



The Tarlows have barely altered their 19th-century Fort Greene brownstone, leaving intact such original features as fireplaces, cornices and wood flooring. The spaces are decorated with a mismatched collection of antiques, found furniture, piles of books and artwork, including Tarlow's own. OPPOSITE PAGE: the restaurateur with his wife and their four children on the front stoop of their home.



Family affair

The home of creative couple Andrew Tarlow and Kate Huling is a reflection of their influential Brooklyn empire.

By David Prior Photographed by Martyn Thompson

The legend goes that in 1998, when Andrew Tarlow opened Diner in a derelict 1920s dining car under the Williamsburg Bridge, its first patrons were the artists, photographers and musicians who squatted in the abandoned Gretsches factory opposite. At that point the sprawling waterfront slice of Brooklyn was still synonymous with shipyards, tenements and hardworking migrant communities. It had not yet become a byword for urban cool and few could have predicted that this desolate neighbourhood would become the wellspring of an influential aesthetic and cultural movement that would go on to creatively eclipse Manhattan and be emulated the world over.

Now, to describe something as 'very Brooklyn' in hospitality, design and fashion circles is to be immediately understood — often as code for 'hipster'. The signatures are readily recognisable: on the gentrification curve, populated with young people and jammed with coffee bars, small restaurants and stores with handcrafted this and artisan that. The lighting is Edison, the walls are exposed brick, furniture is reclaimed and the dress code is vintage.

Yet like all trends that reach peak exposure, what has become known as 'Brooklyn style' has often become a parody of itself and veered far from its original inspiration. It is worthwhile then to trace its bloodlines and go back to the heart of where it all began. While it is virtually impossible to pinpoint the architect or originator of any spread of idea or movement, there is a strong case to be made that the new Brooklyn aesthetic was first and most successfully pioneered by Andrew Tarlow and his wife, Kate Huling.

"I guess I think of myself as a producer," says Tarlow as he builds a fire in the backyard of the historic Fort Greene brownstone where he and Huling live with their four children (Elijah, Beatrice, Roman and Paloma). "I work with creative people in our community and build something around them and their talents." "It just helps that they share my taste," he adds with a smile.

That singular taste starts at the Tarlow home and permeates throughout their numerous successful businesses, including a hotel, five restaurants, a butcher, a baker, bars and, most recently, Huling's leather goods and fashion label. The brownstones in this tree-lined neighbourhood tend to be uniform and neighbours keep to themselves; the Tarlow family home is an exception. The chalk drawings that decorate the stoop and exterior walls are the first signal that an extraordinarily creative family resides within.

Walking inside feels a bit like entering a Wes Anderson film set — books are piled high, eccentric artworks fill the walls, the children sleep in wooden four-poster beds and the well-worn furniture seems as if it was perfectly placed amid the chaos of »



"I work with creative people and build around their talents" — Andrew Tarlow

CONCIERGE



Reynard, Wythe Hotel

« a young family. The four-level home is imbued with the free-flowing energy of the four children, who interact easily with the chefs, butchers, writers and artists who constantly come and go. It has an easygoing, homey atmosphere that instantly conjures nostalgia for a simpler time gone by.

It is Tarlow's own affection for 'old-timey' authenticity that places him as the latest of a lineage of restaurateurs who have shaped the way New Yorkers live. And it is no coincidence that he has evolved that way, having come of age as a bartender at The Odeon, one of the first game-changing Manhattan haunts where creating a transportative atmosphere has always been held in equal importance to the food itself. It was there that Andrew first met Kate, a waitress, and the young couple have been a partnership ever since.

At Diner it was likely due to the budget restraints of a scrappy young restaurant owner that many of the original details of the old dining cart were retained, but that sense of returning to the past for inspiration has persisted. Once acquainted with the Tarlow imprimatur, it is easy to spot his hand at work. Celebratory of another era yet devoid of the cartoonish affectations of his imitators, Tarlow establishments feel faithful to the historic roots of Brooklyn, a place with a strong sense of community and tradition of making by hand.

It was that unique approach that first attracted both the creative class and Tarlow's community of providores, all craving a counter-culture to the overpriced, newly sanitised and conspicuous consumption-driven Manhattan of the time. With his knack for keeping his eyes peeled for the next locale, Tarlow has consistently provided the hothouse venues that have facilitated a cross-pollination of food, culture and youth and have given rise to the hybrid that is the hallmark of the new Brooklyn. *VL*

BUTCHER, BAKER AND SACHEL MAKER: *The Brooklyn empire of Andrew Tarlow and Kate Huling*

DINER

No single establishment has been more influential in defining the now globally emulated 'Brooklyn style' of the past decade than Diner. Opened under the Williamsburg Bridge in an abandoned 1920s dining cart in 1998, the first restaurant of Andrew Tarlow and Mark Firth quickly came to define a nostalgic, throwback aesthetic and facilitate a powerful cross pollination of Brooklyn's then struggling creative and culinary worlds. While the menu changes daily, you're likely to find such classic favourites as biscuits and gravy, steaks and burgers. *85 Broadway, Brooklyn; +1 718 486 3077; dinernyc.com.*

WYTHE HOTEL

In 2012, when Tarlow and partners converted a textile factory in a largely derelict area of Williamsburg into a large boutique hotel, many Manhattanites thought that the Brooklyn upstarts had finally bitten off more than they could

chew. The doubters were proven wrong. In the three years since opening, the hotel has become a clubhouse for New York's creative class from both sides of the East River. The success of the Wythe represents not only a key coming-of-age of the Tarlow style (the signature nostalgia and concrete both received a sleek polish) but also the evolution of Brooklyn from day trip to destination. It boasts a cocktail bar and restaurant. *80 Wythe Avenue, Brooklyn; +1 718 460 8000; wythehotel.com.*

REYNARD

Although housed at the base of the Wythe, this is no typical hotel restaurant. Exposed brick, reclaimed wood, mosaic tiling and sepia-tinged lighting all point to the familiar design imprimatur of Tarlow. But the all-day menu of seasonally inspired American nouveau dishes surprises with its modern sophistication. *80 Wythe Avenue, Brooklyn; +1 718 460 8004; reynardnyc.com.*

MARLOW & SONS

While a cool young crowd continues to slide into the neighbouring Diner late into the night, as they always have, the veterans of the scene now often opt for the casual all-day dining atmosphere of Diner's relaxed and self-assured brother. *81 Broadway, Brooklyn; +1 718 384 1441; marlowandsons.com.*

MARLOW & DAUGHTERS

Brooklyn's burgeoning artisanal and craft food scene found an early champion in the form of this grocery and butcher. Here the experiments of local producers were elevated, celebrated and refined, and the once-maligned butcher became an unlikely matinee idol. The store specialises in grass-fed beef, house-made sausages and charcuterie, cheeses and fresh produce. You can also pick up a sandwich or a pre-prepared meal. *95 Broadway, Brooklyn; +1 718 388 5700; marlowanddaughters.com.*

MARLOW GOODS

After opening Marlow & Daughters, the realisation came to both Andrew Tarlow and Kate Huling that the only part of the animals not utilised by the butchery and restaurants were the hides. Cue the creation of Marlow Goods and the production of leather products from the same grass-fed cows feeding the crowds in their restaurants. The latest evolution sees the effortless style of Huling come into public view with her own label and storefront, stocked with utilitarian yet stylish wares. *80 Wythe Avenue, Brooklyn; +1 718 384 1441; marlowgoods.com.*

ACHILLES HEEL

The time-worn floors, original mirrors and hardwood bar at this waterfront locale are a nod to the shipyard tavern that stood in its place at the start of the 20th century. The casual cafe serves coffee and pastries in the morning before transitioning

to cold cuts, cocktails and a counter-culture scene. *180 West Street, Brooklyn; +1 347 987 3666; achillesheelnyc.com.*

SHE WOLF BAKERY

Every empire must ensure its supply of daily bread. For Tarlow's, that's She Wolf Bakery. Its prized sourdough loaves — produced with natural leavens and long fermentation times — are available at Marlow & Daughters, Roman's and Achilles Heel, as well as four NYC greenmarkets. *+1 718 486 7091; shewolfbakery.com.*

ROMAN'S

Named after Tarlow and Huling's third child, this place is a reinvention of the Brooklyn neighbourhood Italian. It is low-key and often under the radar, but it is perhaps Tarlow's finest restaurant in terms of food and a reminder that belying all the style is the substance of a timeless restaurateur. *243 Dekalb Avenue, Brooklyn; +1 718 622 5300; romansnyc.com.*



Diner



Marlow & Daughters



Marlow & Sons



Achilles Heel