

NEW YORK POST

Page Six Magazine

MILLION-DOLLAR BABIES
Luxury playgrounds where
the city's richest kids play

SEPTEMBER 14, 2008

Six

Kids

WHAT'S HOT FOR TOTS



The Hip Hangout

apple seeds

10 West 25th St. (between Broadway and Sixth Ave.);
212-792-7590



Designed for the true urban baby, apple seeds is a modern 2,500-square-foot indoor playground that mimics Manhattan: Kids can climb in and out of a taxicab, slide down a skyscraper, pick plastic fruit from the corner deli—and perhaps see Julia Roberts or Rachel Weisz playing with their kids too. Opened by Alison Qualter Berna, 36, and Allison Schlanger, 37, two friends with twins of the same age, apple seeds boasts a high-end baby boutique and bookstore, a private party room, a kid's cafe and a hair salon. “We wanted to create a space in our neighborhood where families could come and play for extended periods of time,” says Alison.

Cost: Annual family membership (starting at \$850) grants you and your little seedling unlimited access to the playground.
—Wendy Straker Hauser

It's a

JUNGLE

out there

Got a stressed out city kid? Take your little one to a power playground for some seriously A-list fun.