





ROCHESTER, NY

Insta-Worthy Itinerary


FRIDAY



Start your trip to Rochester with a healthy pick-me-up of a fruit smoothie, cold-pressed juice or a creatively crafted smoothie bowl at [Just Juice](#). Take a selfie in front of their vibrant tropical wallpaper. This is your first stop on University Ave, in the Neighborhood of the Arts (NOTA). Then head down the street to shop for one-of-a-kind beautifully crafted items at [Craft Company No. 6](#).



Check into your overnight accommodations in the heart of downtown, like the Hyatt Regency on East Main Street or the charming 7 on Strath. [Look here for more ideas on where to stay](#). As you travel around the city, keep an eye out for murals and public art. [Here's the full list of locations](#), including Atlantic Ave in NOTA, at the Rochester Public Market and on Park Ave by the Parkleigh boutique.



For dinner, try [Petit Pouterie](#) or [Nosh](#) where the food is as delicious as it is photogenic. Don't turn in until you've played classic arcade games at [The PlayHouse/Swillburger](#) or bowled a strike at [Radio Social](#).



SATURDAY

Head back into the Neighborhood of the Arts for breakfast at [Melo Coffee & Kitchen](#).



Just up the street, spend some time at the [Memorial Art Gallery](#) to experience the *INFINITY MIRRORED ROOM - LET'S SURVIVE FOREVER*, 2017, by Yayoi Kusama. Explore the museum's other exhibits guided by the scavenger hunt challenge, the Centennial Sculpture Park and don't miss a stop at THE STORE @ MAG for treasures you can take home made by local artists and artisans. Lunch is right here at [Brown Hound Downtown](#), the restaurant at the gallery!



Keep up the fun and explore all that NOTA has to offer. Maybe you'll go head over heels with a class at [Roc City Circus](#). Pick up a treat at [Scratch Bakeshop](#). Take a tasting walk - visit [Living Roots Wine](#), [Black Button Distilling](#), [Nine Maidens Brewing Company](#) and [Muller's Cider House](#), all within walking distance of each other ... No drinks? No problem! Book a fun craft-your-own candle at [Scents by Design](#). When you're done, walk to dinner at [The Revelry](#).



Stop for coffee and/or dessert after dinner at one of the fantastic East Ave coffee shops: The Little Café, [Spot Coffee](#) or [Java's](#). Saturday late-night is a perfect time to see an indie film at [The Little Theatre](#).



SUNDAY

Return to Muller's Cider House for a stellar brunch. If you didn't get a chance to check out Radio Social earlier in the weekend, now is the time for a modern take on bowling.



Get your fill of an inspirational creative space at Artisan Works, then stop for a late lunch at Tony D's before you head on to your next adventure.



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