks and urban planners began to see opportunities in the many abandoned spaces. Artisans, chefs, designers, tinkerers, brewers, and builders eager to ply their trades more affordably moved in sparking Philly's revival. Recently, as other cities have lost their artisan class, these makers have stuck around—multiplied, even—helping make Philadelphia the vibrant, entrepreneurial place it is today.

Locals know to arrive early at Artisan Boulanger Pâtisseries (top left) for its golden croissants and other pastries. Sartorialist Walé Oyéjidé (top right) often works from home with his two-year-old daughter by his side. Ellen Yin (lower left) heads longtime favorite Fork, in Old City. Waffle cones (lower right) wait for scoops at the Franklin Fountain.







**Michelle Lipson**  
**WORKER IN WOOD**

**A**ffluent Philadelphians in the 18th century frequently posed for portraits beside their newly made furnishings. Stately pieces—Queen Anne desks, Chippendale chairs made with cherry and walnut wood—hailed from small workshops in Old City and Society Hill. Today, those neighborhoods command rents that are too high for most artisanal pursuits. So woodworkers have carved studios from former industrial sites on the city's edges. Some work out of warehouses big on space, small on overhead. Michelle Lipson's woodshop was once a coffin factory. Like the William Saverys, Thomas Afflecks, and other Philadelphia cabinetmakers of yore, these modern-day woodworkers embrace the aesthetic of their time. For Lipson, that means slender tables, desks, and media centers that riff on 1950s styles and reflect the refined tastes of her word-of-mouth clientele. "Making things is like problem solving to me," she says. Her first foray into the

trade was building straw-bale houses. This was followed by apprenticeships with revered Pennsylvania furniture makers Bob Ingram and Jack Larimore. These days, Lipson is as apt to use her hand tools as her new, computer-driven cutting machine, and she teaches the trade to hobbyists. "People want to be in touch with how things are made," she says. "They want to be handy."

■ MICHELLE LIPSON WOODWORKING, 3211 CEDAR ST.

**Nancy & Bill Barton**  
**BEER PIONEERS**

**B**eer is proof God loves us and wants us to be happy." Philadelphia statesman and inventor Benjamin Franklin never actually said this, but it's no wonder Philadelphians continue to think he did. A century ago, Philly was the beer-brewing-est city in the Western Hemisphere. Today, Nancy and Bill Barton are part of a new generation of beer-makers who are making their sudsy mark on the city once again.



Stephen Bilenky (above) builds custom bikes in Olney. Owned by Nancy and Bill Barton and Jim McBride, Philadelphia Brewing Company (right) is housed in a restored 19th-century brewery. Michelle Lipson (far right) poses with a walnut chair she made.





Their Philadelphia Brewing Company joins Yards, Victory, Flying Fish, Dock Street, Saint Benjamin, and a dozen other brewers whose indie logos appear on taps citywide. Every Saturday afternoon, Philadelphia Brewing Company hosts tours of its restored 19th-century factory, with free samplings (try the “Harvest from the Hood” made with neighborhood-grown hops). Franklin, who really did say, “A penny saved is a penny earned,” would have wholeheartedly approved.

■ PHILADELPHIA BREWING COMPANY, 2440 FRANKFORD AVE.

### **Stephen Bilenky** **BICYCLE BUILT FOR YOU**

Most of the machines at Stephen Bilenky’s out-of-the-way Olney shop are, he says, “World War I technology.” This native of Northeast Philly began building bikes in 1983, back when customer requests came via snail mail, a one-man brazer was an American anomaly, and

“tandems were made mostly in Europe,” he says. Today, the operation employs six workers and is esteemed as a veteran in a field of hundreds. Bilenky’s specialty is one-of-a-kind frames—recumbent, cyclo-cross, retrofit, hand-pedal, or longtail (extended in back to carry cargo)—for nonstandard bodies and lifestyles. He has built bikes for father-son triathletes Dick and Rick Hoyt, a Seattle Symphony member and her violin, and two Norwegian mail carriers. To such cyclists, Bilenky is a legend. He remains, however, nearly anonymous in his hometown, where city bike lanes still struggle for respect and a bike-share program has yet to launch (plans are for sometime in 2015). This may be due in part to Bilenky’s price point: His cycles start at around \$3,000 and can exceed \$15,000. “Our methods,” he explains, “don’t lend themselves to mass production.” Then again, he relishes any chance to refurbish a classic Schwinn or a vintage Miyata. His simple philosophy: “Bikes need to be decent, serviceable machines. Bikes should last 50 years.”

■ BILENKY CYCLE WORKS, 5319 NORTH SECOND ST.





Brothers Ryan and Eric Berley churn out pumpkin buttercream, a filling for chocolates, in the upstairs loft of Shane Confectionery.



**Eric & Ryan Berley**  
**HISTORICALLY SWEET**

The chocolate drops in one of the antique glass jars at the old-timey Shane Confectionery look like unwrapped Hershey's kisses. They aren't. They're Wilbur buds, the once famed product of a sweets factory a few blocks up the street in Old City—a relic of the days when candymaking was a major Philadelphia industry, before mass snack production put an end to that. Almost. Shane, the country's oldest continuously run sweets store, is one of a few confectioners remaining (others include Lore's, on Seventh Street, and Blasius, in Kensington). Thanks go to brothers Ryan and Eric Berley, who bought the business in 2010; the pair were well known for having created the Victorian-inspired Franklin Fountain, a classic ice cream shop, next door. "The place needed freshening up," says Eric. They took 18 months to renovate the space, with its tin ceilings and yellow pine floors. Their aim wasn't to modernize but to revive "the candy store that once was," says Eric. They still use the floors above the confectionery to make classic Philly buttercreams in a two-ton, 1920 machine built for that purpose, and employ more than a thousand antique molds for Easter chocolates. Nods to contemporary tastes include scented marshmallows, honey lavender caramels, and the



Anna Barrio and Paige Neal display their ethically mined gems.

new "drinking chocolate" café. One more concession to modern habits: an online retail site where fans can get the candy shop's brandied cherries and nonpareils delivered to their door.

■ SHANE CONFECTIONERY, 110 MARKET ST.

**Anna Barrio & Paige Neal**  
**GLOBAL SMITHS**

Jewelers' Row, basically a few blocks that form a capital T along Sansom Street between Seventh and Eighth Streets, has dibs as the first diamond district in the U.S. But a few blocks to the south, *bijoutières* Anna Barrio and Paige Neal are forging a shining first of their own. In 2007, the pair adopted an eco-friendly and ethical platform: The precious metals and stones in their jewelry are either responsibly mined or recycled. "We wanted to have a positive impact as far as manufacturing," says Barrio. In 2014, they began acquiring their gold sheets through the Alliance for Responsible Mining, which works with small South American co-ops. "We know the miners' work conditions, we know the health conditions, we know the environmental conditions," Barrio notes. A portion of the miners' fee is reinvested in community building. Barrio and Neal give the same careful consideration to stones, especially diamonds. "Engagement rings, wedding bands—that's where some people first care about sourcing," says Barrio. "After all, the rings will be worn every day for a lifetime."

■ BARIO NEAL, 700 SOUTH SIXTH ST.

**Ellen Yin**  
**RESTAURATEUR EXTRAORDINAIRE**

When Ellen Yin was studying for her M.B.A. in health-care management at the University of Pennsylvania's Wharton School, the buzzword of the day was "continuous improvement." After 17 years ago in hospital management, Yin left for restaurant ownership—and brought the concept with her. Fork, her first venture, consistently ranks as one of Philadelphia's (and the country's) foremost dining spots. Yin opened the American bistro when Old City was just getting on the map for its gallery scene. She engaged the talents of area artists, including a server who is still employed there, to create an approachable, elegant atmosphere: velvet drapes, abstract art, hand-painted lampshades, and, instead of a sign, a doorway mosaic. Her kitchen, now helmed by chef Eli Kulp, exploited local talent, too, sourcing ingredients from area farmers, butchers, and cheese makers. "We were farm-to-table before the term was coined," said Yin. Last year, the entrepreneur expanded operations next door, offering breakfast through dinner in the casual, bread-centric High Street on Market. A few months later, she and Kulp took over operations at Rittenhouse Square's ambitiously modern a.kitchen and a.bar, which have ingredients grown to spec and set their tables with Philadelphia-made pottery and woodwork. "It's either make it better, or quit," says Yin.

■ FORK RESTAURANT, 306 MARKET ST.; HIGH STREET ON MARKET, 308 MARKET ST.; A.KITCHEN + A.BAR, 135 S. 18TH ST.

**Christopher Kears**  
**CULINARY ARTIST**

The short list of iconic Philly foods isn't exactly filled with haute cuisine. Hoagies, soft pretzels, scrapple, Tastykakes, and, yes, cheesesteaks are instead results of a working-class demand for fast, inexpensive fare. That demand endures. Today, however, there's a converse call for more refined menus, a call answered both in chef-driven empires—*Iron Chef* Jose Garces oversees about a dozen local restaurants—and singularly focused upstarts. Passyunk Avenue's two-year-old, 30-seat Will fits the latter category. Owned by Christopher Kears, the French BYOB bistro has become known for its impeccably plated, locally sourced seasonal French fare (don't miss any version of duck, or soups poured at the table). But it's also known for the chef himself. Kears was 16 when he became the victim of a drunk driving accident, recovery from which has taken years. But that didn't stop him from graduating first in his class from the Restaurant School at Philly's Walnut Hill College and cooking at the French Laundry and Chicago's Tru. At Will, Kears is not just cooking his heart out. He's hosting that way too. If you really need a two-top on a busy Saturday night, he says, "we can always fit you in."

■ WILL, 1911 EAST PASSYUNK AVE.

**Walé Oyéjidé & Samuel Hubler**  
**WORLDLY SARTORIALISTS**

Sorry, kids. Historians now are questioning whether Revolutionary War-era seamstress Betsy Ross of Philadelphia was the first to stitch the Stars and Stripes. However, no one questions who's in charge at the Afrocentric menswear line Ikiré Jones. Walé Oyéjidé and Samuel Hubler show their wax cottons quite literally on their sleeves, though their first collection of made-to-order suiting hid their signature West African prints inside tweedy exteriors. The business partners—Oyéjidé is an Afrobeat musician and former civil defense litigator; Hubler is a family-taught tailor and designer—use an Old World five-step soft-sewing process. "The fabric has international DNA," says Oyéjidé, who was born in Nigeria and grew up in Philly. "It comes from the Netherlands but is made for the West African market, where it has the same symbolism as a Scottish clan's tartans." Oyéjidé left a large law practice to launch the menswear label, "in a deliberate attempt to realign my life with my values." Among those values: Telling a story and working at home, daughter Naima by his side. "I try to introduce other parts of the world in a way that is interesting," he says.

■ IKIRÉ JONES, IKIREJONES.COM.

**Ben Volta**  
**MURAL MENTOR**

Visiting all 3,600 public paintings created by the not-for-profit Mural Arts Program would be a challenge. But the citywide collection—the largest of its kind in the country,







Samuel Hubler and Walé Oyéjidé (above) work on their boldly patterned jackets. Chef Christopher Kearsé pours coconut vinaigrette (left) over a salad of fruit and flowers at Will. Ben Volta and students show off a mural they painted (below).



founded 30 years ago as an anti-graffiti initiative—more than merits a departure from the beaten path. A walk through Center City reveals dozens of such works, most created by former graffiti artists, at-risk young adults, incarcerated workers, and off-site inmates at Graterford prison who have been trained in painting, building, and landscaping by Mural Arts staff and volunteers. The murals that may best demonstrate the power of community art, however, reside in Philadelphia's farther reaches. Take Mantua. Just north of University City, it is a neighborhood in one of five "Promise Zones" designated for federal aid by the Obama administration—and home to "Micro to Macro," a colorful 12,000-square-foot study of the universe that graces the kindergarten-through-eighth-grade Morton McMichael School. Artist Ben Volta collaborated with seventh graders and their math and science teachers to imagine and make the work, which, from planning to unveiling, took 13 months. Students did much of the painting. The result: a vision that, says Volta, "goes into galaxies—and goes into atoms." It also kind of gets under your skin. Right into your heart.

■ MURAL ARTS TOURS DEPART FROM VARIOUS CENTER CITY LOCATIONS.

### Dan & Trish Fiorella THE SAUSAGE MAKERS

The scene that Luigi Fiorella oversees in his sausage shop, Fiorella Brothers Sausage Company, has not changed since he founded the place in 1892. Fiorella—okay, a portrait of him—hangs above the original weight scales. It faces the same brass cash register, the same dumbwaiter—hemp rope still cranking—and the same marble and mosaic countertops that Fiorella used when he presided over the place. At age 19, Fiorella left his home in Foggia, southern Italy, joining the first wave of Italians to settle at Center City's southernmost edge. Fiorella's people weren't the first to live in the working-class neighborhood; the Swedes claim that distinction. But Italians were prolific builders, constructing row houses, churches, and the vibrant open-air Ninth Street market (the oldest of its kind in the United States). All still thrive. Dan Fiorella, Luigi's 65-year-old great-grandson, has worked in the family business for 44 years, first alongside his dad, later with his brother, and now with his wife, Trish. Under the youngest Fiorella's tenure, the shop has made updates—new refrigeration, a spotless kitchen. But when it comes to product, Dan Fiorella adheres to Luigi's original mission. "All we make is Italian sausage, in seven varieties. We make a hot sausage and a mild sausage, with fennel seed and without. We make a cheese sausage and a breakfast sausage. And we make a liver sausage, using the recipe of my great-grandmother." Some things, it seems, cannot be improved upon.

■ FIORELLA'S SAUSAGE, 817 CHRISTIAN ST.

### Amanda Eap & Andre Chin EARLY RISERS

Heard of the city that never sleeps? It's not Philly. Bars and nightclubs close promptly at 2 a.m. Weekend mornings, locals tend to sleep in—except if they are fans of Artisan



Boulangier Pâtissier. On an unassuming corner of South Philly, neighbors have taken to rising early for the you'd-swear-you-were-in-France baguettes and pure butter pastries made by Andre Chin and Amanda Eap. Chin, a Paris-trained pâtissier, does the baking. Eap works the counter, fills pastries, makes specialty cakes, and crafts breakfast croissants, followed, later in the day, by Vietnamese hoagies known as *banh mi*. The two met in West Philly, at Eap's dad's doughnut shop, years after they'd separately escaped their native Cambodia—Chin, alone, to France, Eap to Pennsylvania with her family. Marrying, they moved to South Philly as young parents, taking a chance on a vacant storefront. For the first few years, “we struggled,” Chin admits. But they hung on, watching as their Italian neighborhood filled with newcomers, who dubbed their new digs “East Passyunk.” When those newcomers started having families of their own, business took off. Chin calls the line out the door “gratifying.” Locals just call it necessary.

■ ARTISAN BOULANGER PATISSIER, 1218 MIFFLIN ST.

### Lele Tran

#### COOPERATIVE CLOTHIERS

Used to be, when discriminating Philadelphians went clothes shopping, they headed to New York. No longer.

A little more than a decade ago, fashion retail worth talking about returned to Philly. Some observers attributed the retail revival to an improving economy. Others credited the growth of Urban Outfitters, headquartered in South Philly, or the intensified fashion-design programs of local universities. Then again, it could have been thanks to pioneering boutique owners such as Lele Tran, a dressmaker who opened an eponymous (and since closed) shop in Old City in 1997, right when the historic neighborhood was ready to embrace local style. Before long, more than a handful of vendors of vintage, independent, and international fashions appeared in Tran's wake. Today, Tran is a professor at Philadelphia's Moore College of Art & Design. Concurrently, she has taken the making and selling of designer goods a step further: Three years ago she formed an all-local co-op, US\*U.S. The space, which sits directly across from the Arch Street Meeting House, is small, but the made-in-America pieces, from frocks adorned with sequins to wool scarves that zip into endless shapes, are thoroughly on point.

■ US\*U.S., 323 ARCH ST.

LAUREN McCUTCHEON is a features reporter covering culture, food, and family at the *Philadelphia Daily News*. Contributing photographer CATHERINE KARNOW fell in love with Philly while shooting this story.



Lele Tran (center) and a group of other designers from the co-op US\*U.S. gather in their shared storefront in Old City.









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