



WSPD

WESTSIDE PROVISIONS DISTRICT NEWS

VOLUME 3, ISSUE 1

FIRST QUARTER, 2010

Environment

It starts with a piece of wood, and it ends up as art.

If you haven't yet discovered Environment Furniture tucked away on the plaza level at White Provision, you are in for a treat. This sustainable and contemporary company searches small towns and villages in southern Brazil, for derelict barns and abandoned dwellings that have been constructed from the heavy, hard, dense, peroba wood to repurpose into their remarkable designs. Weathered by decades of exposure to the elements, over time peroba develops an intense, multi-hued patina which Environment recycles into one-of-a-kind modern furnishings. Equally at home in an Eames-inspired mid-century modern or a Montana ranch, Environment's designs maintain their integrity in any setting. Learn more at www.environmentfurniture.com.



environment.
Organic Contemporary Furniture

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Go FIGO In 2010

FIGO brings in 2010 with a fresh look and healthy new menu options

Now to make a difference this year and let FIGO support your family, flavor, fitness, and financial New Year's resolutions.

The fresh renovation at Osteria del FIGO welcomes family with the ad-

Continued on page 6





THE BEEF ON kids

Seed Factory: Lovebugs Wanted

Bring your blankie, lovie or special friend to Seed Factory Saturday, February 20th

Seed Factory, voted 2009's "Best Kid's Store" is off to a great start for a repeat win in 2010 with lots of fun activities planned. Saturday, February 20th Kids are invited to

bring their tattered and torn blankets, lovies and special friends to Seed Factory's annual "Who's Your Lovebug" photo shoot with photographers Jesse & Whitney Chamberlin.



Visit Storytime at Seed Factory, Saturdays at 11am

Parents will love the semi-annual clothing sale (up to 40% off!) starting January 9 and lasting through the end of the month. Saturday, March 6, join Jillian Grano of Utility Canvas for a big open house at Seed Factory with a trunk show introducing her new women's line, Archerie. Last but not least, you won't want to miss Seed Factory's weekly storytime with crafts and games Saturdays from 11am-12pm. It's all happening at Seed Factory! www.seedfactoryatlanta.com



THE BEEF ON décor

What's New at Terra Cottage?

Beautiful handcrafted screens, custom-monogrammed trays and more!

Just in time for Valentines day, Sandie Hurlburt's WSUM shop, Terra Cottage, has outdone itself with gorgeous hand-painted screens by Brian Carter (\$1,800 for the one pictured right). These one-of-a-kind pieces work well as headboards, wall art or room screens. Carters's work also includes murals and floors.

Also worth mentioning are the Très T custom-monogrammed trays (\$100-\$230) which your valentine would love to receive loaded with breakfast and served in bed valentines morning. www.terracottagellc.com



THE BEEF ON fashion

G. Gilbert: The Pefect Dress

Find the perfect dress, accessories and more this winter at G. Gilbert



Style is like breathing. It appears effortless, but upon close examination, it requires a miraculous, intricate process. Ginna Gilbert simplifies style with her great eye. Walk into her store, she'll hand you a glass of wine and invite you to settle in as she effortlessly transforms your day-to-day dungarees into the the most fabulous frock of the day! She may outfit you in this stunning portrait-neckline, watercolor print by Charles Chang-Lima (left, \$1,023). The warm retro reds, oranges and grays are fabulous for Spring 2010. She can also help you select fun accessories for any occasion, such as the Marc Bernstein triple wrap leather "equestrian buckle" bracelet. (Right, \$119.)

See much more from G. Gilbert at www.Taigan.com. January 7-9, join Ginna for G. Gilbert's annual fall sale, 25-75% off select merchandise.



THE BEEF ON dining

Love Is A Fried Egg Sandwich

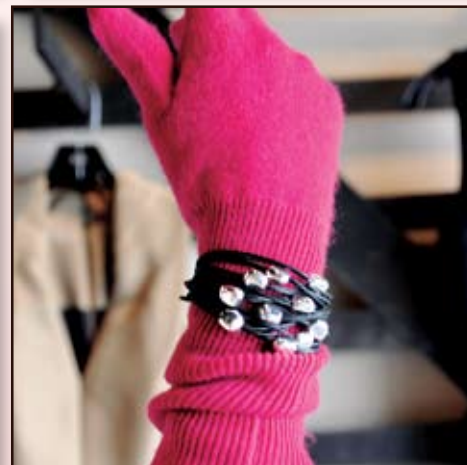
By Gerlinda Grimes



I have a friend from NYC who is constantly bemoaning Atlanta's lack of the perfect fried egg sandwich. Well, bemoan no more, my friend. West Egg Café has you covered. In fact, their fried egg sandwich is so lauded, John Kessler called it "one extremely well made sandwich" on his blog "30 Restaurants in 30 Days." West Egg has more going for it than its eggs, however. They are poised to move into a new space (50 yards for their current space, but now on the ground floor of White Provision Residences,) and will soon be serving dinner and drinks. Check them out - www.westeggcafe.com.

WSPD: *Love*

Great gifts for Valentine's Day and beyond at Westside Provisions District



Valentine's Day gets a bad rap from the Hallmark haters and cynics of this world. Say what you will about this syrupy February tradition; it does give lovers, parents, friends and family a perfect excuse to celebrate the love in their lives. From custom furnishings for a new home addition, to trinkets, toys, sweet treats and more, there's so much to love at Westside Provisions District for Valentine's Day - and beyond.

SWITCH

Seventy years ago, architect Alvar Aalto won first prize for his organic glass vases. These have since become iconic iittala pieces - find them in 3 sizes at SWITCH!

DRAGONFLY

Whether you're prepping for a date or sharing a bath, luxuriate in a tub bubbling with rich-scented Les Bains de Privé bodywash. Afterwards, smooth on Privé healing hydrating creme.

B. BRAITHWAITE

Pair your twins or little best friends up this Valentine's Day with adorable Baby's Language cotton twin "Love" set onesies from B. Braithwaite. Only \$38!

SAVVY SNOOT

They say that smell is the most powerful of the 5 senses. Burn a Savvy Snoot candle and give your honey something to remember this Valentine's Day, only \$25.

OWEN LAWRENCE

Simple. Gorgeous. Your valentine will adore the Baccarat À La Folie Glamour & Romance or Baby Cœur necklaces from Owen Lawrence, starting at only \$350!

G. GILBERT

Give your girl the perfect arm candy - a Gillian Julias leather bangle and sterling nugget bracelet from G. Gilbert. Available in black or taupe - \$265.

KOLO COLLECTION

Cuddle up to your sweetie on a gorgeous synthetic woven chocolate Montreal loveseat from Kolo Collection. Great for indoors or out, this piece retails for \$2,526.

SEED FACTORY

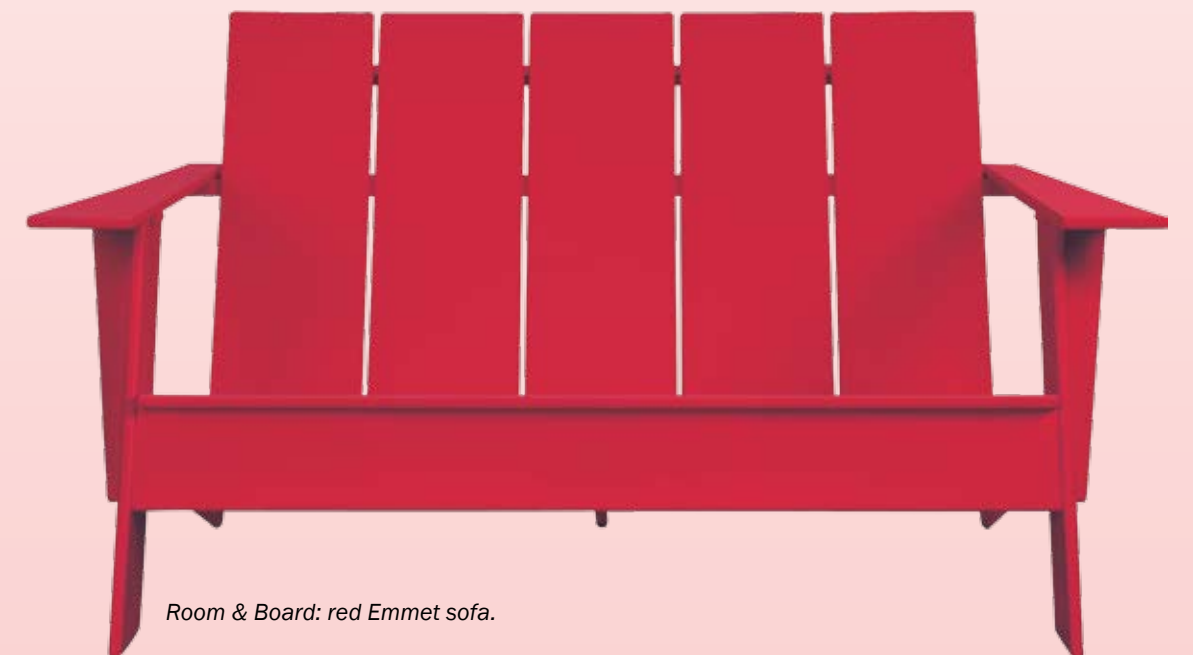
Adults, kids and crafties alike will love a sweet, hand-knitted Valentine garland from Seed Factory.

TERRA COTTAGE

Terra Cottage owner Sandie Hurlburt says she has a hard time keeping her stunning Mmoja Mmoja ruby red faceted rondelle chinese crystal necklaces in stock. Only \$60.

ROOM & BOARD

For your green Valentine, try the Modern, rustic, relaxing Emmet sofa from Room & Board. Made from 100% post-industrial and post-consumer recycled plastic, this American classic will transform your idea of outdoor living.



Room & Board: red Emmet sofa.

Left to right: SWITCH - Alvar Aalto Vase, Dragonfly - Privé bodywash and creme, B. Braithwaite- Baby's Language twin "love" set, Savvy Snoot "Snootwick" candles, Owen Lawrence - Baccarat À La Folie Glamour & Romance necklace, G. Gilbert - sterling nugget bracelet, Kolo Collection - Montreal loveseat, Seed Factory - knit heart garland, Terra Cottage - Mmoja Mmoja ruby red chinese crystal necklace

FIRST QUARTER, 2010

Faces of WSPD

Meet Courtney & Randy Tilenski, westside residents and owners of Westside Urban Market's Bungalow Classic

Q. What's the Bungalow story?

A. We had a vision of a store that not only allowed but helped people retain their individual style in their homes. Our main goal is to help them express themselves and be comfortable in their homes and of course the end result looks and feels great.

Q. Why did you locate Bungalow on the Westside?

A: We had travelled to other cities that had unique pockets that were defined by the stores, restaurants, and the people that owned them. We wanted to help create something like that in our home town.

Q. What are your Westside favorites?

A: Abattoir for dinner (love the menu,) and Sid Mashburn (excellent well edited mens clothing store, great shoes - Tretorns and Clarks are two of my go-tos.)



Photo by Mali Azima

FIGO (Cont'd)

dition of large, family-style communal tables and a bar area prime for gathering family and friends at this neighborhood Italian kitchen. For those

making a commitment to a healthy and fit 2010, FIGO offers *Gluten-Free Fusilli* and *Whole Wheat Penne*, *Fusilli*, *Ricotta Spinach Ravioli* and

all of the whole wheat long pasta varieties. Pair these with any of FIGO's delicious 18 gluten-free sauces from the vegetarian *Pomodoro* and *Funghi* to the meatier *Ragu' alla Bolognese* and *Pollo*.

If you are looking for savings that will impact your wallet, the FIGO lunch break includes two selections of soup, salad or panini with a freshly brewed iced tea for only \$5.95. Bambinis at FIGO can also enjoy Lasagna, Mac and Cheese or Chicken and Broccoli for \$3.95.

Visit Osteria del FIGO in the Westside Urban Market, open M-F at 11:30am and Sat-Sun at 12:00pm. Check out FIGO's full menu at www.figopasta.com.



FIRST QUARTER, 2010

New Year, New You: Core Westside

Core opens a new location at White Provision just in time for your New Years resolutions

Core's "New Year, New You" promotion this January - a 50 minute workout us- is a great way to get to know Westside's hottest new pilates studio. Book 30 sessions (classes or private instruction) over a 3 month period and receive 20% off. 2010 class offerings include:

Barre Blend:

Combines invigorating, up-beat music with pilates principles, ballet moves, therabands, balls, and hand weights.

MVe Chair: Offered exclusively at Core

ing an "MVe chair." VERY challenging and fun.

Pre and Post Natal: Specialized classes and privates for mummies and mommy's-to-be.

Different Levels of Mat: From the fundamentals and beyond ... Pilates at it's most pure form.

Gyrokinesis®: A yoga-based movement system which draws from swimming, ballet, gymnastics and tai chi principles.



Learn more about

Core Westside at www.coreatl.com or follow them on facebook at www.facebook.com/coreatlanta.

In Residence

Get in on the ground floor at White Provision Residences



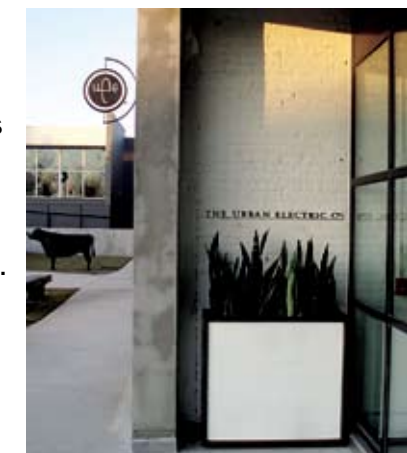
First time homebuyer tax credits have been extended and there are still great layouts left to choose from at White Provision Residences. Call (404) 815-0460 or visit www.whiteprovision.com for details. Immediate closings available.

Open & Coming Soon

Introducing Ormsby's, The Urban Electric Co. and Ava

Westside's hottest new neighborhood pub, Ormsby's is now open for lunch and dinner - dozens of beers to choose from and a great menu featuring burgers and beyond! www.ormsbysatlanta.com.

Coming soon, mark your calendars for the openings of Ava Design (01/18) and The Urban Electric Company (01/11!)



The Urban Electric opens January 11 on the plaza level at White Provision.

DIRECTORY

GENERAL

Commercial Leasing:
White Provision
(404) 815-0045
Westside Urban Market
(404) 872-7538 x7

Newsletter Inquiries:
TuckerMott Companies
(404) 872-7538 x3
westsidepd.com

White Provision
Residences
Sales Center
(404) 815-0460
www

FASHION

Ladieswear
G. Gilbert
(404) 355-3713

Menswear
Sid Mashburn
(404) 350-7135
sidmashburn.com

GALLERY

Astolfi Art
(404) 307-0215
astolfiart.com

Jackson Fine Art
(404) 233-3739
jacksonfineart.com

Tanner Hill Gallery
404.580.4299
tannerhillgallery.com

HAIR & SPA

Dragonfly The Salon
(404) 815-6702
dragonflythesalon.com

Spa Sentio
(404) 733-1820
spasentio.com

HOME INTERIORS

Ava
(888) 282-3374
avadesign.com

Bungalow
(404) 351-9120
bungalowclassic.com

Environment
404-815-1488
environmentfurniture.com

Knoll
(404) 522-1835
knoll.com

Kolo Collection
(404) 355-1717
kolocollection.com

Lewis & Sheron
(404) 351-4833
lsfabrics.com

Maison Atlanta
(404) 351-3147
kirklanddesigns.com

Owen Lawrence
(404) 869-7360
owenlawrence.com

Poliform / Switch
(404) 605-0196
poliformswitch.com

Room & Board
(404) 682-5900
roomandboard.com

Savvy Snoot
(404) 355-1399
www.savvysnoot.com

Terra Cottage
(404) 350-0330
terracottagelc.com

Urban Electric Co.
(404) 815-8066
urbanelectricco.com

KID'S

B Braithwaite
(404) 605-0963
bbraithwaite.com

Seed Factory
seedfactoryatlanta.com
(404) 355-2043

Sprout
(404) 352-0864
sproutatlanta.com

RESTAURANT

Abattoir
(404) 892-3335
starprovisions.com

Bacchanalia
(404) 365-0410
starprovisions.com

Figo Pasta
(404) 351-3700
figopasta.com

JCT. Kitchen & Bar
(404) 355-2252
jctkitchen.com

Ormsby's
(404) 968-2033
ormsbysatlanta.com

Star Provisions
(404) 365-0410
starprovisions.com

Taqueria del Sol
(404) 352-5811
taqueriadelsol.com

West Egg Cafe
(404) 872-3973
westeggcafe.com

SPECIALTY & OFFICE

Core
(404) 815-7117
www.coreatl.com

Fried & Bonder
friedbonder.com
404-963-9443

The Local Farmstand
(404) 423-8639
thelocalfarmstand.com



Westside Provisions
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whiteprovision.com
westsideurbanmarket.com
westsidepd.com

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gggrimes@tuckermott.com

January

ALL MONTH "NEW YEAR, NEW YOU" PROMO AT CORE - BOOK 30 SESSIONS OVER A 3 MONTH PERIOD & GET 20% OFF! WWW.COREATL.COM

11 URBAN ELECTRICT OPENS AT WHITE PROVISION!
WWW.URBANELECTRICCO.COM

18 AVA OPENS AT WHITE PROVISION! CHECK THEM OUT - AVADESIGN.COM

February

14 VALENTINE'S DAY - TREAT YOUR SWEETIE TO THE PERFECT DINNER AT BACCHANALIA!

20 SEED FACTORY: 'WHO IS YOUR LOVEBUG?..' PHOTO SHOOT WITH JESSE & WHITNEY CHAMBERLIN - BRING YOUR BLANKIES & LOVIES TO SHARE!

28 MMMM - FRIED CHICKEN! TIME FOR SUNDAY SUPPER AT JCT! 5PM - 9PM, \$24 PER PERSON

March

6 OPEN HOUSE @ SEED FACTORY WITH JILLIAN GRANO - A TRUNK SHOW INTRODUCING HER NEW WOMEN'S LINE "ARCHERIE"

24 HAVE YOU TRIED THE GLUTEN FREE MENU AT PASTA FIGO? GLUTEN FREE FUSILLI W/ YOUR CHOICE OF 18 DELICIOUS SAUCES!

CALENDAR