IN THE KNOW

February 2020

Super Bowl LIV Sunday

Big game time! On Sunday, February 2ⁿᵈ, watch live as the San Francisco 49'ers battle against the Kansas City Chiefs for the title of NFL Super Bowl Champions. Luckily for us, we are surrounded by some of NYC's best bars to catch the game at within walking distance to our hotel! First off, our closest neighbor is The Skinny. This place has it all and the staff is simply amazing. They offer a full bar and a great food menu that is perfect for the big game. Next is Hair of the Dog. This is a sport bar patron's paradise... Tons of TV's, great bar specials and a great food menu. Kelly's Sports Bar is also a recommended option, with a huge projector screen and a food menu. Grayson, a personal favorite, also has many TV's and a food menu that can compete with some really good restaurants. No matter the team you are rooting for, you can enjoy a really great time here in the L.E.S.! **PLEASE SEE CONCIERGE FOR MORE INFO**. Game Day: **February 2ⁿᵈ at 6:30 PM.**

New York Fashion Week

2020's first stylish week of the year is upon us! NYC *Fall Preview* Fashion Week (NYFW) begins this February! The numerous events will feature some of fashions top designers as well as young up and coming designers looking for their big break! This is the one winter event worth attending if you want to see the newest styles, trends and designs... or if you want to just party with the NYC's glamourous fashion elites. Visit some of NYC's best Nightlife venues that the fashion world attends as well such as et-al., The Box, The Blond, Rose bar and Jade Bar, 1OAK, PHD, Rumpus Room, ETC... There are way too many to list (some of these venues have a door policy and it is their discretion regarding entry). Check your favorite designer's websites for ticket info and times and dates of their shows. NYFW officially starts February 3ʳᵈ thru 12ᵗʰ, 2020.

Valentine's Day

Love is air! This is the perfect day to celebrate your loved one and make it a special Valentine's Day extravaganza! With many options for yourself and that special someone, come relax, let us here at Hotel Indigo make the day special for the two of you! We have a few great spas in the area such as Chill house, Think Pink and Great Jones Spa. Please contact the concierge team in order to make a reservation on your behalf as space fill up fast. We can help arrange champagne, a beautiful floral arrangement (rose petals are a favorite…), cakes or cupcakes, balloons, ETC… endless options really, all depends on how the two of you would like to spend your day! Contact us at the **Concierge Desk** for more information and pricing. Also on Valentine's Day, there are many unique events going on From Cupid's Undie Run, which is a 1 mile dash to raise money to cure neurofibromatosis which starts at the DL right in the Lower East Side to The Sweetheart Soiree in Chelsea- black-tie affair in honor of St Valentine. The swank soiree offers cocktails, hors d'oeuvres, live music from Arenella and Queen Esther, a kissing booth and even dance lessons, all in an 1847 townhouse that's now a private club. Last but certainly not least, the Metropolitan Museum of Art will be hosting Cupid's Tour with Professor Andrew Lear, who will lead you through the museum and tell you stories about Cupid and Venus and their roles in history, love, sex and art.

Westminster Kennel Club Dog Show

For two nights this February at Madison Square Garden, Join dog lovers as the watch and cheer on hundreds of dogs from across the USA as they compete for the title of "Best in Show". This is always a great event for dog enthusiasts, the casual admirer or just an evening out with the family. If you love dogs (as we do here… and we do!), you definitely do not want to miss this event! The Westminster Kennel Club Dog Show is Monday, February 10th and Tuesday 11th, at **Madison Square Garden**. **SEE CONCIERGE FOR TICKET INFO**

Keki Modern Cakes

From faraway lands came the idea for Keki Modern Cakes. Founders Moul Kim and Lawrence Wai travelled all over Asia, following the flavors of cakes, tarts and more. Hopping from one bakery window to the next, they found unique desserts everywhere they went. Somewhere between airports and across continents, they looked at one another and knew they had to share the feeling of carefree tasting and travelling with the rest of the world. Moul and Lawrence recruited Executive Chef Kevin Kim, who hails from the likes of Per Se and Bouchon to capture fun with desserts. With Chef Kim on board, the three set out on a pilgrimage to local farms and ranges in search of likeminded partners. They knew the secret to other-worldly flavor was to keep things simple, pure, and local: fresh ingredients, cage-free, eggs, grass-fed dairy. **Keki Modern Cakes is located at 79 Mott St. and Canal St. (646) 863-2094**

Our L.E.S.: February

See colorful floats, marching bands, lion and dragon dancers, antique cars, beauty queens, and performers at [Chinatown Lunar New Year Parade & Festival](#). The parade starts at Hester Street, goes south on Mott, east on Broadway, and north on Forsyth to Sara D. Roosevelt Park. Free, Sunday February 9th, 1 PM.

At [375 Thrice Cooked Fries](#), it's all about thrice-cooked fries -- rather than the standard twice-cooked -- loaded with everything you can imagine, from traditional bánh mì fixings to Swedish meatballs, Poutine and cheese curds. Perfect for on the go or order in when you are visiting the Lower East Side. 375 Thrice Cooked Fries is located at **124 Ludlow St and Rivington St**.

Every Saturday at the [Waypoint Café](#) located at **65 Ludlow St**, Monster Hunter NYC Meet Up is a weekly meet up where you can play Monster Hunter, Mario Kart, Smash Bros, or any new video game releases meet some pretty awesome people while you're at it! The event starts at 7:00 PM. **See your Concierge for more information.**