

New York Report

October, 2025

CONTENTS

* Project 1: Time Out Market Union Square

1. Time Out Market Union Square

Project Overview

Time Out Market Union Square has opened on the first floor of Zero Irving, a mixed-use complex located east of Union Square, marking its second New York location after Brooklyn and drawing attention as a new evolution in urban food halls. The 10,000-square-foot space is built around the concept of “shining a light on the next generation of young chefs from across New York City,” giving it a distinct character that sets it apart from conventional large-scale food halls.

The venue features seven unique food and beverage booths and a full-service bar, offering around 240 seats including communal tables, counter seating, and an outdoor terrace for a range of dining experiences. Open daily from 8:00 AM to 10:00 PM, it caters to visitors throughout the day, from morning coffee to evening cocktails. The diverse culinary lineup includes Jamaican fusion at Patty Palace, North Indian cuisine at Kebabwala, and modern Mexican at Taqueria El Chato, alongside dessert favorites such as Coffee Project NY and Magnolia Bakery, making it a must-visit destination for café lovers and casual diners alike.

The interior showcases an industrial design that highlights the building’s original structural elements, complemented by warm wooden finishes and soft indirect lighting. Adding to its distinctive character, the walls display curated local recommendations selected by the Time Out editorial team, positioning the market not only as a dining destination but also as a community hub that fosters connection and engagement with the surrounding neighborhood.

Project Details

1. Time Out Market Union Square
2. Food Court
3. Open Date: September 26th, 2025
3. Location: 124 E 14th St, New York, NY 10003
4. Target Customer: All
6. Website: <https://www.timeout.com/time-out-market-union-square>

Location Map





The second Time Out Market location opened on the east side of Union Square in the heart of Manhattan.



Large windows give the space a sense of openness.



A layout that deliberately leaves exposed concrete beams and steel frames while utilizing the ceiling height to create an open, airy feel.



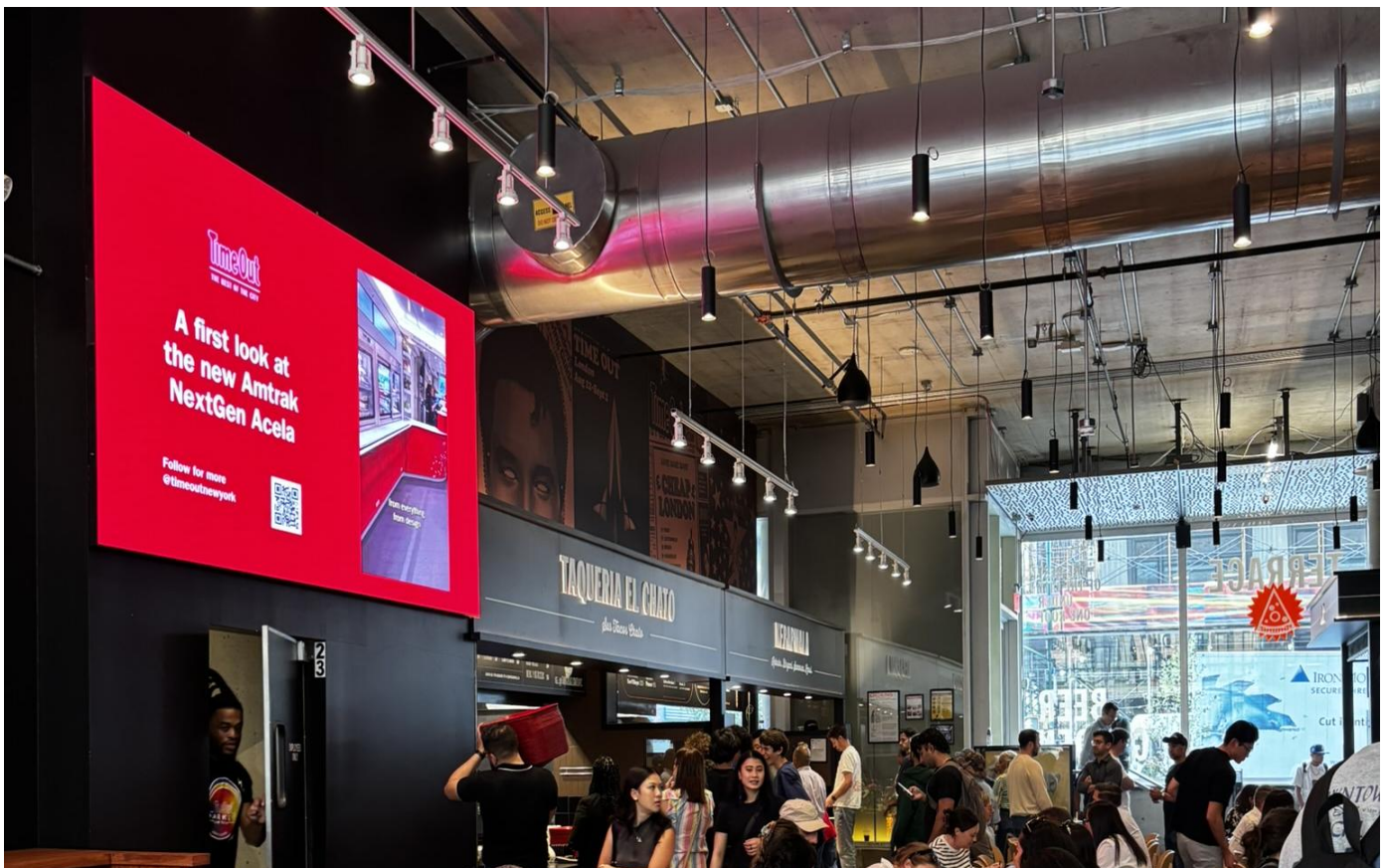
The lighting overall has a subdued tone, making extensive use of indirect lighting and pendant lights.



The bar area offers a wide selection ranging from craft beer and wine to signature cocktails and non-alcoholic beverages.



Despite having opened only recently, lunchtime is already bustling.



The main screen displays New York recommendations and hot topics provided by the Time Out editorial team.



The open-air terrace seating is perfect for the warm season and is another appealing feature.