



Neighborhood Spotlight: Crystal Pfeifer and Jiwon Ra of LINES

NoHo is a neighborhood defined by creativity, dynamism, a DIY spirit, and reinvention. Nowhere in the neighborhood is this more alive than LINES, an all new atelier on the Bowery. [Read our latest Spotlight on the two women behind this hard-to-pin-down new space in the neighborhood here.](#)

Tricks for Treats Happening This Saturday

This **Saturday, October 14th**, the NoHo BID and Happy Paws are excited to offer our first ever Tricks for Treats! Dress up your dog and head across the neighborhood and get free dog treats from NoHo stores. The BID is also running a dog costume contest as part of this event! Simply DM us or tag us @nohonyc a pic of your pup, and you'll be entered. [More details here.](#)



Preview Atelier Jolie, Debuting Next Month on Great Jones Street

Next month, the iconic Angelina Jolie will open her buzzy new Atelier Jolie in the space once home to Basquiat. Thanks to Vogue, we have a great preview of what this space will look like. We're so excited to welcome this exciting new concept to NoHo! [Read more here.](#)

Welcome to NoHo, Guest

At the corner of Bleeker and Broadway, Guest, a new cafe, has opened up with delightful light fare. They have a great new garden-like space right on Broadway, and over the coming months will debut a full menu including dinner, drinks, and much more. In the meantime, stop by for lunch and give them a big welcome to NoHo. [Learn more here.](#)



Awet New York Opens Flagship on Bowery

At the corner of Bond and Bowery, Awet New York has opened up their first flagship that highlights luxury designers of color. This concept, born out of the Pandemic, is a fantastic addition to the neighborhood, and will have a constantly evolving roster of brands. [More details here.](#)

Spend October at Manhattan's 'Most Haunted Home'

The Merchant's House Museum is the most haunted house in all of Manhattan. This October, they have a month full of events happening at their museum, from their candlelit ghost tour, to historic talks, and much more. Make sure to buy your tickets, as these events sell out! [More details here.](#)



The NYU Children's Halloween Parade Returns October 31st

The beloved NYU Children's Halloween Parade is back this October 31st! This free community event from Manhattan CB2 and NYU begins at 3:00 PM at the Washington Square Arch. The NoHo BID is a proud sponsor of this event. [Click here for more event details.](#)



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