



What's New



Such exciting news for parents:

A brand-new playspace is about to open in NYC. It is definitely about time—and great timing heading into Winter. It is called **apple seeds** and is located in the Chelsea/Flatiron area.

apple seeds is the creation of Allison and Craig Schlanger and Alison and Bobby Berna. Both mothers of twins, Allison and Alison met while trying to fit their double strollers in a tiny NYC elevator on their way to a music class. This nearly impossible task led to a close friendship and the idea for apple seeds. Their mission is to open an interactive play space that provides families with a sense of community in a safe, clean environment to play, learn and have fun in the city.

apple seeds will cater to families with children from newborn to 5 years old. Designed by Ellen Honigstock Architect, apple seeds is a 15,000 square foot space which stretches from 25th to 24th Street, just steps away from beautiful Madison Square Park. The space features a state of the art indoor playground, classrooms, a library, café, boutique, and a space for birthday parties.

At the core of apple seeds is the indoor playground. This innovative space contains 9 permanent exhibits, centered on a “New York City” theme and divided into 3 areas including “construction city”, “the neighborhood”, and “the park”. Some highlights from the playground include a NYC deli, taxi cab and an apartment building for creative play, as well as a designated area especially for infants. The playground was designed by the acclaimed ROTO Studio - who most recently designed the new permanent installation “PlayWorks” at the Children’s Museum of Manhattan. The playground is also divided into 4 zones for early childhood development which allow for constructive play, imaginative play, large and fine motor skill development and an infant/toddler area. The sports area is equipped with basketball nets set at different heights and soft gym equipment.

apple seeds offers a wide variety of entertaining and educational classes for both children and parents to enjoy. Children’s classes include cooking, yoga, science, art, gym the well loved music program Little Maestros. apple seeds will offer classes and seminars for parents as well.

While the **apple seeds** indoor playground is accessible by membership, the café and boutique are open to the public. Non-members can also register for classes and hold birthday parties for their little ones at the facility. A full, annual membership grants families exclusivity to the ‘always open’ indoor playground, a 30-day pre-registration advantage to classes, and discounts to those classes, as well as to the boutique and

café. A full membership costs \$750/year and limited charter memberships are now available and for \$650/year.

For further information on apple seeds, please check out: www.appleseedsnyc.com.

