



WSPD

WESTSIDE PROVISIONS DISTRICT NEWS

VOLUME 2, ISSUE 1

FIRST QUARTER, 2009

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Abattoir: Celebrating Meat

A "meat-centric" restaurant concept by the creators of Bacchanalia

The culinary world has been abuzz for months with rumors that celebrated Atlanta chefs and restaurateurs Anne Quatrano and Clifford Harrison were cooking up a new concept. Now, they reveal details about their new venture, Abattoir, a "meat-centric" restaurant concept with a menu based around the "whole animal" school of cooking.



While new to Atlanta, "whole animal cuisine" has been edging into popularity for years now, promoted by rising stars like English chef Fergus Henderson who introduced his cooking philosophy ("if you're going to kill the animal it seems only polite to use the whole thing") in his 1999 book "Nose to Tail Eating: A Kind of British Cooking."

Continued on page 6



WSPD Winter Festival

We'd like to thank everyone who attended our first annual WSPD Winter Festival December 13th, 2008. Thanks as well to our merchants and restaurateurs who pitched in to make the event a great success. We hope all of you enjoyed the dedication of our new footbridge as much as you enjoyed the kettlecorn, cider, smores, crostini and famous Taqueria del Sol cheese dip!



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Seed Factory

4,000 square feet of fun

Seed Factory's new 4,000 square foot showroom at White Provision is a beauty, with an impeccable selection of remarkable merchandise. From the quirky sampling of wry and hilarious picture books to whimsical tulle ballerina costumes, Seed Factory is a testament to owner Rachel Baba's vivid imagination. In fact, Moms will love this shop as much as their kids. While your little guy is scrambling inside a cardboard rocketship playhouse, listening to story time, or creating his next masterpiece in Seed Factory's 1,000 square feet activity space, you'll be marveling at the wonderwall of exquisite Tamar Mogendorff birdhouses.



Open Mon. - Sat. 10:00am - 6:00pm.



Knoll

Manufacturing iconic furniture worldwide

The Barcelona chair, pictured right, is certainly one of the most iconic pieces of furniture Knoll manufactures. Created for Germany's entry into the Ibero-American Exposition of 1929, the Ludwig Mies van der Rohe and Lilly Reich collaboration has become an icon of Modernism. In 1953, Knoll gained exclusive rights to commercially reproduce the piece. Manufactured in both chrome and stainless, each authentic Barcelona chair is stamped with Ludwig Mies van der Rohe's signature. For an interactive timeline of Knoll's iconic pieces, visit <http://www.knoll.com/timeline.jsp>.



Dragonfly The Salon

Hair goes west at this airy, edgy, sophisticated salon

Jet-setting, Fukuoka, Japan native Kyoko Akins and home-grown, Georgia boy Chaz Anderson hatched the idea for Dragonfly The Salon over a dinner of sake and sushi in NYC's meatpacking district. Appropriately, the old friends chose to set up shop at White Provision, a former meat-packing plant re-purposed as an upscale mixed-use development. Boasting classical training with the likes of Paul Mitchell, Aveda, Bumble & Bumble, Graham Webb, Toni & Guy, and Patrick Camron, stylists Kyoko and Chaz bring over 30 collective years of experience to Dragonfly.



THE
BEEF
ON

dining



THE
BEEF
ON

fashion



West Egg Café

Critics' pick for Best Breakfast in Atlanta by Creative Loafing Magazine, 2008

Remember Mondo Baking, the breakfast joint housed in what is now FIGO Pasta's westside location? When Mondo moved out, Atlanta's westside was left with an unfortunate breakfast, brunch and sandwich vacancy. Luckily for the Westside Provisions District®, "recovering attorney" Jennifer Johnson opened West Egg Café in 2004 and picked up where Mondo left off.

To get some work done away from the office, park yourself by the big fireplace in one of West Egg's delectably comfy armchairs, where

the WiFi is free and the Batdorf & Bronson coffee is flowing. Whether you're in the mood to chow down on an ample egg breakfast (available all day!), nosh on a delicious cupcake, or treat yourself to the perfect sandwich, you'll find a variety of filling fare at West Egg Café. Named 2008 critics' pick for best breakfast by Creative Loafing and voted friendliest staff by Taste of Atlanta, the crew at West Egg Cafe are a bunch of good eggs themselves. Open 7:00am - 4:00pm weekdays and 8:00am - 4:00pm weekends. westeggcafe.com.



TOP 10



by Gerlinda Grimes

Top 10 lists drive me crazy, so imagine the irony of finding myself actually writing one. The truth is, as I found myself enthusing about the idea to our editors, I suddenly understood that *when you actually love the products*, list-making is *fun*. It is with great joy, therefore, that I present you with a list of the "Top 10 Coolest Things At Westside Provisions District"®



1

1. Seed Factory: exquisite bird houses, made of eclectic materials including recycled textiles and vintage fabrics by Australian artist Tamar Mogendorff. \$132 - \$192
2. The Local Farmstand: Big, plump radishes are just ONE of the many cool things you'll find at the Local Farmstand. The selection changes from week to week depending on what's in season locally, open Tuesday - Saturday 10:00am - 6:00pm.



2

6. Kolo Collection: Introducing the Ecosmart Fire, flueless fireplace technology for loft and apartment dwellers who do not have traditional fire places, or urbanites like me whose fireplaces don't function.
7. Terra Cottage is home to one of my very favorite things: gorgeous Dash & Albert rugs in a variety of playful patterns. Rug bags and throws make great gifts!



3

3. Star Provisions: The accessories at this foodie's paradise are to die for, but it's the impeccable selection of Atlanta's freshest fish, meats, and cheeses that really makes Star Provisions a chef's wonderland.



5

5. Sid Mashburn: In 1823, Scottish chemist Charles Macintosh patented the first method for making waterproof garments. Sid Mashburn continues the tradition with the "Travel Mack" - a super lightweight, classic, 100% cotton poplin Macintosh coat. \$895.



4

4. Bungalow: The depth of Bungalow's merchandising is perfect right down to the surprisingly varied selection of design and décor books accenting their exquisite custom coffee tables, cabinets and chests.



7



8

8. G. Gilbert: Treat your toes to a Roman walkabout in a pair of incredibly comfortable Gladiator Sandals from G. Gilbert.
9. Owen Lawrence: Alphabetize your next coffee party with cute, affordable Arzberg espresso cups and trays. \$34.
10. Savvy Snoot: "AirKiss" is Savvy Snoot's own private label candle line. These yummy scented candles have a clean burn that lasts about 100 hours. \$25.



9



10

Abattoir (continued from page 1)

For chefs Harrison and Quatrano, the “whole animal” approach to Abattoir’s menu represents a natural evolution from the seasonal, local modern American fare offered at their James Beard Award Winning restaurant, Bacchanalia. The couple has always used local ingredients to create one-of-a-kind culinary experiences. Named after the French word for “slaughterhouse,” Abattoir will take their commitment one step further by offering freshly butchered whole fowl, fish, beef, pork and other game. In order to avoid wasting any part of the animal, Abattoir will feature dishes redolent of head cheese, innards, feet and tongue.

The rustic, yet modern take on meat will be located along the railroad and former stockyards that propelled Atlanta’s industrial growth at the turn of the 20th century. The space, which has been transformed by designer Dominick Coyne, was an



operational slaughterhouse in the 1940s and ‘50s. Following Coyne’s design, the existing industrial elements of the space including time-worn original brick and exposed

ceilings are juxtaposed with soft touches and fresh wildflowers to evoke the inviting atmosphere of a classic Belgian home. Here, Quatrano and Harrison will introduce Atlantans to the challenging art of “whole animal cuisine,” which requires a high degree of skill and ingenuity. As Jonathan Benno, chef de cuisine at New York City’s Per Se says, “It’s easy for us as cooks to use the more popular cuts, but when you start talking about the head, the feet, the knuckle, you need to get creative.” As two of Atlanta’s most celebrated chefs, Quatrano and Harrison seem the obvious choice to bring this up-and-coming culinary trend to Atlanta.

With a spacious 30-seat bar, a 104-seat dining room, and a 36-seat patio, Abattoir will be open in early Spring 2009. For more information, visit www.starprovision.com or call 404.892.3335.



Pictured Above: Abattoir chef de cuisine Joshua Hopkins; to left, a table setting in Abattoir’s under-construction White Provision digs.



Construction Update

Entering the home stretch



We recently discovered the website eatitatlanta.com, where blogger Jimmy Sobek writes, "I think they've really hit a home run in this development and it only looks to be getting better." Things like this really validate all the hard work we've put in these last couple of years. Now, we're excited to be closing in on the home stretch of

construction. The shell of the White Provision building is substantially complete and new tenants Room & Board and Abattoir are both beginning their build-outs, with an eye toward opening in the Spring of 2009.

White Provision Residences (above, left) is scheduled to be complete in

▲ Aerial photograph of White Provision 12/2008.

April 2009. The cabinets, countertops, tile and plumbing fixtures have been installed and flooring is on the way. Choose from 18 floor plans, all with easy access to retail and restaurants on the first floor. For more information, or to preview floor plans, visit www.whiteprovision.com.

The Comfort Sleeper Gallery at Kolo

Kolo Collection introduces the Comfort Sleeper Gallery by AMERICAN LEATHER



With a growing demand for multipurpose furniture that still emphasizes style and luxury, Kolo Collection has opened the new Comfort Sleeper Gallery from leading furniture manufacturer AMERICAN LEATHER. The Comfort Sleeper offers a new approach to the sleeper sofa, and provides consumers with 200 different kinds of fabrics to choose from,

including leather, microfiber and Ultrasuede™. Store co-owner Greg Martin says, "With the Comfort Sleeper's highly regarded reputation, we are thrilled to bring the Gallery to Kolo Collection." Perfect for any size room, the space-saving design requires almost a foot less floor space in front of the sofa than other sleepers. For more information visit www.kolocollection.com.

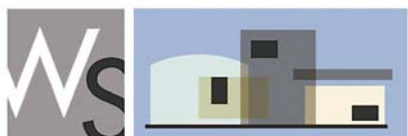
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WESTSIDE URBAN MARKET

CALENDAR

January

10

VISIT SPROUT & SEED FACTORY ANNUAL WINTER SALES FOR 40% OFF SELECT KID'S CLOTHES AND MERCHANDISE!

20

IT'S INAUGURATION DAY! COZY UP TO THE BAR AT JCT AND APPLAUD PRESIDENT OBAMA AS HE TAKES OFFICE.

February

14

IF YOU REALLY WANT TO TREAT YOUR SWEETHEART TO SOMETHING SPECIAL, BOOK A RESERVATION AT THE ULTRA-EXCLUSIVE QUINONES DINING ROOM.

16

NO PRESIDENT'S DAY IS COMPLETE WITHOUT A COLD PRESIDENTE CERVEZA FROM TAQUERIA DEL SOL!

19

HAPPY BIRTHDAY TO ALL YOU PISCES! THESE GIFTED DREAMERS ARE DRAWN TO THE HIGHLY CREATIVE ATMOSPHERE AT WESTSIDE PROVISIONS DISTRICT.

March

13

ROOM & BOARD IS OPENING SOON! STAY UP-TO-THE-MINUTE FOR INFO ON THE NEW KID IN TOWN AT WWW.WHITEPROVISION.COM.

17

ST. PATRICK'S GOT NOTHING ON STAR PROVISIONS! VISIT THE SHOP FOR A SNEAK PEEK AT WHAT THEIR LITTLE LEPRECHAUNS ARE UP TO.

20

HALLELUJAH, IT'S THE FIRST DAY OF SPRING! TIME TO SPRUCE UP YOUR OUTDOOR SPACE WITH NEW FURNISHINGS FROM KOLO COLLECTION.

Directory

Abattoir starprovisions.com	G. Gilbert (404) 355-3713	Poliform / Switch (404) 605-0196 poliformswitch.com	Star Provisions (404) 365-0410 starprovisions.com
Bacchanalia / Quinones (404) 365-0410 starprovisions.com	JCT. Kitchen & Bar (404) 355-2252 jctkitchen.com	Room & Board (800) 486-6554 roomandboard.com	Taqueria del Sol (404) 352-5811 taqueriadelsol.com
B Braithwaite (404) 605-0963 bbraithwaite.com	Knoll Furniture (404) 522-1835 knoll.com	Savvy Snoot (404) 355-1399 www.savvysnoot.com	Terra Cottage (404) 350-0330 terracottagellc.com
Bungalow (404) 351-9120 bungalowclassic.com	Kolo Collection (404) 355-1717 kolocollection.com	Sid Mashburn (404) 350-7135 sidmashburn.com	The Seed Factory (404) 355-2043
Dragonfly The Salon dragonflythesalon.com (404) 815-6702	The Local Farmstand (404) 423-8639 thelocalfarmstand.com	Silk Trading Company (404) 355-8796 silktrading.com	West Egg Cafe (404) 872-3973 westeggcafe.com
Figo Pasta (404) 351-3700 figopasta.com	Owen Lawrence (404) 869-7360 owenlawrence.com	Sprout (404) 352-0864 sproutatlanta.com	White Provision Residences Sales Center (404) 815-0460 whiteprovision.com