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A YOUNG NEIGHBORHOOD WITH AN OLD PAST INTRODUCING WEST END PORTLAND

In the heart of downtown Portland, Oregon, the West End is a vibrant and emerging neighborhood bringing new energy to the central city. We are the pioneers of today's Portland — making our name as a new generation of business owners with indie fashion, innovative cooking, and a thriving art and music scene. The character of the West End comes from the unique collision of new and old — the latest styles and tastes mix freely with vintage clothing, classic cocktails, and historic ballrooms. Nestled between the downtown retail core and the iconic Powell's City of Books at the edge of the Pearl District, the West End is situated as the ideal base of operations for your Portland excursions.

Shop exclusive independent clothing labels, small-batch perfumes, rare books, vinyl records, and heirloom-worthy housewares for a new urban lifestyle. Dine on nouveau Alpine fare, classic cantina tacos, old-school deli cuts, and creative sushi all within a few blocks. Stay at chic hotels like the design savvy Ace Hotel, the music-themed Crystal Hotel, and the historic Mark Spencer. And experience Portland's booming music scene at the Crystal Ballroom or the latest art with a gallery exhibit and or performance at the annual Time-Based Art Festival, hosted by the Portland Institute for Contemporary Art. Experience all the activity popping up in the old brick buildings of the West End.

We're the Portland you're thinking of. **WEPDX.COM**

URBAN REGROWTH

The West End is a story of renewal. Over the past 7 years, a growing number of small retailers and entrepreneurs have helped to re-vitalize this historic corner of downtown. Building on the efforts of old neighborhood stalwarts like Jake's Famous Crawfish and the Crystal Ballroom, this latest generation of business owners has helped forge a distinctive identity for the area based on a unique blend of modern and heritage styles. "We made a leap of faith and opened our doors in the West End back in 2008, because even then we could sense the energy



of this neighborhood shifting,” explains Gina Morris, co-owner of Radish Underground. “All the magic of historic downtown is coupled with the vibrancy and style of new independent businesses on every corner. Almost four years later we are beyond thrilled to call this this incredible pocket of PDX our home.”

One block after another has been re-developed to the acclaim of press, travelers, and locals alike. Sklyab Architecture has helmed two award-winning, multi-use projects (12 + Alder and Blackbox), Portland Institute for Contemporary Art (PICA) moved its offices and galleries from the Pearl District into the iconic and abandoned midcentury 415 Building, and the Ace Hotel led the ambitious renovation of the entire Clyde Hotel. Chelsea Place of the Ace Hotel (which opened in 2007) says, “The Ace team loves the challenge of taking on an historic building in need of some serious love in an emerging neighborhood. With the hotel, we celebrated the extant details of the old building, and formed partnerships with independent businesses, local artisans and young talent on the ground. With an ethos that involves forging real connections with neighborhood and city culture, the Ace is a hub for creative communion at the heart of the local scene.”

More recently, successful Portland businesses like St. Cupcake, Ruby Jewel Scoops, Tanner Goods, Yo Vintage, and Finnegan’s Toys have opened locations or moved operations to the West End to join the energy of this downtown hub. Local and national media has taken notice of the changes *Travel+Leisure*, *Sky Magazine*, *Via Magazine*, *Travel Age West*, *The Daily Journal of Commerce*, and *The Oregonian* have all covered the West End renaissance.

A NEW COALITION

This year, the businesses of the West End have teamed up to spread the word on our bustling district. “The West End embodies so much of what makes Portland such a unique city,” says Patrick Leonard of PICA. “Where else would you have this concentration of independent businesses, from the old guard to the youngest start-ups, all working together?”

West End Portland is proud to launch **WEPDX.COM**, an online portal to the neighborhood. Visitors can explore our custom, interactive map, both at home or on their smartphones, and peruse listings of all of the shops, hotels, services, restaurants, and events in the area. A rich network of social media feeds like Twitter and Facebook keeps people informed on all of the latest announcements, events, and deals being offered. Over the summer, the West End will unveil a printed walking map for locals and travelers exploring the neighborhood. Together, these resources will make it easy for everyone to plan their visits and discover the West End.



PARTICIPATING BUSINESSES

Hotels:

Ace Hotel, Crystal Hotel, The Mark Spencer Hotel

Shopping:

Alder & Co., Canoe, Dunderdon, Echo Audio, English Department, Finnegan's Toys, Flora, Frances May, Isaac Hers, Jackpot Records, Johnny Sole, Lille Boutique, Odessa, Parallel, Pinkham Millinery, Radish Underground, Reading Frenzy, solestruck, Tanner Goods, Tender Loving Empire, West End Bikes, woonwinkel

Food & Drink:

Cacao, Clyde Common, Corazon, Grüner/KASK, Jake's Famous Crawfish, Kenny & Zukes, Masu, Ruby Jewel Scoops, Sizzle Pie/The Quality Bar, St. Cupcake Galore

Art & Music:

Portland Institute for Contemporary Art, Crystal Ballroom

Grooming:

Gold + Arrow, National Beauty

Home Design:

Skylab Architects, Montgomery Klash Interior Design

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Additional support comes from the Downtown Marketing Initiative and Travel Portland. Explore all that Downtown Portland has to offer at <http://downtownportland.org> and plan your Portland visit at <http://travelportland.com>.