

VIDEO: 'TurnStyle' Shopping Hub Opens in Columbus Circle Subway Station

By Emily Frost | April 19, 2016

Link: <https://www.dnainfo.com/new-york/20160419/upper-west-side/video-turnstyle-shopping-hub-opens-columbus-circle-subway-station>

UPPER WEST SIDE — Tens of thousands of daily commuters making their way through the Columbus Circle subway station now have a retail center filled with food stalls and gift shops to visit during their travels.

TurnStyle, the new underground market that's connected to the 59th Street station, opened in a concourse that had been closed since 2009 and was redeveloped by Susan Fine of OasesRE.

Fine described the new hub, which hosts a total of 39 food vendors and shops, as "Main Street underground" and a new model for public-private partnerships. The project, financed by Goldman Sachs, is the first privatization of a New York City subway station.

The corridor includes shops on both sides and can be accessed from West 57th Street and Eighth Avenue without a MetroCard swipe, as well as from the central artery of the Columbus Avenue subway station.

There are bars along the median of the concourse at which visitors can stand and sip a coffee or eat a sandwich. Some of the eateries also offer seating.

"We wanted to create a valuable public space that echoes the vitality of a real New York streetscape, turning a commute into an opportunity to shop and dine in comfort amid colorful and attractive surroundings," Fine said in a statement.



While there's a Starbucks and a Pressed Juicery, many of the shops are small businesses opening either their first or second retail space.

Greyston Bakery has an online store and sells its baked goods at Whole Foods but is debuting its first standalone space at TurnStyle. Ellary's Greens is opening its second location in the corridor, with its only other location in the West Village.

And Cheeky, a terrier with her own Instagram account, was welcoming visitors to Dog & Co., her owners' first pet-clothing and accessories store.

Check out some of the offerings at TurnStyle and see a full list of vendors below:

The new underground subway shops at Columbus Circle opened to the public Tuesday evening.

TurnStyle in Columbus Circle

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Fresh doughnuts are available from Doughnuttery.

The design of the corridor is meant to look "modern" and "clean," Fine said.

Here's a full list of the shops:

- ▶ STUDIO MANHATTAN
- ▶ SPECS
- ▶ SPECTRE & CO
- ▶ KIT'S UNDERGROUND
- ▶ ARTH
- ▶ LUSH
- ▶ PAPYRUS
- ▶ CELLAIRIS
- ▶ THE NEW STAND
- ▶ PROJECT NO.8
- ▶ FAB
- ▶ FLOWER GIRL NYC
- ▶ R. NICHOLS
- ▶ ELMA BLINT
- ▶ SDV DESIGNS
- ▶ MARC TETRO
- ▶ BOMBAS
- ▶ DOG & CO.

Here's a full list of the food:

- ▶ THE PIZZA

- ▶ DYLAN'S CANDY BAR
- ▶ MELTKRAFT
- ▶ FIKA
- ▶ NUTBOX
- ▶ BLOSSOM DU JOUR
- ▶ GEORGIA'S BAKERY
- ▶ CASA TOSCANA
- ▶ BOSIE PATISSERIE
- ▶ BY SUZETTE
- ▶ ELLARY'S GREENS
- ▶ PRESSED JUICERY
- ▶ DOUGHNUTTERY
- ▶ STARBUCKS
- ▶ YONG KANG STREET
- ▶ 2BEANS
- ▶ GASTRONOMIE 491
- ▶ SEMSOM
- ▶ GREYSTON BAKERY
- ▶ BOLIVIAN LLAMA PARTY







