

A Gotham magazine article, "Will DUMBO grow up to be SOHO-minus the J. Crew?", was one item that I definitely took from. The information within the article gives a brief history of the origins of DUMBO and its changes from time to time. It spoke softly about Vinegar Hill and its culture. How its somehow hidden within the gentrification storm that hit DUMBO and the history, culture and its genuine aspects. The article shows light on how DUMBO nor Vinegar Hill will become what SOHO became; an art district known for its high-end art gallery, boutiques and famous designer stores. A once artist paradise, SOHO is now a tourist crowded environment. It seems as DUMBO definitely inherited the art galleries and boutiques, as well as good crowd of tourist, but the storm of corporate fashion brands are definitely staying on the other side of the bridge. Vinegar Hill seems it staying true to itself, as it stay mildly gentrified with very few storefronts and barely foot traffic to shake its quite environment.