

culture



Market boasts a bold look from designer Karim Rashid.

Modern Market

Now Atlanta and Paris have more in common than just the Louvre.

Anyone that's any kind of foodie rejoiced when renowned chef Jean-Georges Vongerichten opened Spice Market in the W Atlanta - Midtown earlier this year. Well, put your party hats on people, because Vongerichten's done it again and opened the doors to his second Atlanta eatery, Market.

The casual restaurant recently opened on Peachtree Road as part of the fabulous new W Atlanta - Buckhead, and features a seasonal and market-driven menu (hence the name). And considering the only other city in the world that has a Market is Paris, this is quite a coup for Atlanta. "We have a great relationship with Atlanta and have been very successful here so far," chef and owner Jean-Georges Vongerichten told us just days before the restaurant opened. "We saw this opportunity with the W Buckhead so we jumped on it."

Ian Winslade, who Vongerichten tapped as chef de cuisine for Spice Market, reprises his role at Market as well, a tall order for any chef, even one with a résumé as stellar as Winslade's. "Ian is a very seasoned and mature chef," Vongerichten says. "He's spent a lot of time with us in New York and knows the food inside out."

"I feel great about it and exactly how it's going to work out," Winslade says. And that means he may spend more time at Market because, unlike the menu at Spice Market, which Vongerichten says remains relatively constant year-round, the dishes at Market will change regularly, depending on what's fresh and in season.

"This menu is really very much [Vongerichten's] greatest hits," Winslade says. Actually, the two chefs have collaborated on the opening menu, which includes the classic tuna spring roll from New York's Mercer Kitchen restaurant and a steamed red snapper dish from New York's Perry Street restaurant menu, as well as its own short rib entrée, a warm goat cheese custard with beet marmalade, truffle fontina pizza and even fried chicken.

And, of course, no market-driven restaurant in Atlanta would do itself justice without Southern produce like peaches and collard greens, so expect them to show up on the menu when they're in season. "We will always listen to our customers and keep dishes on the menu that they like," Vongerichten says. "And we plan to use as much local and organic ingredients from local farmers and producers as possible."

MARKET

3377 Peachtree Road
404.523.3600
marketbuckhead.com



Market is the second Atlanta restaurant for award-winning chef and restaurateur Jean-Georges Vongerichten (shown here left), who is behind several other successful restaurants across the globe. He's tapped veteran chef Ian Winslade (right) as Market's chef de cuisine.

Of course, we were sold on the menu when we heard, well, Vongerichten, but the design of Market makes the restaurant. Award-winning designer Karim Rashid has managed to create a space that is casual but glamorous, contemporary and still warm. It's a relatively small two-story space, with bamboo-veneered walls and a dramatic Murano glass chandelier. There's little to no artwork on the walls; instead odd-shaped nooks are carved into the walls and backlit with vibrant shades of orange, purple and blue. The second-story dining area has a glass railing and an unobstructed view down into the main dining room, and an intimate private room offers seating for 12. There's also a large patio area with tables directly next to Peachtree Road. But the signature to this space is the curve—we don't think there's a 90-degree angle in the entire restaurant.

Despite the small size, the space is still extremely open and spacious—and very inviting. If there's one thing we know about Vongerichten, he's about creating experiences for all of your senses, not just your taste buds. And we think he's nailed it again at Market. —SARAH GLEIM



Creamy tomato soup, aged cheddar with sourdough and basil



Slowly cooked salmon, cherry tomatoes and miso-yuzu broth



Crispy organic chicken, sweet potato and bok choy