



Vucciria

**T**he eclectic intersection of Brady Street and Arlington Place offers more than clothes, food and drink — it's a fascinating area to people watch, as well. Enjoy the scenery with an iced coffee in hand from **ROCHAMBO**, 1317 E. Brady St., one of Milwaukee's most popular local coffeehouses. Next door, lounge on the patio at **VUCCIRIA**, 1323 E. Brady St., or shun Dr. Atkins with a plate of pasta at **MIMMA'S**, 1307 E. Brady St. You can even bring your



Detour

# intersect

## Brady St. @ Arlington Place



Metropawlis



Rochambo

Apollo Café  
UnCommon Items  
Aala Reed

favorite furry friend for a walk in this pet-friendly intersection, made even more appealing by **METROPAWLIS**, 1327 E. Brady St. Browse through the trendy dog bakery and check out the pet strollers and clothing before hitting the shops across the street.

**THREE GRACES**, 1330 E. Brady St., appeals to the hip BCBG-wearing woman, while neighbor **AALA REED**, 1320 E. Brady St., tailors to the fashionable Milwaukee man. Just around the corner at **DETOUR**, 1300 E. Brady St., prepare to be awash in a sea of blue. Detour is Milwaukee's denim empire but the trend-setting shop offers full wardrobe choices. For eclectic art, jewelry, clothing and home decor, check out

**UNCOMMON ITEMS**, 1316 E. Brady St. More good eats and a relaxed patio atmosphere can be found at **APOLLO CAFE**, 1310 E. Brady St. After a delish dinner, finish your evening with a nightcap at **HI HAT** Lounge and Garage, 1701 E. Arlington Place. **M**



Hi Hat



**A**bout six years ago, a friend and I attended a party at an apartment on Milwaukee Street. At the time, **Hotel Metro** was about the only place for entertainment on the block. Most of the storefronts were bare with signs saying "For Lease." Although Hotel Metro, 411 E. Mason St., still stands strong, Milwaukee Street has seen a transformation. This is where the hip and trendy flock to see and be seen. **Eve**, 718 N. Milwaukee St., was the pioneer club on the strip, at first beckoning to passers-by with its pure white décor. But Eve bit the forsaken apple and that sin prompted a sassy renovation to red. Next door, **Three**, 722 N.



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## Milwaukee and Mason streets



Sake Tumi



Zarletti



Kenadee's

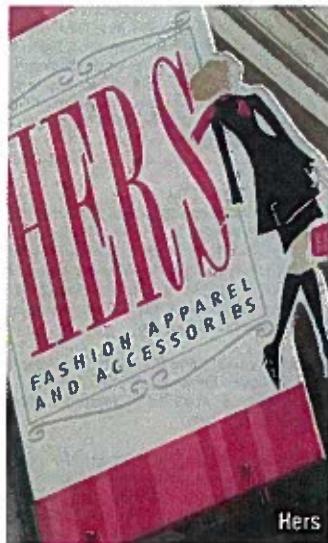
Milwaukee St., has developed a cult following with nightly DJs and drink specials. For dinner, check out **Sake Tumi**, 714 N. Milwaukee St. This Japanese and Korean restaurant offers innovative twists to classic sushi fare. Don't miss the upstairs lounge, perfect for sipping sake. Backtrack down the street and stop for a mojito at **Cubanitas**, offering everything Cuban but cigars. Dine on classic Italian at **Zarletti**, 741 N. Milwaukee St., before heading over to **Euro Bar**, 324 E. Mason St., for dessert and a drink. **Tangerine**, 729 N. Milwaukee St., is a hot spot known for serving hot people, while next door, **Kenadee's**, 735 N.

Milwaukee St., is a bit more laid back. Head up to the VIP area and reminisce about grandma's house with the plastic-covered furniture. Later, get buzzed at **Nectar**, 708 N. Milwaukee St., an espresso bar and café. **Spa Roma** recently moved from the East Side to 727 N. Milwaukee St., offering a full range of spa services in a serene environment. Stop in **Planet Bead**, 710 N. Milwaukee, and sign up for a variety of classes to nurture your creative side. **The DeLind Gallery of Fine Art**, 400 E. Mason St., appeals to the upper echelon with high-end artwork from both local sculptors and renowned artists from around the world. **M**





A typical gloomy winter day presided over me as I ventured out to research my next edition of *Intersect*. The sky was gray and the air was cold but, luckily, the Third Ward stores I was researching provided a spirit of warmth and splashes of vivid color, starting at **Cranston**, 250 N. Water St. Handcrafted items, from bed and bath to dining and lifestyle selections, as well as hard-to-find brands such as Juliska, Lothantique, Michael Aram and Sferramake, make this store unique. Speaking of rare name brands, **Blush**, 249 N. Water St., houses some of the most sought-after skin care lines used by celebrities, such as Laura Mercier, Osea, B. Kamins and DuWop. Metrosexuals beware — Truefitt &

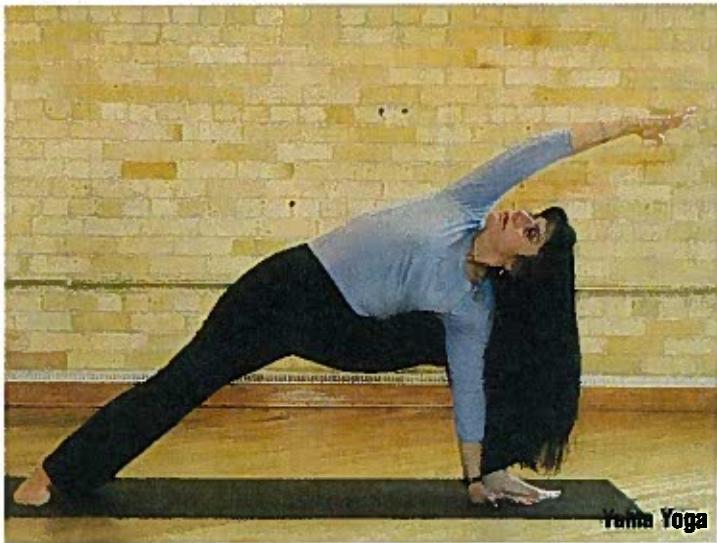


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## Water St. at Buffalo



Hill and John Allen lines are found in-store, and every few months **Blush** conspires with other men's stores around town to host parties and events just for you. The makeup hotspot also hosts bridal parties, just-divorced parties and everything in between. **Hers**, 309 N. Water St., is a self-proclaimed (and truly) "New York-Style Boutique." The shop's Bulga Handbags, Serfontaine Denim, Robert Rodriguez and Susana Monaco lines have been featured in fashion shows throughout the city. Neighboring **Metro Eye**, 301 N. Water St., gives several choices of spectacular spectacles to frame your face. You will not only see better but look better too in Lindberg, K! Berlin, Robert Marc and Alain Mikli designer specs. As a final treat, I stopped by **Yama Yoga**, 231 E. Buffalo St., for the Strength and Wellness class. After introducing me to the studio's mascot parrot, owner Marietta Pucillo began class with visualization exercises and relaxation poses. I realized then that a dreary day can be revitalized by the spirit of the people and places that inhabit this little corner of the Third Ward. **M**



Yama Yoga



*East Sider Julie Lemerond is on the lookout for the city's hippest crossroads, and will bring you the 411 on these Milwaukee hot spots each month.*



Metro Eye



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Oriental Theatre &amp; Phase II



Ops, I did it again — I went shopping while researching this *Intersect* column, that is. Hey, I couldn't help it. I started out at **Moxy**, 2219 N. Farwell Ave., which houses designer duds for both men and women. The shop has an extensive collection of jeans, from True Religion to Joe's Jeans, and shirts and tops that exude class, while still being urban and funky. After nearly maxing out my credit card, I moved on to **Envy**, 2203 N. Farwell Ave., a new store catering to younger women. Message tees, colorful belts and unique shoes are found here, along with a heaping helping of fun corduroys and jeans. It's a great pick for cute tops and skirts this summer,

## Farwell Ave. at Kenilworth

ladies! Two jewelry stores adorn this intersection as well. **Village Bazaar Gallery**, 2201 N. Farwell Ave., offers a wide range of jewelry, from contemporary to ethnic, emeralds to amber. In addition, the shop sells artifacts, wall hangings and furniture from 52 countries around the world. **Artists' Friends**, 2207 N. Farwell Ave., specializes in handcrafted jewelry made right in the store. Several years ago I had a ring made here and it is still my favorite to this day. When your shopping is complete, don't forget about these hot spots for food and fun: independent movie mainstay the **Oriental Theatre**, 2230 N. Farwell Ave.; **Utrecht**, 2219 N. Farwell Ave., an art store offering classes and in-store demos; **Ma Fischer's**, 2214 N. Farwell Ave., a Milwaukee staple for the breakfast, lunch and after-bar crowds; **Cutting Group**, 2216 N. Farwell Ave., specializing solely in haircuts and waxing services; **Phase II**, 2224 N. Farwell Ave., is a destination for skateboards, snowboards, shoes, clothing and more; and retro staple **Landmark Lanes**, 2220 N. Farwell Ave., is "the" place to get bowled over on the East Side. **M**



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Village Bazaar Gallery



Alterra

I used to live a block away from this Fifth Ward intersection. I'd wish there was a coffee shop in walking distance (and a few bars, too). Now that I'm gone, they've miraculously appeared. Murphy's law, I guess. **Alterra** has opened its most recent coffee hotspot at 170 S. 1st St. Healthy menu selections from salads to sandwiches to fruit are offered daily, along with apparel and kitschy decorative items. Next door, **The Social**, also at 170 S. 1st St., has upgraded from its original location. A fun, retro vibe welcomes you; the unique menu options (such as the Crabby Tater Tots) will keep you coming back. In the



The Social

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Pittsburgh Ave. at Barclay and Water



Riverview Antique Market



Modern-aire

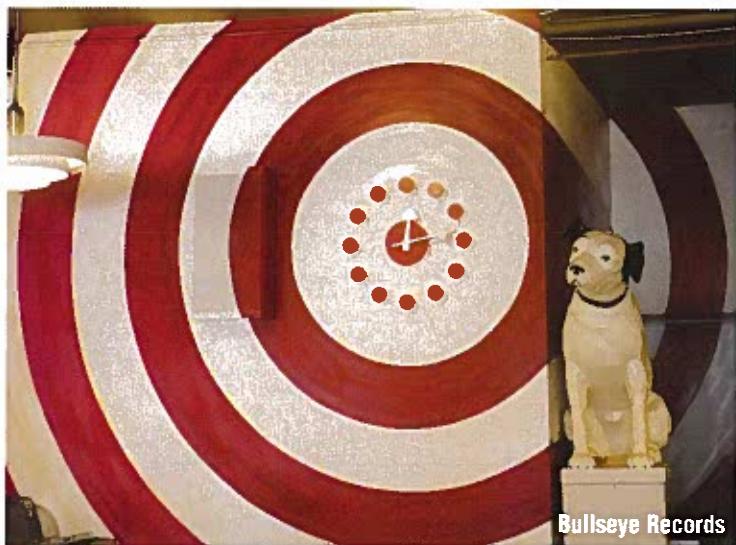
bar, try 50-cent oysters during Happy Hour from 4 to 6 p.m. Upstairs, **Moderne-aire**, 170 S. 1st St., is a spacious store offering vintage posters, 50s-themed furniture and decorations, and throw-back magnets, cocktail shakers, decorations and the like. Most hilarious are the Sigmund Freud, Beethoven and Albert Einstein action figures. **Barclay Gallery**, 158 S. Barclay St., offers not only an upscale dining atmosphere and a quiet, flower-adorned patio, but anything from jewelry and hand-blown glassware to trinkets for your home and garden. Curious about your future? Stop by Tarot Tuesdays, held from 6 to 9 p.m. Nearby, the **Riverview Antique Market**, 175 S. Water St., offers furniture, lamps, art, rugs, jewelry and clothing. Check out the Aardvark Book Depot located inside to find used, rare and hard-to-find books of yesteryear. Next door, **Moct**, 240 E. Pittsburgh Ave., is not just a lounge-like club, it also hosts art exhibits, fashion shows and some of the area's best DJs. In mid-summer, with the garage door open, the place can't be beat. **ML**



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Barclay Gallery



Bullseye Records

**T**his happening intersection, located in the heart of the East Side, boasts a mix of food and fun.

New and old businesses dot the landscape, with favorites such as **Koppa's Farwell Foods** leading the pack with originality. Put some flair into an otherwise dull shopping routine at this grocery, 1940 N. Farwell Ave., which is best known for its delish deli sandwiches — my favorite being the "Bread Favre."

Another mainstay on this strip is **Comet Café**, 1947 N. Farwell Ave. Though it's a vegan and vegetarian-friendly café, carnivores can stop in on Sundays for all-you-can-eat bacon.



A-Hem Clothing Co.

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## Prospect Ave. at Kenilworth



Custom Tattoo

Across the street lies **Patty Burger**, 1952 N. Farwell Ave. A throwback to diners in the 50s, it offers classic hamburgers but will also deliver breakfast to your door on the weekends.

Check out **Custom Tattoo**, 1956 N. Farwell Ave., for top-notch tattoos and body piercings by experienced artists.

**A-Hem Clothing Co.**, 1625 E. Irving Place, is one of the best vintage stores on the East Side, and you can even order clothes online.

More vintage goodies can be found at **Flipville Records**, 1936 N. Farwell Ave. And if you don't find what you were looking for at Flipville, stop by its neighbor, **Bullseye Records**, at 1627 E. Irving Place, for more musical memories.

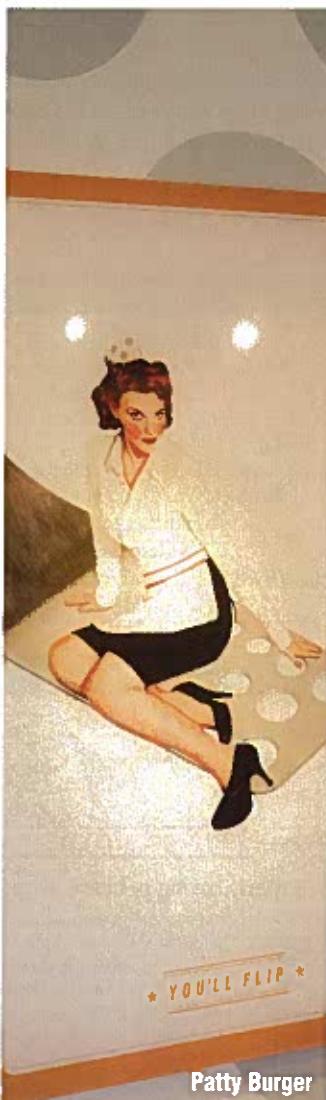
Finally, what's a gal to do in the middle of a Wisconsin winter? How about whittling away some of that holiday weight with a personal trainer? **PUSH Functional Fitness**, 1920 N. Farwell Ave., offers personalized training with buff owner Erika Gudgeon, as well as Saturday boot camps and yoga classes. **M**



Flipville Records



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Patty Burger