

{THE NEIGHBORHOOD}

# WYNWOOD

It wasn't so long ago that Wynwood was nothing but a rough pocket of the city known for gangs, grungy body shops and a faded garment industry. Today, the area (just south of the Design District) is ablaze with street art, galleries, funky shops, restaurants, microbreweries and start-ups of all kinds. Every day it seems there's an audacious new mural to check out, or another watering hole worthy of the cool kids who, by day, maraud through the streets, smartphones and cameras in hand, trying to capture the ephemeral nature of the gentrifying district.



**Joseph Furst,**  
Goldman  
Properties'  
managing  
director.

### Meet **guide.**

Joseph Furst is Goldman Properties' managing director for Wynwood and chair of the Wynwood Business Improvement District, which means his job is to know the neighborhood like the back of his hand. The company he works for, founded by the late Tony Goldman, was not only a major force behind the evolution of SoHo and South Beach, but it has been a prime mover in the rebirth of Wynwood as an arts-centric destination. And it continues to lead the way as more and more investors and creative types jump in to turn the area into one of the most happening spots in the city.

### What makes Wynwood so

The street art is a major component. It's why the world has taken note. There's an authenticity to Wynwood, an imperfection that's attractive. Goldman Properties has been investing in the neighborhood for almost 10 years and we are very cognizant of what it is that makes it so unique. We don't want it to start losing those qualities. The first question we contemplate before we think about putting someone

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Boxelder.



Joey's.

in one of our buildings is not what they can pay per square foot, but what added value they can bring. We have been asked by other cities to come in and do for them what we did for Wynwood, but the truth is, street art is historic to this neighborhood. Wholesalers had been using hand-painted signs and graphics here for years. There has been graffiti for years. Purvis Young was hanging art from the old RC Cola plant facing I-95 a long time ago.

### Top spot a business lunch?

**Joey's** is the original clubhouse. It was really the first sit-down restaurant in the area when it opened in 2008. It was the only place to go, so you saw the same people on a daily basis, the gallery owners, artists, investors. It's still that way. And the pizza is great. The margherita is one of the best in town and I love the dolce e piccante with figs, Gorgonzola, honey and hot peppers. The octopus and the lamb shank are also incredible. 2506 NW Second Avenue; 305-438-0488; joeywynwood.com.



**Where do you go after-work powwow?**

I'll meet people at **Made in Italy** sometimes. I'll order a glass of wine and maybe a cheese plate. It's a really beautiful environment. It's also a great place for lunch or dinner. And they have a great market in the back where you can buy pasta and sauces and other products imported from Italy. 10 NE 27th Street; 786-360-5671; [madeinitalygourmet.com](http://madeinitalygourmet.com).

**What about a date night**

I was able to attend a pop-up dinner at **Alter** before they opened and think the food is culinary artistry! It's an incredibly well executed fine dining experience. The gitara noodles are delicious, topped with burrata puree. It's so creamy and like nothing I've ever tasted before. 223 NW 23rd Street; 305-573-5996; [altermiami.com](http://altermiami.com).

**Best place a caffeine boost?**

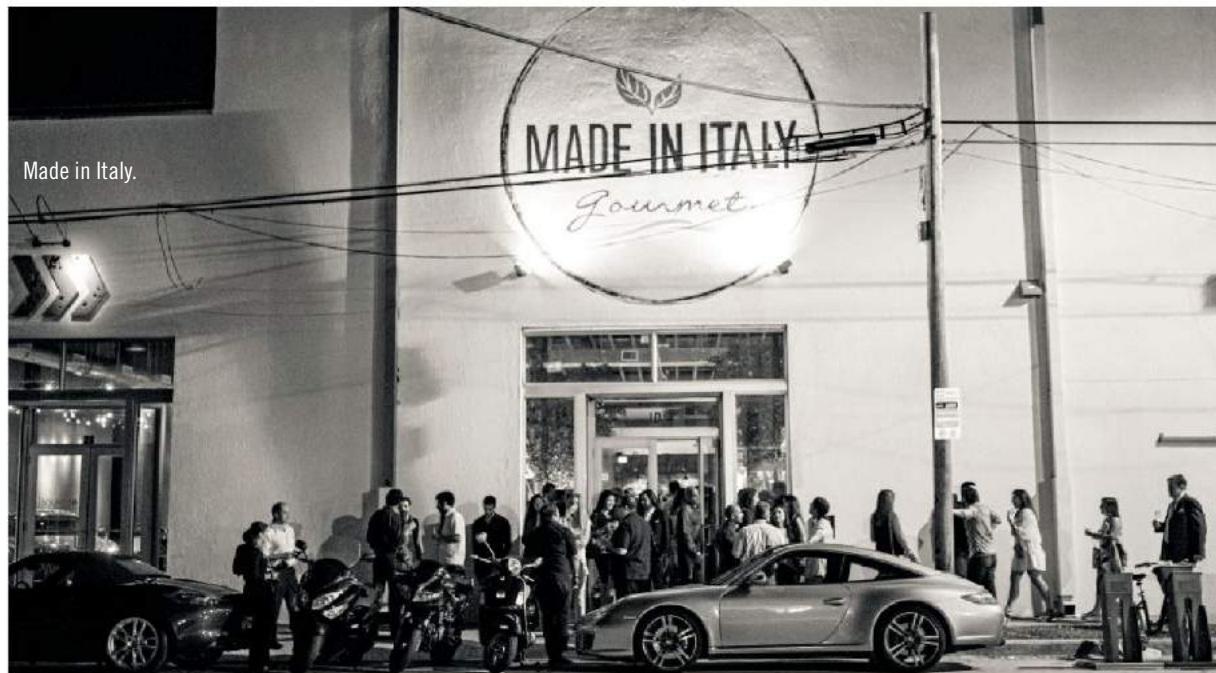
**Panther Coffee**, of course. It's not just a coffee shop, but also an unbelievable scene. It's one of those places with a very unique point of view. The fact that they roast their beans on the premises makes customers feel like they're part of the process. They embody what's great about Wynwood with their creativity. I do think it's the best coffee in Miami. I love the cold brew. 2390 NW Second Avenue; 305-677-3952; [panthercoffee.com](http://panthercoffee.com).

**One most authentic Wynwood experiences?**

Breakfast or lunch at **Zak the Baker**. I met him at the space where he used to bake in Hialeah, blasting this incredible kibbutz music, with all these



Zak the Baker.



Made in Italy.



Alter.



JugoFresh.



Panther Coffee.

“Everything I’ve eaten there is amazing. The breads are so good. They make a great ratatouille. They make a phenomenal egg salad sandwich, too.”

Israeli girls dancing around him. There was Zak, with his beard, forming bread by hand. He’s somebody we really wanted in Wynwood. All of the production is happening in front of your eyes instead of behind the wall. Everything I’ve eaten there is amazing. The breads are so good. They make a great ratatouille. They make a phenomenal egg salad sandwich, too. Everything is simple and fresh. 405 NW 26th Street; 786-347-7100; [zakthebaker.com](http://zakthebaker.com).

**A good spot a**

**Wynwood Walls.** It’s just a great place to be outside and enjoy the amazing art on the walls and maybe even have a little lunch. Sometimes I’ll get something from **JugoFresh**, which is adjacent to Wynwood Walls, and just go sit somewhere and take it all in, the murals and all the people who come. 2516 NW Second Avenue; 305-531-4411; [thewynwoodwalls.com](http://thewynwoodwalls.com).



### Coollest place to pick up a gift?

**Wynwood Letterpress.** They make beautiful stationery and greeting cards—anything birthday or wedding or you name it. But none of it is the typical stuff you're used to seeing. When my wife wanted to have letterpress invitations made, she used a place in Oregon. Now we have a place right in Wynwood. They do a lot of custom work, and they sell a lot of little gifts, pencils, candles, notepads and things that are unusual. 2621 NW Second Avenue; 305-747-7559; [wynwoodletterpress.com](http://wynwoodletterpress.com).

### Your favorite art gallery?

I think **Gallery Diet** has always been ahead of the game in terms of programming. They have really great shows, whether sculpture, photography, painting or very conceptual stuff. I really appreciate what the owner, Nina Johnson, has done there. There is so much depth to the work she shows and to the artists that she represents. 174 NW 23rd Street; 305-571-2288; [gallerydiet.com](http://gallerydiet.com).

### Best place to raise a glass or three?

I'd do the tequila bar behind **Coyo Taco**. It's sort of a secret spot. You have to walk through the kitchen to get to it. They have more than 50 brands of tequila and mezcal. They also play really great music and it's just a fun place to hang out. 2300 NW Second Avenue; 305-573-8228; [coyotaco.com](http://coyotaco.com).

### Say you're more into the craft beer thing?

I really like **Boxelder**. It's a bar and market. They have several great beers on tap and they sell a lot of craft beer from around the country to carry out. They seem to have a great deal of the Florida craft beers. I like it because it's a quiet little place where you can relax and enjoy a



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Coyo Taco.



great beer. Definitely not as loud as some of the others. 2825 NW Second Avenue; 305-942-7769; [bxldr.com](http://bxldr.com).

### A good place for a little man pampering?

**Junior & Hatter**, where I cut my hair regularly. The ambience is comfortable and fun—really unexpected for a place that cuts and styles hair. It's funky, yet cozy and feels more like a social hall atmosphere. 2750 NW Third Avenue; 305-571-8361; [juniorandhatter.com](http://juniorandhatter.com).

### Where to meet Wynwood's edgiest types?

**The Lab Miami** was really a pioneer in Miami's tech movement and has helped make Wynwood a center for innovators and start-ups. They put together great events with interesting content generation—from educational talks for newly formed companies to fun social events. It's a community space and a great place to meet the people of Wynwood. 400 NW 26th Street; 305-507-3660; [thelabmiami.com](http://thelabmiami.com).

### Least obvious spot to find great art?

**C1 Bank**. It is so Wynwood! They have created unique workspaces and meeting rooms that are much more exciting than your typical, buttoned-up bank. It's brightly designed and has a Warhol-filled conference room; 2632 North Miami Avenue; 305-702-6900; [c1bank.com](http://c1bank.com).

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