

# PHILADELPHIA

— HISTORY, HIP & HANDY —







In the “City of Brotherly Love”, is it any wonder that passionate Philadelphians will do everything they can to make you feel like part of the family?

There are many reasons people find their way to Philly. For some, the close proximity to central East Coast hubs makes it impossible to ignore. Others are drawn to the classic history lessons of the “Birthplace of America”. More than ever, the city’s thriving social scene is tempting travellers from all walks of life. From dining to drinking, shopping to street art, rowdy game days to Rocky Balboa tributes and iconic monuments of LOVE, Philadelphia’s all-enticing options make it perfect for a trip with family, friends or those flying solo.

We could continue and try to convince you of the magical moments to be had in Pennsylvania’s largest metropolis. But we suggest a flick through the following pages instead. Because whether you’re seeking something “Historic, Hip or Handy”, it won’t take you long to find a suggestion certain to make your trip to Philly a truly fantastic one.





# HIP PHILLY

## ART

The exuberance of Philadelphians is on display in their approach to art. This is not a city that saves its masterpieces for fine galleries (granted the Philadelphia Museum of Art is one of the best in the world). Instead, Philly is an open-air museum, and the most renowned artists are locals who use urban walls as their personal blank canvas. With the Association for Public Art estimating the existence of thousands of public artworks, there are simply too many to list - but those who search the streets of Philadelphia are sure to find a piece of "fine art".

### MURAL MILE

"The city of murals" boasts over 4,000 public wall paintings, with The Mural Arts Program using this form of creativity to transform otherwise unwelcome graffiti markings into public art. One of the most impressive is Mural Mile - which includes works such as Legacy (707 Chestnut Street); Tree of Knowledge, (13th & Market Streets) and Theater of Life (S. Broad & Lombard Streets).

### BARNES FOUNDATION

This art collection and educational institution promotes the appreciation of one of the world's greatest collections of impressionist, post-impressionist, and early modernist paintings. It also engages visitors with regular interactive events such as family fun days, gallery takeover, and classes - for creative types who might consider themselves an aspiring Claude Monet.

### INSTITUTE OF CONTEMPORARY ART

With open spaces and high ceilings, this is anything but your ordinary art gallery. Instead, hanging installations, regular concerts, and artist interviews encourage audiences to make an intimate connection with its cutting-edge art.

### PHILADELPHIA MAGIC GARDENS

The spectacular Philadelphia Magic Gardens is the largest work by mosaic artist Isaiah Zagar. The living labyrinth is made up of indoor galleries and an outdoor sculpture garden, and the artist uses handmade tiles, bottles, bicycle wheels, mirrors, and international objects to chronicle his life - with these mosaics spread across South Street.

### VOX POPULI

Occupying the third floor of a historic warehouse building, this "gallery" is anything but traditional. In lieu of silent halls and untouchable prints, a contemporary art space supports experimental work by under-represented artists.

## SHOPPING

Despite what the football-loving local Eagles fans will tell you, there is an unofficial second sport in Philadelphia (and sorry 76ers, it's not basketball either!). Instead, those who are headed to Philly are encouraged to prepare to tackle an obstacle course of the retail type. From budget to blow-out, Philadelphia's neighbourhoods are packed with places to spend. And with tax-free shopping for clothes and shoes all across the city, that holiday splurge suddenly seems a little more sensible, doesn't it?

### PHILADELPHIA INDEPENDENTS

This Old City gift boutique is independent by both name and nature, with more than 50 Philadelphian artisans showcasing their homemade works. As the only store in the city exclusively selling handmade in Philadelphia items, it is a great place to support the creative locals of the city.

### JOAN SHEPP

A high-end fashion boutique that is a favourite among Harper's Bazaar fashion editors, Joan Shepp carries an eclectic selection of luxury labels and emerging designers. The curated selection of stocked brands includes Balenciaga, Marni and Dries van Noten so you'll have to dig deep into your pockets for this one.

### EYE'S GALLERY

A South Street staple since 1968, Eye's Gallery was first established when urban-pioneer Julia Zagar and her husband served in the Peace Corps and wanted to help the native communities organise their crafts for a foreign market. Today, Eye's Gallery is packed with Latin folk art, unique jewellery and handmade gifts from around the world.

### BOYDS

With elegant decor and custom services like personal shopping and traditional tailoring, this department store has been referred to as "the last great clothing store". While recent stock additions such as evening wear and vintage jewellery have made Boyds relevant to modern shoppers, classic customer service ensures it never goes out of style.

### PHILADELPHIA FLEA MARKETS

Check out Franklin Flea Markets (which focus on antiques, upcycled furniture and retro collectibles), Phila Flea (mobile markets that travel through the city) and the Clover Markets (featuring a rotating lineup of vintage vendors, original artists and gourmet food trucks).



# HIP PHILLY

## FOOD

To say that Philadelphia is quietly cultivating a flourishing foodscape would be an understatement. It has been slowly simmering since the city's first immigrants brought their signature dishes to the table - and today it's emphatically booming. Modern dining in Philly is truly a moveable feast. From food markets to fine fare, brunch spots to BYO restaurants - you're sure to satisfy almost any craving in this city. The families who first stirred the pot of Philadelphian cuisine would certainly be watching with pride as their open-table legacy lives on.

### CAMPO'S PHILLY CHEESESTEAKS

Philly is practically synonymous with cheesesteaks. While Geno's and Pat's have traditionally battled it out to claim the title of the city's best, Campo's is a quiet contender. This Market Street deli has been tempting taste buds with the same meaty, cheesy sandwich recipe since 1947.

### LOCAL MARKETS

Reading Terminal Markets is home to 80+ vendors who cater to the tastebuds of both city natives and curious visitors. Don't miss the roast pork sandwich at DiNic's! Or check out The Italian Market, America's oldest and continuously operating outdoor market.

### SARCONE'S

A 5th-generation Italian bakery located in South Philly, Sarcone's is the place to go for a signature tomato pie - a pizza-esque creation made with lots of sauce, a thick yet tender crust, and a sprinkling of Parmesan.

### SABRINA'S

A Philly institution, it truly is a family affair here, with the classic menu dishing up breakfast, brunch and beautiful home-cooked dinners. Cheap prices do not reflect the excellent quality of the food, and as a bonus, it's also BYO.

### VERNICK

Vernick is a New American eatery that serves upscale cuisine and cocktails, but its most popular dish is actually toast. In fact, there is a whole section on the menu dedicated to humble slices of grilled sourdough bread piled with creative toppings like sea scallops and black truffle butter.

## NIGHT

In case the boisterous residents didn't give it away, Philadelphia is a hot-spot for sports fans - so unsurprisingly some of the best bars in the city are must-visits on game day. However, you don't need to understand "flags" and "first downs" to enjoy a fun evening out in Philly. As well as bistros showing all the ball games on the big screen, the nightlife also caters to those craving cocktails, captivating city views or cool speakeasies. The truth is, wherever you decide to top up your drink in Philadelphia, you're bound to walk away believing this is a city whose glass is always half full.

### RANSTEAD ROOM

Tucked away behind the nondescript door of popular Mexican restaurant El Rey, this dimly lit lounge serves some of the city's most finely crafted cocktails. The lush leather booths and provocative artwork hanging on the walls add to the experience of escaping to another place and time.

### LIBRARY BAR IN THE RITTENHOUSE HOTEL

While you may not be able to borrow any books at this bar, we suggest you check out the top-shelf cocktails on offer. Designed as an exquisite opportunity for friends to catch up over exceptionally sourced, selected and served drinks, you don't need to worry about keeping your voice down here.

### BOK BAR

The sweeping views from this seasonal scenic rooftop bar are sensational. Adults can savour an excellent selection of wine, craft beer and Asian-inspired tapas (with Filipino, Vietnamese and Indonesian influences), while children and dogs are also invited to join the fun on Sundays.

### CHICKIE & PETE'S

If you only make it to a single sports bar in Philly, there aren't many that trump the one voted #1 on the East Coast by ESPN. As well as an official partnership with the city's beloved Eagles, Chickie & Pete's are renowned for their trademark Crabfries.

### PARKS ON TAP

Is there anything better than a beer garden? Philadelphia is testing the concept by hosting a mobile beer service in public parks across the city. The initiative is designed to engage locals by providing beers on tap, as well as wine, fresh food, snacks, and non-alcoholic beverages in a festive outdoor environment.





# HISTORIC PHILLY

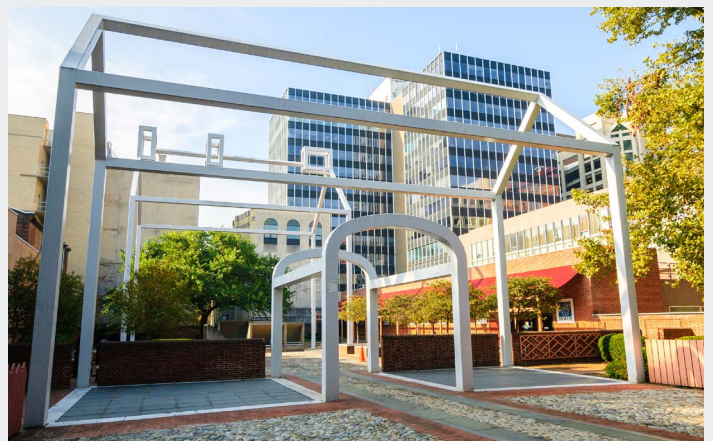


## INDEPENDENCE NATIONAL HISTORICAL PARK

Head to the historic heart of Philadelphia and follow in the footsteps of the founding fathers of America. The iconic monuments located within this 22-hectare Old City national park (nicknamed "America's most historic square mile") are a celebration of every principle upon which "the land of the free and the home of the brave" was built. The centrepiece of the park is Independence Hall - the UNESCO World Heritage Site where the Declaration of Independence and the United States Constitution were debated and signed in the late 18th century. The Liberty Bell, the universally recognised symbol of American independence, is also on display. Other historic buildings within the pretty, narrow-lined streets of the complex include The First Bank of the United States, Carpenters' Hall and the colonial City Tavern - said to be George Washinton's favourite place to grab a drink.

## FRANKLIN COURT

Congress delegate, creative, famed kite flyer - the complex within the Independence National Historical Park, anchored by the residence of Benjamin Franklin, is as fascinating as the man himself. While the original house has been demolished, the current site features "ghost" structures - reconstructing the spot where Franklin's home once stood, as well as a working reproduction of an 18th-century printing office and an operating post office (the only one in the United States that does not fly an American flag due to the fact that the flag was not yet created in 1775). A museum exploring Franklin's life and legacy through artefacts, animations, and interactive exhibits also gives guests the opportunity to discover some of his famous inventions, such as the Franklin stove and swim fins. Entry is \$5 for adults and \$2 for children (aged 4-16).



## PHILADELPHIA MUSEUM OF ART

Fulfil your obligations as a Stallone fan by running up the 72 stone steps that lead to the Philadelphia Museum of Art - a la Rocky Balboa. But don't stop there! While tourists mimicking the boxer's famous training routine often pause after taking a picture of his bronze statue at the bottom of the steps and soak up the panoramic views of the city skyline at the top, be sure to "go the distance" and venture within the walls of this popular art house. Those who do get the opportunity to view over 240,000 artefacts, across 200 galleries - with objects spanning 2,000 years and long outlasting the ancient eras and civilisations to which they belonged. As well as rotating special exhibitions held throughout the year, more modern works of art, including paintings and sculptures by Picasso, Dali, Rodin and Van Gogh, are also regularly on display.





# HISTORIC PHILLY



## PHILADELPHIA ZOO

Philadelphia is the birthplace of many American firsts (public library, mint, hospital, and national flag, to name a few) but none are quite as crowd-pleasing as its 17-hectare wildlife sanctuary. Since opening in 1875, Philly Zoo has established itself as one of the city's most popular attractions - with animal lovers of all ages regularly visiting the 1,300 creatures that call it home. Among the protected critters are the mongoose lemur, Amur leopard and Chinese alligator. Other features of the zoo include a paddle-boat lake, rainforest-themed carousel and overnight stays.

## EASTERN STATE PENITENTIARY

Some of America's most notorious crims (including Al "Scarface" Capone) have served time behind the bars of this historic - and allegedly haunted - prison. Today, tours offer visitors an inside look into the immortalised gangster's restored and redesigned cell - radio, cigar stand, toilet all included!

As well as its infamous inmates, the prison is remembered for its part in a controversial movement in the early 1800s that advocated the use of solitary confinement and hard labour to rehabilitate offenders. And while the crumbling cell blocks that remain today are a shadow of the heaving monument that used to be, the imposing (albeit empty) guard towers still lend an aura of mystery to the jail that was once "the most famous and expensive prison in the world".



## BOATHOUSE ROW

The east bank of Philadelphia's Schuylkill River consists of a row of 15 boathouses sheltering social and rowing clubs and their racing shells. While the Row's historical significance can be attributed to its age (all the houses are over a century old) it has also played a key role in shaping the identity of local Philadelphian culture. Over the year Boathouse Row has hosted several major rowing regattas, led its members to form some of the most exclusive clubs in the city and served as a popular destination for locals when the Jersey Shore proved a little too distant for a quick Summer escape. Today Boathouse Row is most memorable when the site is lit up by the riverside every night - creating a magical view best experienced from the Philadelphia Museum of Art.





# GETTING THERE

## HOW TO GET TO PHILLY



### ATLANTIC CITY (100 KILOMETRES)

By car - from 1 hour 7 minutes  
 By train - from 1 hour 26 minutes  
 By bus - from 1 hour 28 minutes

### NEW YORK CITY (130 KILOMETRES)

By car - from 1 hour 43 minutes  
 By train - from 1 hour 10 minutes  
 By bus - from 1 hour 50 minutes  
 By air - from 1 hour 3 minutes

### WASHINGTON DC (198 KILOMETRES)

By car - from 2 hours 34 minutes  
 By train - from 3 hours  
 By bus - from 3 hours 5 minutes  
 By air - from 52 minutes

### BOSTON (495 KILOMETRES)

By car - from 5 hours 27 minutes  
 By train - from 5 hours 9 minutes  
 By bus - from 6 hours 30 minutes  
 By air - from 1 hour 40 minutes

A central location on the Atlantic Seaboard makes Philadelphia an enticing option for those wanting to tick off another city on the bucket list. While Philly is a fabulous destination in its own right, it also makes for a great add-on to an East Coast itinerary.

## GETTING AROUND PHILLY

### Foot

Philadelphia is consistently rated as one of America's best walking cities. The city centre is compact (25 blocks between the Schuylkill and Delaware rivers) and based on an easy-to-follow grid system. North/south streets are numbered and east/west streets are named after trees.

### Bike

From two feet to two wheels, the City of Brotherly Love is also the City of Bicycle Love. As well as 700+ kilometres of dedicated bike lanes, Philadelphia offers visitors easy access to bike share services, with rentals starting at less than \$10 a day.

### PHLASH Bus

Navigate Philly in a, well, flash, with PHLASH - the tourist bus dedicated to the city's downtown loop. Services are seasonal but run regularly (every 15 minutes) and some of the 20 stops include: Independence Mall, The Franklin Institute, Philadelphia Museum of Art and the Philadelphia Zoo.

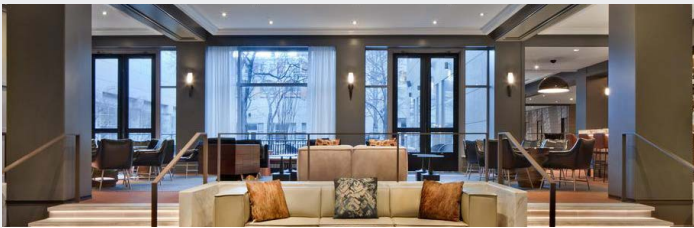
### Public Transport (Bus, Subway, Train, Trolley)

Southeastern Pennsylvania Transportation Authority (SEPTA) provides a comprehensive public transport system of bus, subway, train and trolley travel. Routes service central Philly, as well as providing easy access for those who are interested in adventures outside the city centre.





# ACCOMMODATION



The Logan Philadelphia

★★★★★ One Logan Square, Philadelphia



Kimpton Hotel Monaco Philadelphia

★★★★★ 433 Chestnut Street, Philadelphia



The Warwick Hotel Rittenhouse Square

★★★★★ 220 South 17th Street, Philadelphia



Fairfield Inn & Suites by Marriott Downtown

★★★★★ 261 S 13th St, Philadelphia



Sonesta Hotel Philadelphia

★★★★★ 1800 Market Street, Philadelphia



Loews Philadelphia

★★★★★ 1200 Market St, Philadelphia





The Philadelphia Explorer Pass



A Local History Of Philadelphia



Markets, Mosaics, & Magic by Urban Adventures



History in HD by Urban Adventures



Philadelphia's Beyond the Cheesesteak Walking Tour Including Penn and Drexel



Old City and Tavern Tour of Philadelphia