

# NEWYORK

# PRESS

Gift Guide 2001

## *Not for Tourists 2002*

(Happy Mazza Media LLC, 282 pages, \$16.95)

[www.notfortourists.com](http://www.notfortourists.com)

**Stuff It in a Sock.** No doubt that the *Not for Tourists* 2001, with its subway and neighborhoods maps, lists of ATMs and movie theaters and FedEx dropoffs, etc., was an extremely handy guide for natives. The 2002 edition is all that plus more: *NFT*'s coverage now extends into all the outer boroughs, though, admittedly, not with as much detail as it gives your East Village or Chelsea grid; it's got a new several-page restaurant index with little comments that range from duh (*Clarke's P.J. ... Fub grub*) to snappy (*Balthazar ... Simultaneously pretentious and amazing*); and inside the back cover is a fold-out subway map that incorporates the changes caused by the Manhattan Bridge overhaul (but not the post-9/11 re-routings).

Here's a defiant idea for this holiday season: give the *NFT* to tourists. People don't like to think of themselves as tourists, they like to regard themselves as worldly and savvy, especially when traveling to international capitals. By giving out-of-towners the *NFT 2002*, you'll butter up that part of them that wants to look at home everywhere. That says that they're sophisticated citizens of the world, and you recognize it. Imagine them opening the package on Christmas, and seeing this wonderful little guide: "Not for Tourists, eh," they'll think, as they puff up, "that certainly applies to me." And when they note that a portion of the sales proceeds goes to the Twin Towers Fund, they very well may burst with self-satisfaction. And isn't that what the holidays are all about?

**Lisa Kearns**