

VANITY FAIR

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SOCCER • WORLD CUP • SPORTS



The World Cup at the Soho Grand



The **Soho Grand**, in New York City.

The Yard at the Soho Grand Hotel in New York is usually filled with a mix of international guests, European fashionistas, local hipsters, and young neighborhood suits looking for a swanky after-work cocktail. But during the World Cup, hidden behind the walls of the Yard's outdoor patio bar, is a haven for soccer enthusiasts.

Throughout the World Cup, the **Soho Grand** has hosted viewing parties on a former dirt deck, which was renovated into a grass "field" equipped with two big screen TVs, international flags, a mini soccer goal, and metal bleacher-style seating for the ultimate soccer experience. The menu is simple: burgers and beer. Cocktail folks must go to the main patio bar.

The area is a sports sanctuary, but despite the occasional "Ahhh!" after a missed goal, it isn't exactly the rowdy mob you might find at a pub down the street. And that is exactly the point.

"We're not trying to be fanatics," a **Soho Grand** employee explained. "It is the **Soho Grand** so we're trying to keep it to that caliber. We're not known for our sports, but the World Cup is international. It's a no-brainer."

Although the World Cup is coming to an end, the hotel is looking to continue the viewing parties for another international sport—tennis. And the U.S. Open is just around the corner.