

Fall 2016

PHILLY

CITY GUIDE



SOUTH PHILADELPHIA

The best foods finds in South Philadelphia

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City map and SEPTA
subway access



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**FAIRMOUNT
FEATURE**

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Slackliner



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Stay in shape -
check Philadelphia's
November marathon
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FISHTOWN

Best nightlife and
top brews

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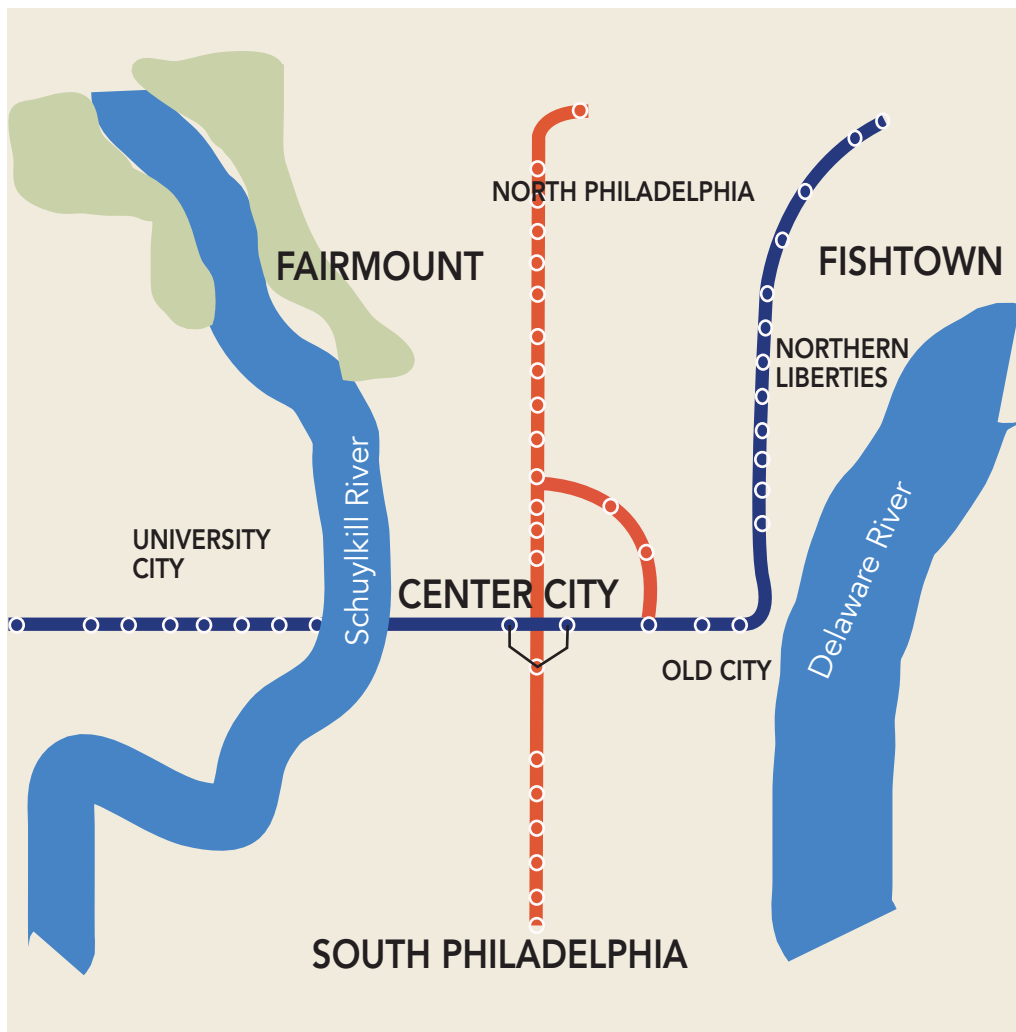
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LOVE Your Park
fall service initiative



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CENTER CITY

Citywide seasonal event
highlights



This map outlines the neighborhoods highlighted in this issue of the Philly City Guide in relation to a few other well known neighborhoods. The Broad Street Subway Line and the Market-Frankfort Subway Line are the overlay and are cheap dependable methods of travel with senior, student, and frequent traveler discounts.

This magazine offers the option to view extra content using an external device. See how to get the full experience below:

1

FIRST

Download the Aurasma application on your smart phone or other handheld device and open the app.

2

SECOND

As you read through the Philly City Guide, scan any photo or graphic that has a red "Philly cg." icon in the corner with the Aurasma app.

3

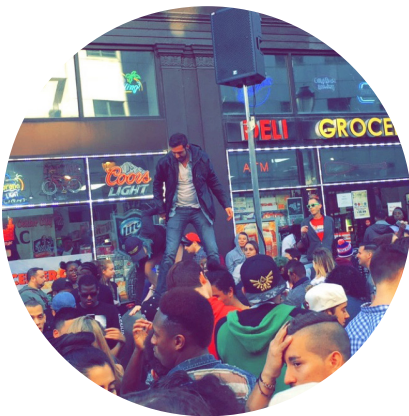
THIRD

Hold your device steady over the image to expand your digital Philly City Guide experience!

ten

CITYWIDE EVENTS WE LOVE

Our favorite center city events as fall winds down and the holiday season begins!



9

OUTFEST

The largest National Coming Out Day, Outfest, celebrates the LGBT history and community in Philadelphia! Come show your support on October 9th at the 12-block block party. There will be food trucks, vendors, live music, rock climbing, and much more.

7

CRAFT SPIRITS WEEK

October 27th - November 4th, Philadelphia celebrates the 50+ different premium spirit products that are produced in and around Philly. Throughout the week there will be events such as cocktail contests, whiskey tastings, and panel discussions.



10

CHINATOWN NIGHT MARKET

Chinatown comes alive on October 13th, bringing all the best food and drink trucks. Come to this family friendly night event at 7pm. The food trucks start packing up at 11pm, but the bars don't! See more information about the Chinatown Night Market on page 7.

8

BLOKTOBERFEST

Celebrate fall on October 15 with Graduate Hospital's annual Bloktoberfest. From Broad Street to 18th will be blocked off for a day of fun for all ages. Starting at noon there will be craft beer, local food, live music, and kid-friendly entertainment.



6

TERROR BEHIND WALLS

One of Philadelphia's best haunted attractions, Eastern State Penitentiary's Terror Behind the Walls is the ultimate haunted house. Bring a group or come alone, but be prepared! Tours run throughout October, so buy your tickets in advance.



5

LOVE YOUR PARK

Come out to join the largest grassroots volunteer efforts on November 12th. Plant trees, collect leaves, and clean up Philadelphia parks so that Philly kids can continue to play! See more information on the LOVE Your Park Initiative on page 5.



3

THANKSGIVING DAY PARADE

Celebrate Thanksgiving on Thursday, November 24th by coming out to the 1.4 mile parade. Bring the whole family and enjoy floats, balloons, and special guests!

2

WINTERFEST

BlueCross RiverRink is back for the 23rd annual Winterfest from November 25th - March 5th. Get in the holiday spirit with an outdoor skating rink and ski-style lodge and eating. Stay warm with a cup of (spiked) hot chocolate by the firepit!



4

JURASSIC WORLD

Jurassic World is coming to the Franklin Institute November 25th, 2016 through April, 2017. This exhibit will interest and terrify those of all ages.



1

MACY'S LIGHT SHOW

Macy's in Philadelphia has been putting on their light show for over half a century and it is an experience you won't want to miss. Bring the family and watch more than 100,000 energy-efficient LED lights put on a Christmas show.

clean today for a green tomorrow

The 5th annual LOVE Your Park initiative is a city wide fall service day and will be held on November 12th, 2016. 80+ parks across the city will host clean-ups, plant trees, and prepare for the coming winter season. Volunteer registration opens October 12th. Philadelphia Parks and Recreation partners with Fairmount Park Conservancy and Philadelphia Park Friends Network to make this day possible. This day is not only a park clean-up but also a celebration of Philadelphia's parks and green spaces as well as the volunteer network. Community engagement fosters relationships and bonds within neighborhoods and brings residents closer together. LOVE Your Park clean-up events happen each spring and fall. The fall event is a single clean-up day, while the spring event spans a week (May 7th - May 14, 2016). This week long event will be comprised of service projects, volunteering, educational programs, fun events, family activities, tours, and much more and will take place at over 100 parks in Philadelphia. Keeping our green spaces clean and green is the key to a healthy and happy childhood for our kids, a strong community, and a beautiful city. So, come out on November 12th, bring your family, and join the movement! For more information visit loveyourpark.org.





FEATURING:
THE CHINATOWN NIGHT MARKET
OCTOBER 13, 2016
7PM - 11PM

Save your appetite for The Chinatown Night Market. The streets are closed to traffic for the evening and vendors, food trucks, DJs, and people fill the area starting at 10th and Vine. There will be over 50 restaurants and food trucks serving their best dishes and often adding an asian twist. Seven different DJ's will supply music, games, and entertainment throughout the night and vendors will be giving away prizes, hosting photo booths and karaoke, and giving out samples. Bring the whole famiy because there will be arts and crafts, live entertainment, and a karate demonstration.

Location:

10th Street from Arch Street to Vine Street
Race Street from 9th Street to 11th Street



THE BEER Lover's GUIDE

1/2 price flights on Wednesdays!



Fishtown is known for its fantastic beer. The bars and restaurants in Fishtown pride themselves on their local and often home brewed options and availability. The scene is a bit more relaxed than some of the areas in center city, and provides a different environment.

FISHTOWN'S TOP 3:



1. Erdinger Weissbier - The ultimate wheat beer. Try the Erdinger Alkoholfrei, the fitness beer, with all B-group vitamins. Only 25 cal/100 mL!



2. Great Lakes Dortmunder Gold - A crisp beer with flavors of toasted malt, caramel, fruit, and German hops.



3. Schöfferhofer Grapefruit - The combination of Hefeweizen beer and grapefruit juice is the perfect burst of freshness.

Our



samy55 Pizza+beer 🍕
#thanksFishtownBrews

Favorite
Beer
Views



miamorr22 Discovered
another favorite
#thanksFishtownBrews



katejm9 Brunch beers
#thanksFishtownBrews



michaelaoh The perfect
date #thanksFishtownBrews



benjaminbutton Boats
and beer for ben 🍷
#thanksFishtownBrews

*To be featured in the winter season issue, tag your snowy city mishaps with #snowthankyou

fair
mount

outdoor

feature



BRANDON HACKEN

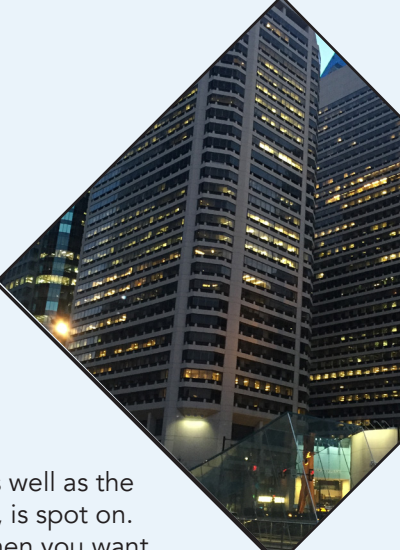
Brandon has been slacklining in Philadelphia for two years and just conquered the complete 100 ft walk on his two inch wide line. He is already planning his next challenge. Look for Brandon around North Philly or Fairmount!

Fairmount Feature highlights talented individuals in the fairmount area. We cover outdoor sports, musicians, artists, entertainers, and much more. All of our features are local to fairmount and are interested in getting their name publicized, so if you would like to know more email fairmountfeature@pcg.com to ask for more information!

If you would like to interview to be featured, send us a highlight video with your contact information at fairmountfeature@pcg.com!



brunch
dinner
lunch
breakfast



The food, as well as the atmosphere, is spot on. Perfect for when you want to get out of the hustle of center city, but still have everything available in walking distance.



Get it to go, order ahead,
pick up, get delivery, or
spontaneously stop in.

South Philly has the variety
that you want as well as the
specifics that you crave.
Anything you are in the
mood for, you can find the
best of the best.



south philly

THE BEST FOOD FINDS YOU NEVER KNEW ABOUT

- 1 Red Velvet Pancake
- 2 Spicy Tuna Roll
- 3 Apple French Toast
- 4 Margherita Pizza
- 5 Beef Bulgogi
- 6 Crunchy Tuna Roll
- 7 Cookies and Cream
- 8 American Burger
- 9 Strawberry Crepe

UP & COMING PHILADELPHIA NEIGHBORHOODS

Philadelphia is working hard to improve many of the neighborhoods that border the city. Temple University is increasing their presence and expanding their reach in the North Philadelphia area. Some improvements that have been made include: the improvement and expansion of student housing, the new Science Education and Research Center, and a new soccer field recently opening on Broad. Student housing continues to improve and construction is underway for the new Library on campus that will provide more green space.

Kensington - Bridging the gap between the Temple University area and Fishtown



North Philadelphia - Off campus housing, Park Ave



Temple University Campus - Diamond St



Fairmount is well on its way and the improvements are moving up Broad Street. The remodeling of the Divine Lorraine is only the beginning. The apartments will open by the end of the 2016 year when the \$44 million renovations are complete. This hotel has been abandoned for over 15 years on the corner of Broad and Fairmount, but the balconies and grand feel of the building are already bring excitement and many of the rooms are already spoken for.

philly
cg.

run philly

Don't worry, after all this food and beer you can still stay in shape with Philadelphia's marathon schedule.

Rothman Institute 8k

November 19th, 2016
10:40AM

The 4.97 mile course starts on the Benjamin Franklin Parkway on the rocky steps and progresses down Kelly Drive along the Schuylkill River.

Health and Fitness Expo

November 18th, 2016
noon - 9PM

To start the Philadelphia Marathon schedule, the Health and Fitness Expo sets up at the Convention Center during the weekend. Vendors will showcase new products, accessories, samples, and tips. The expo will be interesting and beneficial for all levels of runners!

Kids Fun Run

November 19th, 2016
12:00PM

10:00AM is registration
11:00AM is family activities
12:00PM is age group races
12:20PM is the mile and half mile kids fun runs

Phl. Half Marathon

November 19th, 2016
7:25AM

Wheelchairs and handcycles begin the race at 7:25 and runners/walkers begin at 7:30AM. The race takes you through Old City, Center City, and ends in Fairmount Park.

Phl. Full Marathon

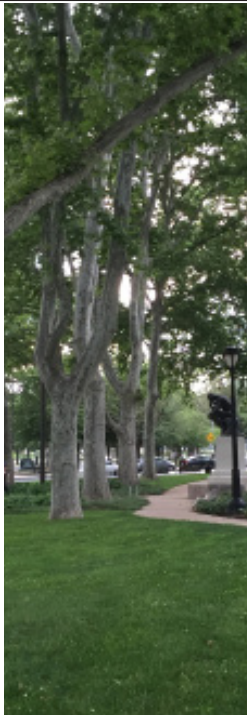
November 20th, 2016
7:30AM

Run through the cheering supporters in University City and Manayunk.





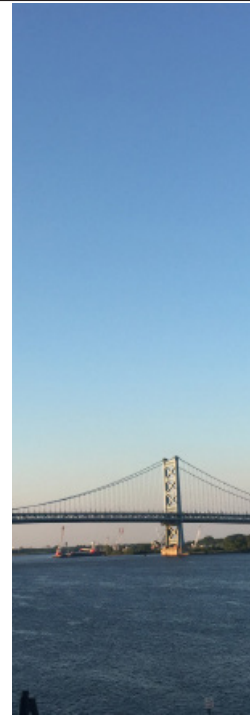
For city sculpture gardens and interesting statues, start at JFK plaza and work your way through the city down Market and over through Logan Square. End up at the sculptures across from the Art Museum steps (pictured above). There are many hidden pieces throughout the city that you'll find unexpectedly.



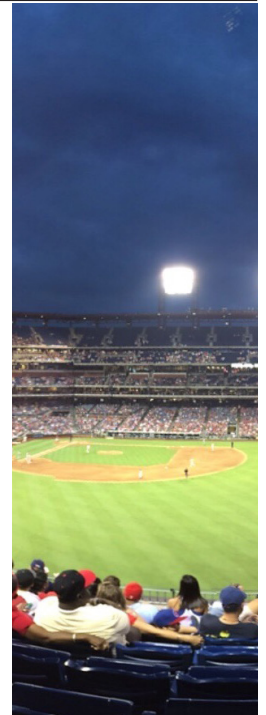
For green, visit Fairmount Park and tour the Shofuso Japanese House and Garden. Take a walk on Martin Luther King Jr. Drive across from Boathouse Row or read a book and drink your coffee in Rittenhouse Square. For less populated spaces, visit West Philly.



For city lights, come to center city. Dilworth Park always has a view to offer. There are endless dinner options, shopping, shows, outdoor movies or activities, and much more, especially around the holidays. Visit Christmas Village in Love Park after ice skating in Dilworth Park.

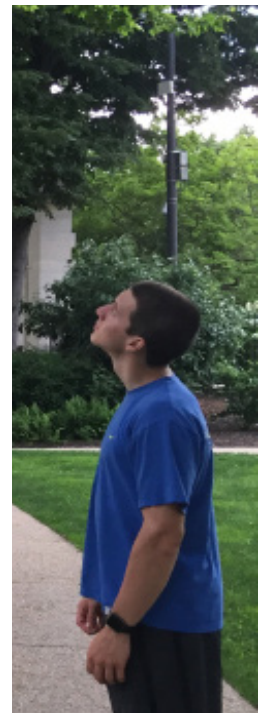


To enjoy the open air near the water, visit Penn's Landing. Eat on the docked dinner boat, roller blade in the fall, ice skate in the winter, watch an outdoor movie, read a book on the pier, or watch the sunset over the bridge.



If you are a sports fan, show your support for the Phillies or Eagles! Philly sports fans are well known, so grab your jersey and get ready.

*find
your
place...*





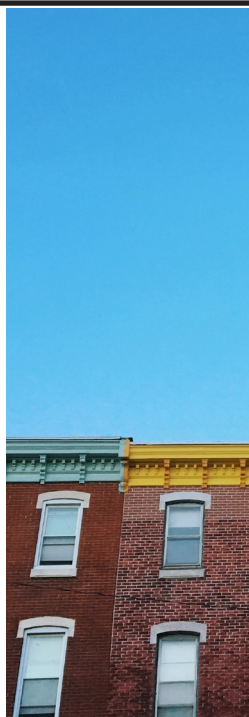
If you are looking for a public space to spend time with kids, there are playgrounds scattered throughout the city. Franklin Square often hosts popular seasonal events and the Smith Memorial Playground and Playhouse is a popular destination.



For exercising, running, open space, and overlooking views, run up the art museum steps and then continue around to the back of the museum. The views are rewarding in every direction and you can continue your run up Kelly Drive.



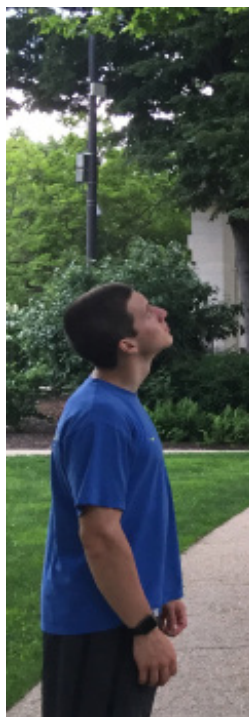
If you enjoy art, visit one of Philadelphia's many museums. Choose your focus may it be on art, history, technology, culture, religion, science, politics, medicine, or so much more.



For interesting neighborhoods, street art, and culture visit South Street. There are endless shops, street art, festivals, and people.



If you are looking for the historical part of Philadelphia, come to Old City. Walk down the nation's oldest street. See the constitution, visit the Liberty Bell, and tour the Betsy Ross House.



*...in
Philadelphia!*

inspiration

This project was produced for MSP 4741 - Emergent Media Production Fall 2016 with Laura Zaylea.
This is a class within Temple University's School of Media and Communication.
This unit focuses on augmented reality and combining print and video media for an multi-media experience.

contributors



ZACHARY SCHWARTZ

**Major MSP
Year Senior**

Quote

"My favorite color is green, I love pizza and long walks on the beach."

Zach directed the video shots and filmed the running and fishtown video footage. He compiled, cut, and edited the videos and spearheaded the overarching video themes. including audio, color scheme, and tone.



KATE MORRISON

**Major MIS
Year Senior**

Quote

"I like traveling and eating good food. "

Kate designed and created the magazine using Adobe InDesign. She filmed the the Chinatown Night Market and slack-line video footage and contributed photographs for the articles. Kate completed the majority of the written content for the magazine.



SAMANTHA YOUNG

**Major MSP
Year Senior**

Quote

"My favorite artist is 50cent."

Sam shot the video footage for South Philly and contributed to the overall themes and tones of the finished clips. She contributed a majority of the photographs for the magazine and edited the written portions of the articles.

