

ROCHESTER, NY

Culture & Craft Itinerary



FRIDAY

When you arrive in Rochester, start by exploring our version of Park Avenue with cute shops and boutiques. Definitely stop at Parkleigh and peruse the Mackenzie-Childs store across the street. When you're ready to drop, stop for lunch at the popular Magnolia's. Consider indulging in a pint before or after at Iron Tug, a nearby brewery.



Head over to check in to your accommodations. Plan to stay at a boutique area hotel like 7 on Strath, The Inn on Broadway or The Strathallan. Find more downtown hotels here.



Dinner and drinks are paired with bowling and indoor lawn games at Radio Social. And check out the schedule next door for the option to catch a comedy show at Comedy @ the Carlson.



SATURDAY

Start the day off with breakfast and shopping at the [Rochester Public Market](#). Fresh produce from local vendors is dotted with places for good eats and hot coffee (and even chai), inside and out. Try the Rochester-famous empanadas from Juan & Maria's or the fantastic breakfast sandwich options at Flour City Bread at Public Provisions.



Next, make your way over to the [Memorial Art Gallery](#) to see *INFINITY MIRRORED ROOM - LET'S SURVIVE FOREVER*, 2017, by globally celebrated artist Yayoi Kusama. Continue exploring the full museum with a scavenger hunt of works both inside and out, as well as the accompanying exhibition *Represent: Great Women Artists at MAG*. Stay where you are! A delectable lunch awaits at the museum's on-site restaurant, [Brown Hound Downtown](#).



Walk or enjoy a (very) short drive to see more art, the museum is located in what's known as [Neighborhood of the Arts](#) (NOTA). Discover eclectic shops and galleries at Village Gate, and stop at [Craft Company No. 6](#) or Image City Photography on University Avenue. The Hungerford is a great place to find local artists. Or book an experience at fun places like [Scents by Design](#), where you can make your own candle scent, or a spa service at a nearby salon.



Sample local brews at [Three Heads Brewing](#), then stay in the neighborhood for dinner with elevated dishes and wine at [Carnegie Cellars](#) or [Nosh](#).

After dinner, see a Broadway show at the [Auditorium Theatre](#) or catch an indie film at [The Little Theatre](#). If old movies are your thing, restored vintage films are shown at [The Dryden Theatre](#), part of the George Eastman Museum.



SUNDAY

Rise and shine with breakfast – or brunch – at the iconic Jine's on Park Ave. Head up the street afterwards for a full tour of the George Eastman Museum, from the restored mansion to the modern photography exhibitions and beautiful grounds. Have a snack at the museum restaurant, Open Face before you head over to the other side of the Genesee River.



In the afternoon, cruise for two-and-a-half hours on the Riverie from the Genesee River to Lock 33 on the Erie Canal and back. Enjoy a final bit of relaxation with a scratch-made, locally-sourced dinner at either Strangebird brewery or Owl House for craft cocktails and fare including delicious vegetarian and vegan options.



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