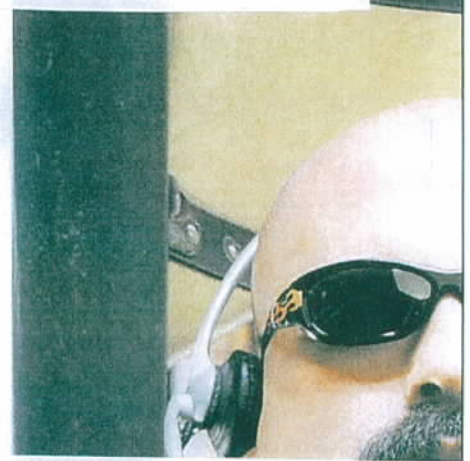


PULSE



Tony tot spots

■ APPLE SEEDS

10 W. 25th St.; (212) 792-7590.

MEMBER PROFILE: The Madison Square Park demographic (professional types on mommy leave, stay-at-home dads, nannies) moves indoors.

PERKS: High-energy "lifeguards" patrol the city-themed play space, ostensibly to prevent injuries but eager to ring up pretend food at the faux

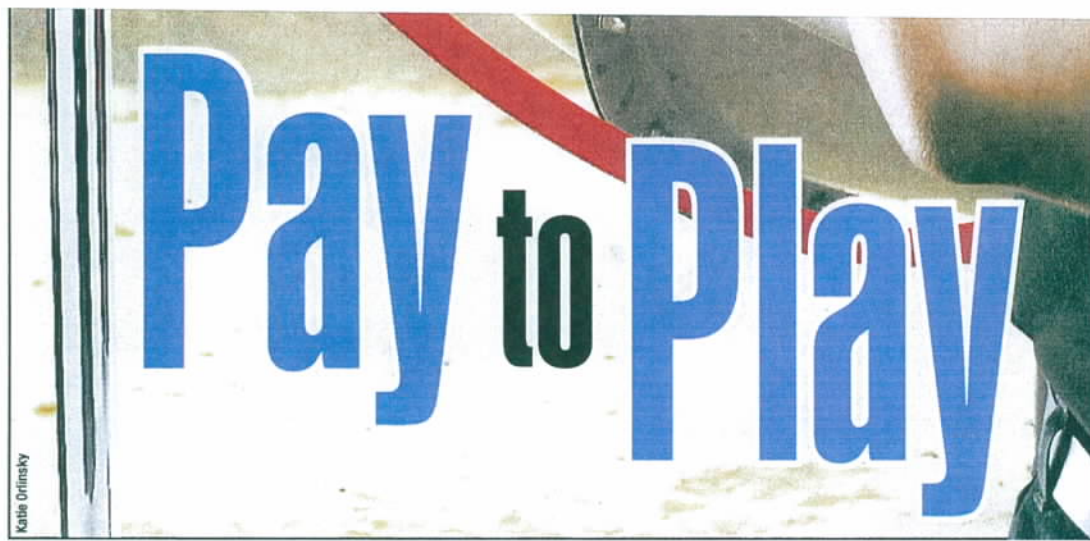
grocer's or catch a kid at the bottom of the slide. A cleaning staff monitors the facility continuously, and Purell dispensers abound; classrooms are bright and inviting, and the storefront boutique is stocked with hip books, toys and clothes.

GETTING IN: \$750 per year, per family.



Michael Sofronski

At Apple Seeds (above) Craig Schlanger teaches son Sam the greatest skill of all: shopping!



Inside N.Y.C.'s posh private playgrounds

By JACQUELINE BURT WANG

VELVET ropes and VIP lounges are nothing new to New Yorkers — but private clubs for the preschool set? The past two years have seen the opening of no fewer than three hot tot spots that are for members only: Kidville, SoHo's Citibabes and Apple Seeds. All boast state-of-the-art indoor playgrounds, cafés, boutiques — and annual fees as high as \$2,000. And people are buying. Kidville boasts more than 5,000 members, while the more exclusive Citibabes has granted membership, via referral, to more than 500 families — Gwyneth Paltrow's

See **PLAYGROUND** Page 25

Katie Orlinsky