

MY *day* **JANE PIRONE**

PUBLISHER & FOUNDER, "NOT FOR TOURISTS"

How do you start building an "NFT" guide?

Much of the decision to do a guide on a city is based on demand. Once we did a New York and a Brooklyn guide, people started to scream for Queens. There's a lot going on in Queens now so we thought, now's the time.

What's your criteria for the spots you list?

We try not to make it age specific, but it does tend to appeal to the 20- or 30-somethings. We want it to be as though you're visiting your best friend and they're taking you around to all the great stuff you need to know about the neighborhood.

How do you define the borders of the neighborhoods?

It's so tough. We've found that there are many different authorities on that. A real estate agent's view of what a neighborhood is is completely different from the tax delineations. It's a very difficult thing to navigate because inevitably, somebody's going to disagree with you. We just try to do it as accurately as possible. We try to go by the way the people in the neighborhood think of it.

Do you believe there is such a neighborhood as East Williams-

ON GETTING LOST

“I've got New York pretty much covered but now, when I go to other cities that don't have an 'NFT,' I am completely lost. I'm mad because life doesn't need to be this difficult. I get lost every place where there is not an 'NFT.’”



burg?

Yes, because as people are changing the neighborhood, it's becoming a different neighborhood. Traditionally it's Bushwick, but as that wave of change is occurring, sure, it's East Williamsburg. If you went to some of those streets five years ago, it was a totally different experience. Neighborhoods change and how we refer to them can change, too. There is truly an East Williamsburg emerging very rapidly.

Favorite place to be in the city?

I'm coming to really love Brooklyn. There's probably a half dozen neighborhoods there that are so vibrant and alive. I live in a neighborhood that's called Lefferts Gardens, and that area is starting to get interesting, also.

DON'T LEAVE HOME WITHOUT IT

For more info on "NFT" check out www.notfortourists.com.

I heard someone say that Brooklyn is the new Manhattan and that Queens is the new Brooklyn. Discuss.

I almost would agree with that. That's part of the emergence of the Queens "Not for Tourists" Guide. I think Queens has a new veneer to it. The Bronx and Staten Island are still a little bit behind, though.

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