

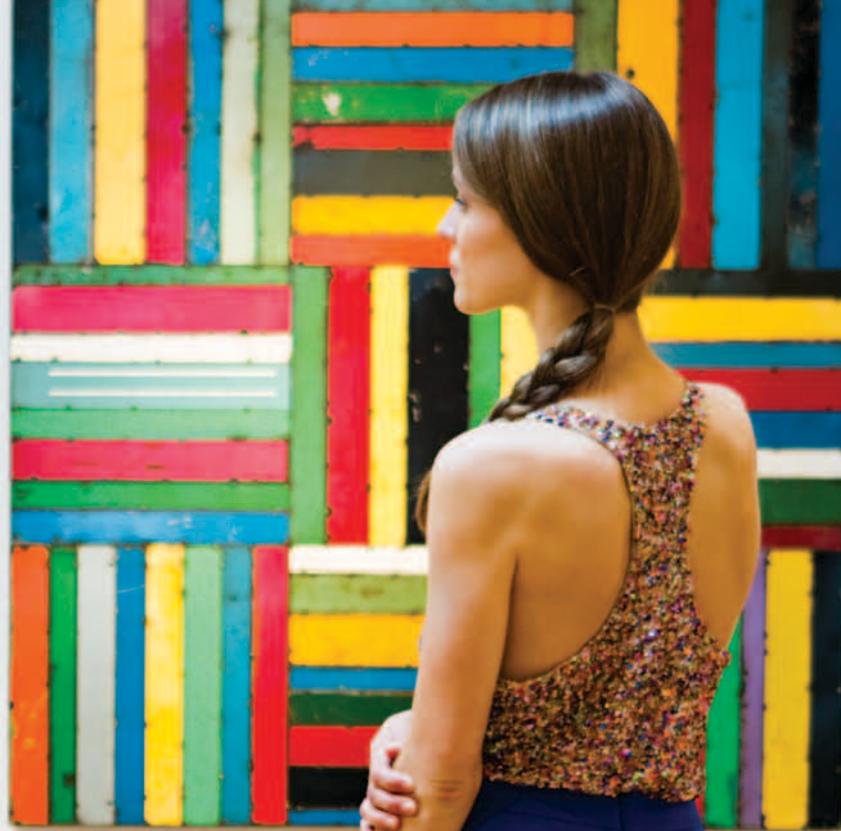


BY COURTNEY HUMISTON

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FORGET
EVERYTHING
YOU THINK YOU
KNOW ABOUT
WINE COUNTRY.
FOUR COOL
TOWNS ARE
APPEALING TO
SAVVY URBAN
DENIZENS.

If the very thought of Wine Country evokes images of stretch limos teeming with feather boa-draped bachelorette parties, hordes of Midwesterners bellied up at tasting room bars, and grapevine-swathed, cork and barrel everything, you wouldn't be totally wrong. But off the beaten path, curious city folk may find tiny civilized hubs where the art and design are contemporary, the cuisine is cutting-edge, and the shopping is more Manolo Blahnik than The North Face. In other words, not so unlike San Francisco. In fact, some of Napa and Sonoma's burgeoning little towns feel a lot like our favorite SF neighborhoods. So bypass the tchotchke shops and tourist attractions with guides to the **SoMa, Mission, Upper Haight,** and **Dogpatch** of Wine Country.



MAJOR ART
St. Helena's Caldwell Snyder gallery, a fixture on the SF art scene for nearly 20 years, has the same punchy selection of international contemporary works as they do here in the city.

ERIN MARTIN'S SHOWROOM



CHAIN REACTION
Erin Martin's Showroom M is just the kind of design lair San Franciscans can get behind. It's stocked with masculine elements such as steel furnishings and sheepskin rugs, as well as books, art, and curios.



DOWNTOWN ST. HELENA

CONTEMPORARY ART AND DINING: SOMA MEET ST. HELENA

The two-block downtown of tiny St. Helena may be an unlikely hub for internationally acclaimed art. Yet there it is, a posh little enclave with galleries that cater to a sophisticated set. Residents even include a few fine artists—**Nancy Willis** (*nancywillis.com*), who teaches painting and printmaking at Napa Valley College, and painter **Layla Fanucci** (*laylafanucci.com*), known for her cityscapes, including one of modern-day San Francisco.

While there is a one-screen cinema that shows surprisingly provocative independent films, the art galleries are the prize of St. Helena. Ten years ago, **CHRISTOPHER HILL** was craving something edgier than the vineyard paintings and tablescapes he was seeing elsewhere in Napa Valley, so he opened his namesake gallery (*chfineart.com*). The space is now a tour through the different schools of 20th-century art—from French expressionism to pop art and urban realism. The rotating collection is always a study in



FRESH AND LIGHT

Newcomer restaurant Goose and Gander (*top right*) raises the bar on Wine Country cuisine.

Wash down grilled Delta asparagus (*right*) with a refreshing cucumber collins (*above*).



contrast (and it's right above the boutique **FOOTCANDY**, should you need an emergency pair of Jimmy Choos).

In the historic St. Helena Star building across the street, Oliver Caldwell and Susan Snyder, whose San Francisco gallery, **CALDWELL SNYDER** (*caldwellsnyder.com*), has been a fixture on Sutter Street since 1983, have made a spacious home for contemporary artists from California and around the world. Nearby, the **I. WOLK GALLERY** (*iwalkgallery.com*)—which changed hands in 2009 when founder Ira Wolk passed away—balances accessible and at times whimsical paintings and sculptures with more challenging works. Next door, renowned designer Erin Martin's **SHOWROOM M** is ground zero for an eclectic mix of found objects, natural materials, and a modern, industrial sensibility that appeals to designers and laymen alike.

Of course, Bay Area art buffs are also savvy eaters, and St. Helena serves it up. In addition to tourist mainstays such as Tra Vigne and Cindy's Backstreet Kitchen, this spring saw the openings of two much-talked about newcomers. The old Martini House just off the main drag has been transformed by Chicago restaurateur Andrew Florsheim and reopened as **GOOSE & GANDER** (*goosegander.com*). Thanks to Scott Beattie's back-to-basics bar program, this is now hands down the best place for a Manhattan in Napa Valley. At **FRENCH BLUE** (*frenchbluenapa.com*), architect Howard Backen is taking the farm-to-table fad a step further by sourcing from his partner Leslie Rudd's farm on Mt. Veeder. The restaurant, which has an open kitchen and a cafe garden space overlooking Main Street, also sells homemade condiments and jams.



CALDWELL SNYDER

FROM TOP: (ON HER) RAG & BONE ADELINE DRESS (\$450) AND STRAW HAT (\$125) AT METIER; (ON HIM, FROM TOP) RAG & BONE STRIPED SHIRT (\$90) AT NEIMAN MARCUS AND CO-OP GREEN COTTON PANTS (\$185) AT BARNEYS NEW YORK. RAG & BONE LINEN SHIRT (\$105) AND LEVI'S MADE AND CRAFTED TACK SLIM JEANS (\$215) AT SAKS FIFTH AVENUE.

BEAT THE BEATS VALENCIA STREET

ddities, bookshops, and macchiatos abound in the blocks surrounding Healdsburg's well-manicured central plaza, just 69 miles north of the city. Residents and regulars of the Valencia Street corridor know that if there's a requisite ingredient to achieving the local vibe, it is artisan cult coffee.

Healdsburg keeps your buzz going with Four Barrel espressos and delicious homemade "oreos" at **MOUSTACHE BAKED GOODS** (moustachebakedgoods.com) on the north end of the plaza. **FLYING GOAT COFFEE** (flyinggoatcoffee.com), meanwhile, not only makes a killer cup of joe from their responsibly sourced single-origin beans but also provides a clean, modern space should you need to bust out the MacBook.



THAT'S AMORE Scopa might be the Pizzeria Delfina of Healdsburg, serving simple antipasti and pizzas topped with quality ingredients.

(ON HER) JUICY COUTURE FESTIVAL SEAM DRESS (\$398) AT SHOPBOP.COM, BRAIDED BELT (\$50), AND DRIFTER SUNGLASSES (\$50) AT MADEWELL; (ON HIM) VINCE LONG-SLEEVE HENLEY (\$110) AT SAKS FIFTH AVENUE AND STRAW FEDORA (\$70) AT CLUB MONACO.



GOOD STUFF Regulars to Valencia Street's Curiosity Shoppe can uncover vintage and antique finds at 14feet.



SWEET STACHE Missionites in need of a solid cup of joe will find more than they bargained for at Moustache Baked Goods, which serves Four Barrel espressos as well as bacon-spiked cupcakes and homemade "oreos."



CURIOSITIES AND ARTISAN EATS: VALENCIA STREET, MEET HEALDSBURG

Shoppers looking for Valencia Street's indie sensibility will find it at **14FEET** (14feet.net), which showcases the one-of-a-kind antique and vintage furniture collection of Mike Morisette and Marne Dupere, who opened shop after a year-long Airstream voyage across the country. Here, Parisian bread carts and grandmotherly china laced with less ladylike expletives hold court with more rough-and-tumble objects such as 1940s locker room benches. More modern tastes should check out **TALLULAH** (mytallulah.com), the home decor and accessories shop from designer Denise Trefry. It's Jonathan Adler whimsy meets Betsey Johnson frilly punk.

Anyone who's ever lost track of time perusing the poetry and magazines at SF's Dog Eared Books must pop into **LEVIN & COMPANY** (707-433-1118). The small, independently owned bookstore has a well-curated selection of nicely displayed tomes, including nearly every culinary and oenological book published in the past five years.

Come dinner time, resist the urge to high-tail it back to the city. Since 2008, **SCOPA** (scopahealdsburg.com) has gained quite the following for its refined Italian dishes with the freshest possible ingredients such as rabbit Bolognese and spaghetti sugo Calabrese. In June, Scopa's sister restaurant, **CAMPO FINA**, opened just around the corner, pairing pizzas blistered in an outdoor wood-burning oven with bocce ball and local, Italian-style wines.



(ON HER) YOUNG FABULOUS & BROKE SHEER TOP (\$172) AT M CLOTHING (HEALDSBURG), JOE'S JEANS (\$169) AT NEIMAN MARCUS, CAPRI SANDALS (\$50) AT J. CREW, AND YELLOW TRANSPORT TOTE (\$168) AT MADEWELL. (ON HIM) VINCE STRIPED TEE (\$155) AND J BRAND JEANS (\$154) AT SAKS FIFTH AVENUE, TRILBY HAT (\$25) AT J. CREW, AND CASTANER SHOE (\$170) AT BARNEYS NEW YORK.

DOGPATCH BOONVILLE



ANDERSON VALLEY
BREWING COMPANY



BOONVILLE FARMER'S MARKET



PAYSANNE

THE NEW FRONTIER: DOGPATCH, MEET BOONVILLE

Dogpatch is one of those neighborhoods, just on the outskirts of town, that feels a little like an urban wilderness. Boonville, sort of the

downtown of Anderson Valley, may be the Dogpatch of Wine Country. As the openings of Piccino, Olivier's Butchery, and Dogpatch WineWorks are making the neighborhood one of the coolest upstarts in SF, so too is Anderson Valley, in Mendocino County, the next frontier of Wine Country. In Boonville, lauded vintners Duckhorn and Cliff Lede have been making wine for a few years now (at Breggo and Goldeneye, respectively), and tasting rooms are popping up.

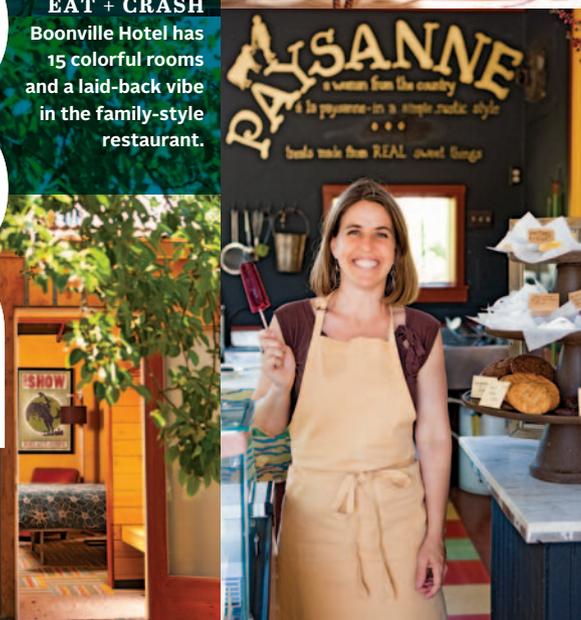
Like the vintners, butchers, and chefs in Dogpatch, Boonville does its own thing. There's not much happening here on a daily basis—and that's part of the appeal. While **BOONVILLE HOTEL** (boonvillehotel.com) is the only one worth staying at, VRBOs (*vacation rentals by owner*, vrbo.com) are scattered across the valley and provide more indie sanctuary (tip: look for one with a decent grill). Boonville Hotel, though, is still your best bet for dinner. Expect a family-style prix-fixe meal à la Ad Hoc in Yountville. Meals might include beer-braised short ribs or local salmon with favas and morels. The hotel is also host to a Saturday morning farmers market. Pick up some local meat, veggies, and olive oil for a feast back at the house.

For drinks, the **ANDERSON VALLEY BREWING COMPANY** (avbc.com) is a must for growlers of taproom-exclusive beer like the bafflingly complex barrel-aged sour stout. Listen to locals discuss the finer points of disc golf, and then check out the hops growing around the property. If the disc golf chatter sparks your curiosity, get a game going: The brewery also includes one of Northern California's premiere 18-hole courses, which is on the Professional Disc Golf Association circuit (true story).

The coffee and sweets shop **PAYSANNE** (sweetpaysanne.com) may be too cute for its own good, but their affogato made with Three Twins ice cream is no joke. In the summer, homemade popsicles are a must. On your way to Roederer for some bubbly, stop at **LIBBY'S RESTAURANT** (707-895-2646), a Mexican spot in Philo (near Roederer) that has been filling local winemakers with carnitas tacos for years.



EAT + CRASH
Boonville Hotel has 15 colorful rooms and a laid-back vibe in the family-style restaurant.



Sebastopol walks a narrow line between quirky-cool and not-so-hippie-chic. In fact, had the Upper Haight not become such a theme park itself, you could easily imagine it might look a lot like this Sonoma County town.

Sebastopol drips in kitsch with not one but five vintage clothing and costume shops. By far the best is **AUBERGINE VINTAGE EMPORIUM & CAFE** (*aubergineafterdark.com*), a couple blocks from the town's center. Aubergine brims with vintage lingerie and Alpine felt hats, and the store's nighttime bar, concert, and burlesque venue solves the problem of being all dressed up with nowhere to go (as you might guess, this is a real challenge in western Sonoma).

In Sebastopol, your closet won't be the only beneficiary of groovy salvaged goods. **RAY'S TRADING CO.** (707-829-9726), on Gravenstein Highway, is sort of like Anthropologie—but for real. Bring a truck, and load up on everything from hardware to tractor-seat stools, as well as hundreds of antique doors, windows, and table legs. The possibilities are endless.

It wouldn't be a day in the Upper Haight, er Sebastopol, without a craft beer at the Magnolia Brewery of Wine Country. Spend the afternoon sipping house dunkelweizen in the garden at **HOPMONK TAVERN** (*hopmonk.com*), which hosts live music most nights. While this may feel like a beer town, Sebastopol is still in Sonoma, where drinking wine is required. Leave it to Primus frontman Les Claypool to bridge the gap. The singer's **CLAYPOOL CELLARS** (*claypoolcellars.com*), housed in a former train depot, is known for its wild parties. You never know when you might hop aboard the antique train car (aka the tasting room) and find beautiful women pouring Rhone-varietal wines and offering tastes of sauerkraut to a soundtrack of accordion music. ✕

HIPPIES, THRIFT STORES, AND BEER: UPPER HAIGHT, MEET SEBASTOPOL

WINE TASTING 2.0

Skip the congested tasting rooms, and drink like the locals in each of these four towns.

ST. HELENA

In the heart of Napa Valley, this is **CABERNET SAUVIGNON** country. **ACME Fine Wines** (*acmefinewines.com*) stocks some of the region's finest big reds and offers tastings by appointment. Across the way, **Panevino's** (*panevino-napa.com*) house-cured salumi is an inevitable pairing.

HEALDSBURG

Between the Russian River and Alexander Valley, you have your choice of some of the region's best **CABERNET** (at **Jordan Vineyard and Winery**, just north of town) and cooler climate varieties. Virginia Marie Lambrix's winery **VML** highlights the region's diversity with **SAUVIGNON BLANC, CHARDONNAY, and PINOT NOIR**.

BOONVILLE

SPARKLING WINE bubbles up all around Boonville, where **Roederer** (in Philo, CA) is one of the largest landholders in the region. They also own nearby **Scharffenberger Cellars**. And don't miss the Alsatian varieties (Gewürztraminer, Pinot Gris, Riesling) from **Breggo and Lazy Creek**. The wines themselves make the trip worthwhile.

SEBASTOPOL

PINOT NOIR and **CHARDONNAY** are the stars among more than 100 different growers here, just south of the Green Valley appellation in the Russian River Valley. Stop at **Dutton-Goldfield** (*duttongoldfield.com*) for a glass of Pinot on the patio.

UPPER HAIGHT

(ON HER) BCBG PLEATED MAXI DRESS (\$395) AT SAKS FIFTH AVENUE; (ON HIM) VINCE BUTTON-DOWN SHIRT (\$155) AND TROUSER SHORTS (\$158) AT SAKS FIFTH AVENUE; MODELS: EMILY SAUSE AND ALEX BALDWIN (JE MODELS); STYLIST: LISA MOIR (ARTIST UNTIED); HAIR AND MAKEUP: RENEE RAEI (ARTIST UNTIED); FASHION ASSISTANTS: JENNIFER TYLER AND ANISHA TEKADE; PHOTO ASSISTANT MOLLY WATSON; CAR COURTESY OF FANTASY JUNCTION