



January 2010

Spend the day at the Time Warner Center



Now that winter is officially here, you're probably in desperate need of some indoor fun. While we have a great roundup of [play spaces around the city](#), why not try a less obvious yet still family-friendly destination like the [Time Warner Center](#)? Despite its upscale feel, there's plenty for kids to do, including storytime at [Borders](#), free samples at [Whole Foods Market](#) and video games at the [Samsung Experience](#). [Click here](#) for a complete roundup of attractions and to see our slide show. And if you can't make it this weekend, the urban mall's first ever [Winterfest](#) takes place next weekend, January 9-10, and features book readings, giveaways, restaurant samples and more.

Things to Do

Time Warner Center tour

Too cold to play outside? This upscale city mall has plenty to keep the kids—and you—entertained. By Elaine Stuart

Don't let the Coach and Hugo Boss storefronts fool you. The Time Warner Center's Shops at Columbus Circle (shopsatcolumbuscircle.com) is more kid-friendly than you think.



Photos by Cinzia Reale-Castello





Make the rounds

Bring your budding bookworm to storytime at [Borders](#) (*second floor, 212-823-9775*) on Wednesdays from 10 to 11am or spend time perusing its impressive children's-book collection. On the third floor, stop by the **Cartoon Network gallery** to see artwork and action figures depicting familiar faces from shows like *Chowder* and *Ben 10*. At the **Nesuhi Ertegun Jazz Hall of Fame** (*fifth floor, 212-258-9800, jalc.org/halloffame*), kids can watch five-minute videos about the lives of scatting sensations. The coolest part: The images are projected onto an 18-foot wall. Tech-savvy tykes can send a digital postcard to a friend (and you thought that was only for tourists!) and play video games at the **Samsung Experience** (*third floor, 212-823-9520, samsung.com*).

Chow down

One of the most popular items on [Landmarc](#)'s extensive children's menu (*third floor, 212-823-6123*) is the Dr. Seuss-inspired "green eggs and ham"; all kiddie dishes come with a free cotton-candy dessert. Parents' perks include a lovely lobster salad with truffle vinaigrette and the amazing view of Central Park. [Bouchon Bakery](#) (*third floor, 212-823-9366*) offers its to-die-for cinnamon-sugar doughnuts on Fridays and Sundays. While you're there, snag a foie gras-flavored dog biscuit for Fido—four-legged friends are welcome in the center. On your way out, taste-test samples from **Williams-Sonoma**'s daily cooking demos (*ground floor, 212-823-9750, williams-sonoma.com*) or visit the mother ship of freebies, **Whole Foods Market** (*concourse 1, 212-823-9600, wholefoodsmarket.com*), for anything from pizza bites to brownies.

Suit up

If your brood's winter wardrobes are wearing thin, stop by **United Colors of Benetton Kids** (*second floor*, 212-823-9569, benetton.com)—its cold-weather gear goes on sale after the holidays to make room for early-spring inventory. Need a baby gift? Pick up an organic cotton newborn set at **Kee-Ka** (*ground floor*, 718-302-9665, kee-ka.com), which is offering 20 percent off this month. Reward your munchkin for being patient (especially during your complimentary makeover at Sephora) by letting him select a quirky toy from **Mxyplyzyk** (*ground floor*, 212-823-2545, mxyplyzyk.com). We vote for the windup dancing robot or the mini accordion.

Be in the know

Time Warner's first-ever Winterfest is set for January 9 and 10 from noon to 5pm. Expect book readings, restaurant tastings and giveaways. For the full schedule of events, go to shopsatcolumbuscircle.com—and while you're there, join the Inside the Circle loyalty program. It's free, you'll be among the first to know about in-store sales (like when those Cole Haan boots you've been eyeing get marked down), and you'll be automatically entered to win a \$250 shopping spree. Hint: If you win, leave the kids at home!