**Phoenix Street Art**
Downtown’s urban landscape is a blossoming hotbed for murals and the street artists who create them. In particular, the alleyways along 16th Street serve as rotating canvases for renowned Latino street artists such as Lalo Cota and Breeze. Phoenix-born artist Breeze began painting street art in 1993. He grew up in two separate worlds—the streets of Phoenix and the Salt River Pima-Maricopa Indian Reservation.

Lalo Cota is a surrealist painter from Mexico whose work has achieved international popularity. His vibrant hues pay homage to indigenous Mexican cultures, European surrealism and modern street art. He currently lives and works in Phoenix, where he is active in the local muralist movement.

**Local Gems**
Arrive as visitor, live like a local. For live music, movies, food or drink, these local spots are worth checking out: Crescent Ballroom, The Pressroom, FilmBar, Nobuo at Teeter House, Welcome Diner, Phoenix Public Market Café, Angel’s Trumpet, Mother Bunch. All are within walking distance (or a short pedal-cab ride) from downtown hotels and Super Bowl Central.

**Cocktail Culture**
Explore Super Bowl Central, then hit one of these downtown/CenPho spots for happy hour and a handcrafted cocktail: Blue Hound Kitchen, Bitter & Twisted, Durant’s, Windsor, Lux. (There's also Bar Crudo and The Gladly in the Camelback Corridor. (Include a cocktail recipe to tease the pitch.)
Get Outside
In most cities, winter relegates exercise to indoor gyms or forces you to bundle up for a frigid run. Not in Phoenix. Here, you can leave the treadmill behind and hit a number of mountain trails, all of them within the City: South Mountain Park, Piestawa Peak, Camelback Mountain, North Mountain. Hiking and biking not your thing? Then hit the tamer trails and paths of Desert Botanical Garden and get an education in desert plants at the same time.

Native American Culture: Heard Museum
On Dec. 20, 2014, the Heard Museum—one of the finest museums dedicated to American Indian art in the nation—opens the exhibit “Beautiful Games: American Indian Sport and Art.” This “super” timely exhibit explores the pivotal role sports has played in American Indian tribal communities. The Heard is a short light-rail ride away from downtown Phoenix and Super Bowl Central.

Our Pizza is Better than Your Pizza
It’s no secret that Phoenix’s population is filled with transplants from Chicago and New York. But it might be a surprise that, in the pantheon of pizza towns, Phoenix is muscling in on the city with big shoulders and waking up the city that never sleeps.

New York Times food critic Ed Levine years ago wrote that Chef Chris Bianco crafts what “might just be the best pizza in the world” at Pizzeria Bianco, an intimate and bustling restaurant located in downtown Phoenix’s Historic Heritage Square. But the addition of the locally famous Cibo, plus two pizzerias—Pomo Pizzeria and La Piazza PHX—certified by Vera Pizza Napoletana, gives downtown Phoenix the street cred to impress the most discerning pizza connoisseurs.
Vintage Shopping
Because Phoenix boomed in the ‘50s and ‘60s and has long been a popular destination for retirees, the city is treasure trove for mid-century fashions and furnishings. And the Melrose District, located on a bend of 7th Avenue three miles north of downtown, is where you find them. You don’t have to sport rockabilly bangs and pedal-pusher jeans to stroll this historic neighborhood of thrift shops, vintage boutiques and home décor stores, but doing so certainly will give you street cred with the retro set. Once you work up an appetite, stop at MacAlpine’s Soda Fountain, where waitresses bedecked in ’50s outfits serve Reuben sandwiches and cherry Cokes, and the adjoining vintage store showcases furniture, fashions and a sterling collection of Lucite purses.

Roosevelt Row
Roosevelt Row is now home to gallery and theater spaces and local businesses such as Made Gallery, Jobot Coffee Shop, Curious Nature, Carly’s Bistro, Bliss ReBAR, The Nash, Golden Rule Tattoo, and Songbird Coffee and Tea House.

Roosevelt Row has a long history as a mixed-use neighborhood where people live, shop and congregate. Many of the concrete sidewalks in the neighborhood were poured in 1909, three years before Arizona officially became the 48th State.

In the 1970s, parts of the area were re-zoned as a high-rise incentive district, leading to land speculation and a decline of the neighborhood that lasted until the late 1990s. The blighted area was attractive to artists because the boarded-up buildings and former crack houses were affordable for studio and gallery space. The arts were a major factor in the revitalization of the area, and crime rates plummeted as more people began to venture into the area.