

the 37* THINGS

Los Angeles

a man's gotta do this summer

presented by



MOUNT GAY®
Est. 1703 Barbados Rum

BLACK BARREL
SMALL BATCH HANDCRAFTED RUM

*Between weekends, vacations and bank holidays, you should have 37 free days this summer. We counted and everything.

Use #37Things and tweet or
Instagram to @insidehook this
summer. Include a pic.
We'll be doling out prizes all
summer long.

Editor's Note



Mahalo gentlemen. Summer is upon us.

That means we have more daylight hours in which to enjoy our endless summer.

To ensure those hours aren't for naught, we've created a summer guide, compiled with help from our friends at Mount Gay Rum.

We call it 37 Things.

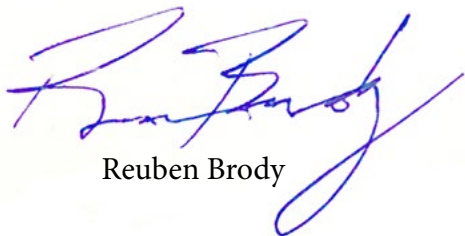
Why 37? By our Gregorian calculations, there are 37 free

days between Memorial Day weekend and the fall equinox. Fifteen Saturdays. Fifteen Sundays. Three bank holidays. And let's say four vacation days, so you can go ahead and take the week of July 4th completely off.

Here's something to do, eat or buy on each of those days.

There are patios. There are outdoor movies. There is, in fact, small-batch bacon.

Enjoy the summer, fellas. We'll see you out there.


Reuben Brody

ye olde

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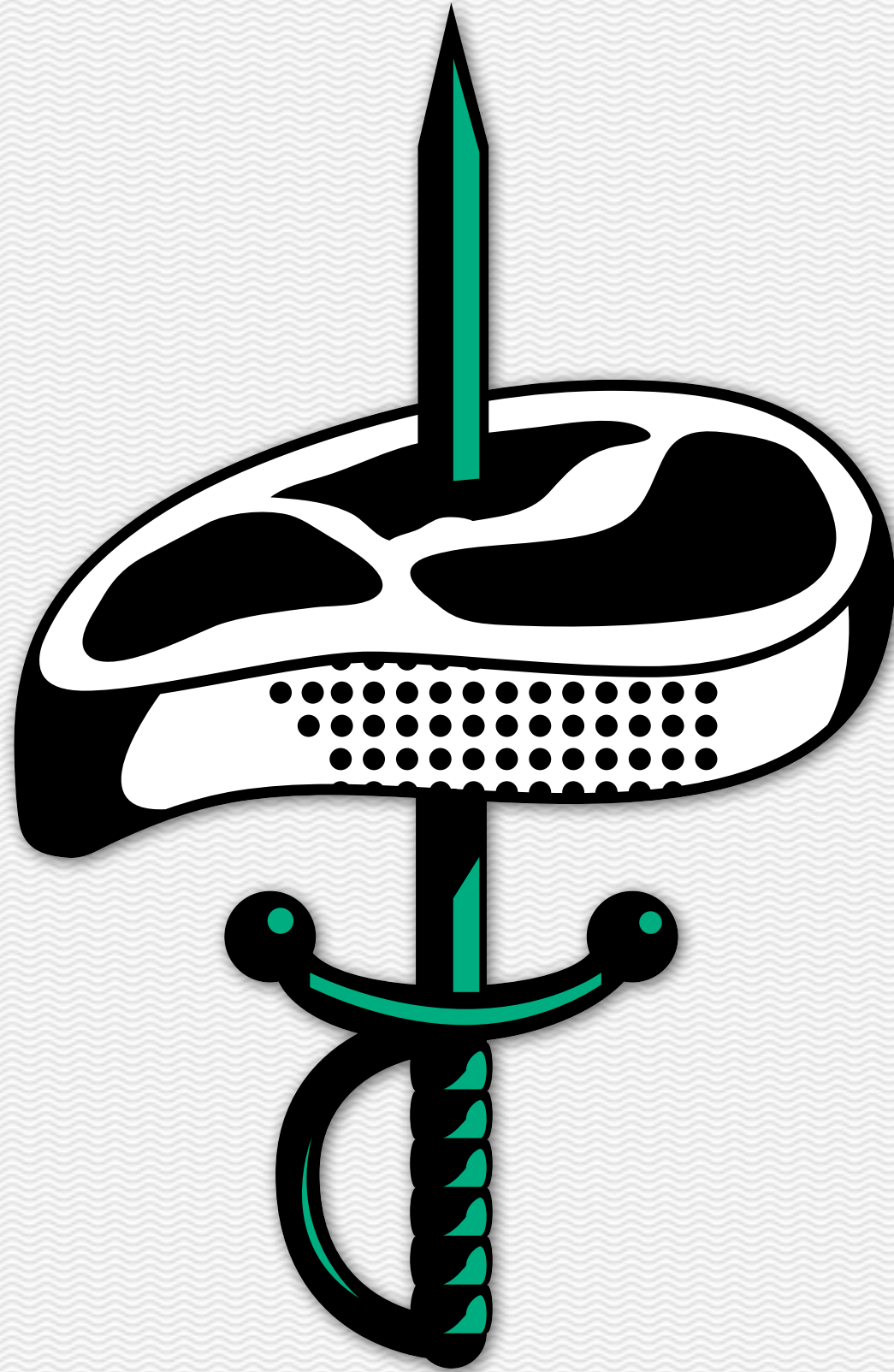
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FOOD & DRINK

Dining

These are the summer restaurants a man can get behind — outdoor patios, firepits and gourmet hot dogs included.

1

Coast

1 Pico Blvd.
Santa Monica



A luxury hotel with a beach cottage vibe. Enter through shutters and ask for the middle banquet closest to the boardwalk. Order the catch of the day.

shuttersonthebeach.com



Bow & Truss

11122 Magnolia Blvd.
North Hollywood

A Latin charmer in North Hollywood, Bow & Truss is your go-to for sherry and sangria. The rambling front patio was made for lazy Sundays.

bowandtruss.com



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Goldies

8422 West 3rd St.

Reclaimed wood everything, and sunlight. That’s the vibe at this day-drinking spot from the Eveleigh guys, where you can grab diver scallops with kohlrabi for lunch and handcut tagliatelle with dungeness crab for dinner. Order the Golden Girl.

goldiesla.com



Fritzi Dog

6333 West 3rd Street.
Stall #742



Because these are gourmet hot dogs by Iron Chef Neal Fraser. You’ll want the Venice Dog with tater tots.

fritzidog.com



Lukshon

3239 Helms Ave.
Culver City



Sticky Chinese pork ribs. Foie gras ganache. Oh, and a small, fire-lit porch. This is Chef Sang Yoon’s (Father’s Office) fusion resto, and it is a beautiful thing indeed.

lukshon.com

The Picnic

Your Ultimate Basket
Created By Vic Casanova
of [Gusto](#)



The Perfect Picnic. Because she wants to go. Because you want to make her happy. And because you can do better than baby carrots and hummus. So we asked Chef Vic Casanova from Gusto to suggest a few items, all of which you can procure at your local grocer. You're welcome.



Chilled bottle of Rosé wine



1 1/4 lb wedge of parmigiano reggiano
**Tip: Crack into it. No, really. Break it into small pieces.*



1 bunch of black seedless grapes



1 cooked rotisserie chicken



1 pint of strawberries

Cocktails

Summer is the only time a man can sip a lady-colored drink with impunity. Take advantage by tippling these fruit-infused concoctions.

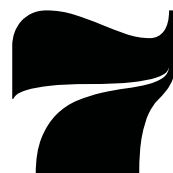


Pastèque D'Ecosse

Harvard and Stone

Gentlemen, this is one of those times where drinking something the color of watermelon is ok. Get thee to Harvard & Stone for this bevvie made with lemon, scotch, mint and, yes, fresh watermelon.

5221 Hollywood Blvd.
harvardandstone.com

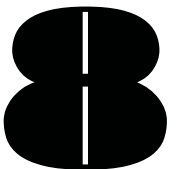


The Mescal Tulip

Oldfields

Sometimes a man needs a fresh drink in a dimly lit bar with the shades drawn. This is that drink; this is that bar. We're talking Del Maguey Vida mescal, jalapeño honey, fresh grapefruit, lime, muddled cucumbers, mint leaves and housemade ginger beer. Giddy up.

10899 Venice Blvd.
oldfieldsliquorroom.com



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Cocktail Recipes



Because your guests deserve better than vodka soda, sir. Much better.



Rib Tickler

Credit: [Proprietors LLC Team](#)

Ingredients

- 2 oz Dolin Dry Vermouth
- 0.75 oz Suze
- 0.5 oz St. Germain
- 0.5 oz Lemon Juice
- 0.25 oz Simple Syrup

Directions

Add all ingredients to a white wine glass along with ice. Stir until cold. Top with cold seltzer (2 oz).
Garnish: Grapefruit Wedge

The Whaling Club is invite-only. Drop them a note to get on the list.



Croquet Cup

Credit: Dan Scott, [Whaling Club](#)

Ingredients

- 2 oz Pimm's No. 1
- 3/4 oz lime juice
- 3/4 oz simple syrup
- 3 cucumber slices

Directions

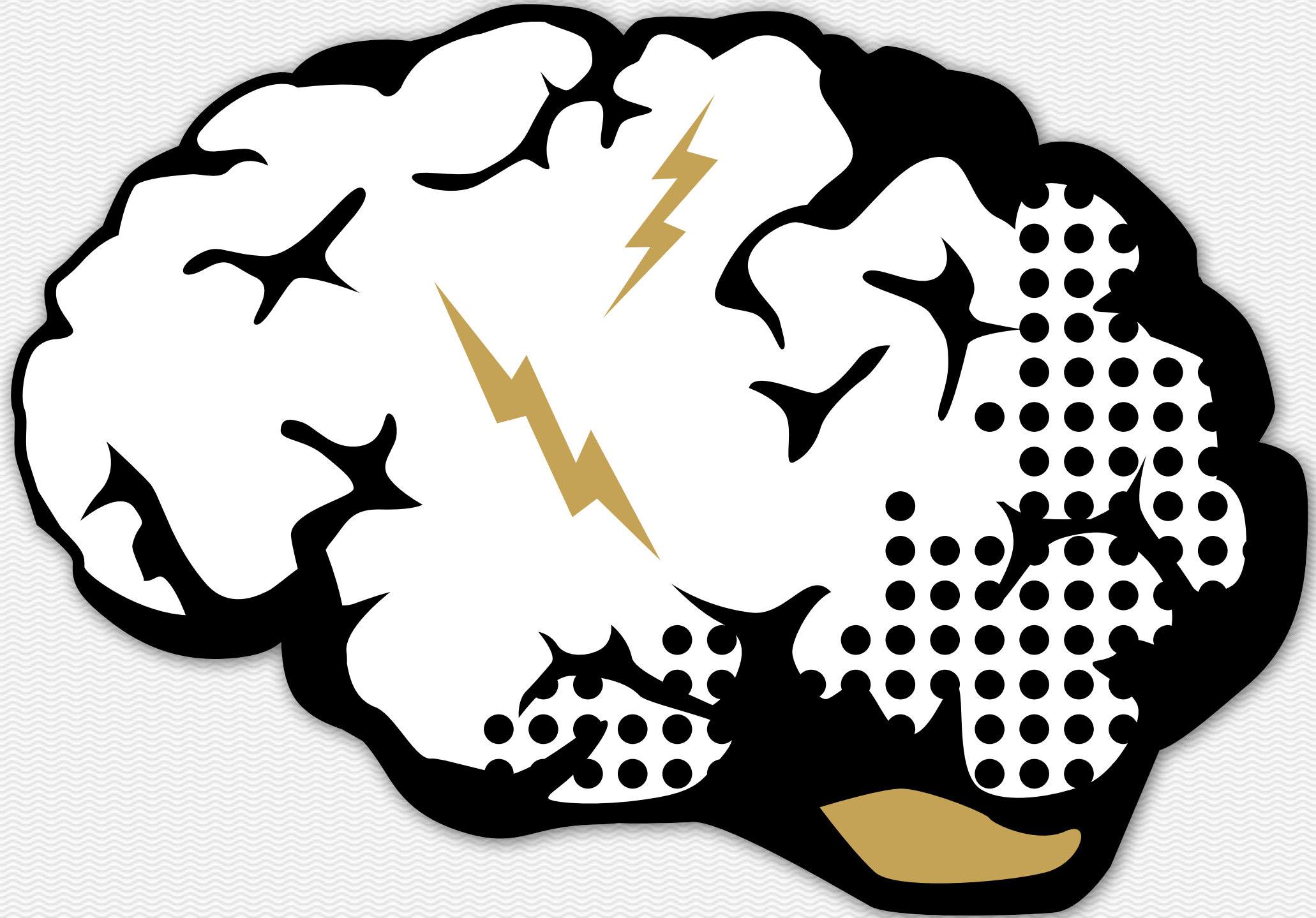
Muddle all ingredients in shaker. Fill with cracked ice and shake. Pour ingredients into glass.
Garnish: Mint



This, among all things.



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CULTURE

Outdoor Fun

We're not talking window-shopping here, fellas. Bike the island. Bet on the ponies. Just get outside and make it memorable.



Ice Cream Lab

Remember those middle school science experiments with liquid nitrogen? The guy behind Ice Cream Lab does, and he's serving bowls of gourmet ice cream that's been flash-frozen by the stuff. Tastes like a cross between soft-serve and gelato. Half the fat, half the calories. Science for the win!

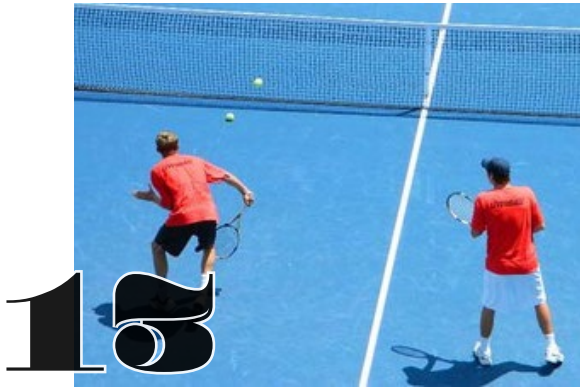
Beverly Hills



Mountain Biking on Catalina

We'd go to Catalina every day if we could. When you do: rent a bike at Bike Attack and follow the conservancy's trails.

Santa Catalina Island
catalinaconservancy.org



Live Ball

Tennis, everyone? If you're looking to change up your tennis routine, Live Ball is a high speed doubles game that'll become addictive right quick.

latennis.co



Detox-Retox Yoga

Yoga and beer. For \$10, guests can enjoy a yoga class from 10-11:30 a.m. on the new lawn, plus a beer on the house as a reward afterwards (of course). Bring your own yoga mat, sunscreen and towel.

Golden Road Brewery
goldenroad.la



Fish Canyon Falls

There are very few hikes in LA that include running water. This is the best one, featuring an 80-foot, three-tier water- fall. Best to cross this off the list before the heat dries it up.

Duarte
hikespeak.com

Drive to the end of Encanto Pkwy, pass the equestrian center and you'll see a dirt lot on the left. From there, it's a four-mile hike roundtrip.



16

LA Street Food Festival

Whether it's trucks or roadside stands, we Angelenos love street food. Celebrating that for the 4th year: the LA Street Food Festival at the Rose Bowl. It's all you can eat and drink. And there's even a complimentary Uber ride.

Pasadena

lastreetfoodfest.com



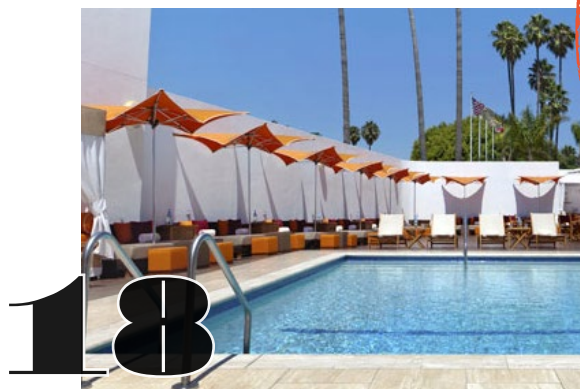
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Hollywood Park

Pour one out for the ponies: they'll run their last race in December. You're going to want to sate your railbird jones sooner, not later.

Betfair Hollywood Park

betfairhollywoodpark.com



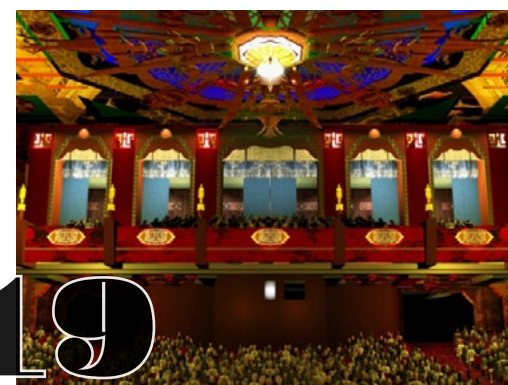
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Mr. C's Pool Parties

At some point in the summer you'll need a pool party full of strangers, most of whom are bikini-clad ladies. Those birds flock to Mr. C's nautical-themed parties, where DJ Bobby French (of Greystone fame) spins and the Bellinis flow.

Beverly Hills

mrchotels.com



19

Los Angeles Conservancy's Last Remaining Seats

Back in the 20s and 30s, everyone went downtown to catch a movie. The streets were lined with ornate theaters. Many of those picture houses are now discount shops. But a few still remain, and you can sit in their giant opulent darkness and watch classics like *Casablanca*.

laconservancy.org



20

Machine Project

The second part of the Getty's Pacific Standard Time exhibit resumes this summer. Their "Field Guide to LA Architecture," a collaboration with The Machine Project, explores the architecture of Beverly Hills aboard a double-decker bus led by the ghost of Whitney Houston.

Echo Park

machineproject.com

Lasts all day Sunday. Reserve a cabana: cabana@mrchotels.com

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Shows

You'll have to go somewhere else for one of those exhaustive lists of every single show. These right here? These are the three we're definitely not missing.



Americanarama Festival

Snap up that well-fitting Western shirt, we're getting a dose of roots rock and roll with Bob Dylan, WILCO, My Morning Jacket and Ryan Bingham. It's at the Verizon Wireless Amphitheater in Irving.

bobdylan.com

21

22

Lightning in a Bottle



Burning Man and Coachella had a baby, and it's name is Lightning in a Bottle. EDM takes center stage. Plan on doing some yoga and eating well.

lightninginabottle.org

25

Showtime Eat/See/Hear



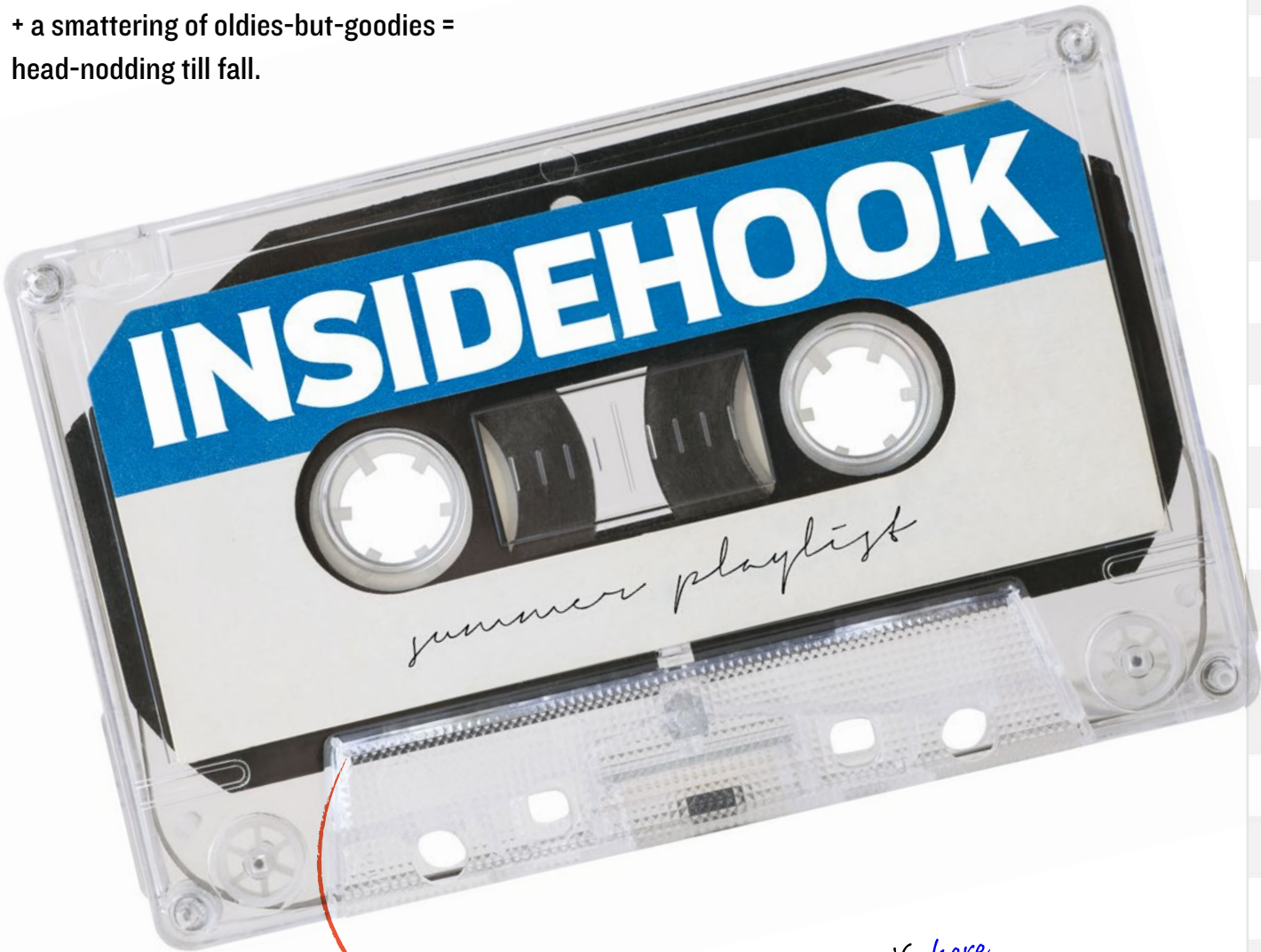
Showtime's Eat/See/Hear is the vagabond of summer festivals, bandying cult movies and local bands to a different hood each Saturday this summer.

eatseehear.com

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The Playlist

A summer is not truly great until it's got a proper soundtrack. Couple new jams + a smattering of oldies-but-goodies = head-nodding till fall.



stream through [spotify here](#)

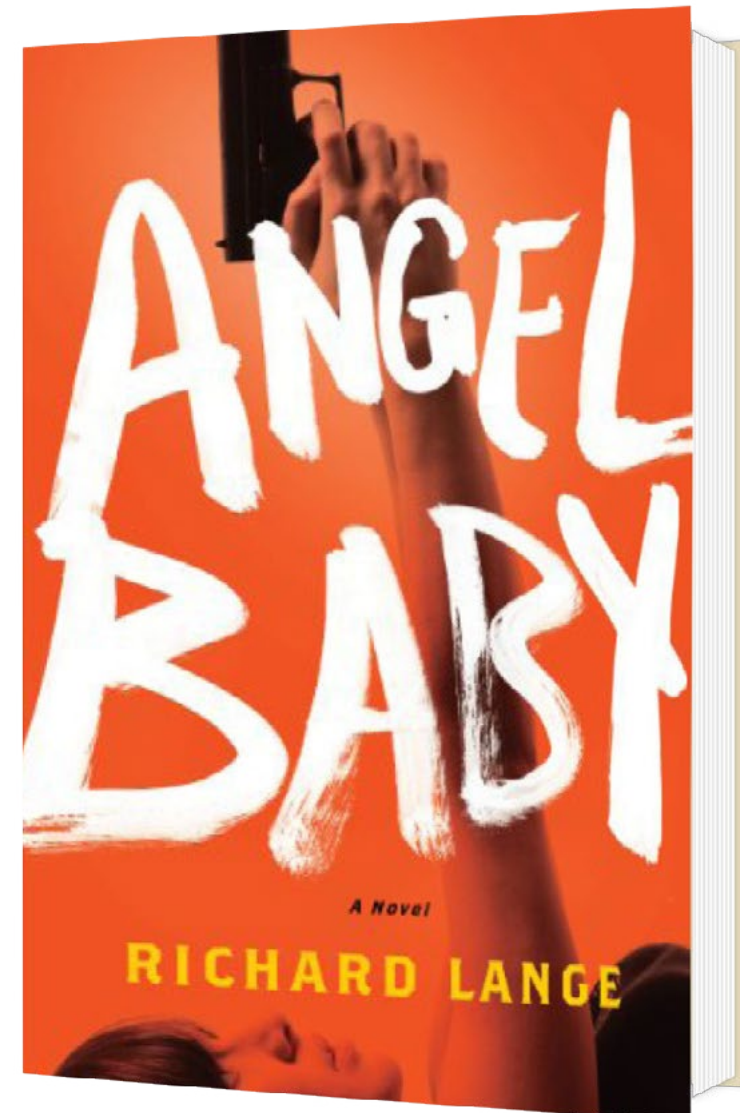
01	Out Of The City [Into Country Life] by Allen Toussaint
02	Side of the Road by Big Black Delta
03	The Sure Shot by Ghostface Killah
04	You & Me by Luke Winslow-King
05	Downtown L.A. by J.J. Cale
06	Dissolve Me by alt-J
07	Hedge Creeper by Mmoss
08	Da Do Ron Ron by The Crystals
09	Kickin Back by Beataucue
10	Never Seen Such Good Things by Devendra Banhart
11	Funny Heartbeat by Kisses
12	She Belongs To Me by Leon Russell
13	The Game is Changing Us by Hands
14	Lose Yourself to Dance by Daft Punk
15	In The Street by Big Star
16	Full Tilt Boogie by Uncle Louie
17	Slyd by !!!
18	Erase / Rewind by The Cardigans
19	You Make Loving Fun by Fleetwood Mac
20	I Can Get Off On You by Waylon Jennings

Summer Reading

25



Spektor's newest is a sweeping epic about the downfall of one of Hollywood's royal families. *Dexter* showrunner Scott Buck just scored the rights to adapt it for Showtime.



Fast-paced and unflicking, this LA-set neo noir tells the story of Luz, a drug cartel runaway with nothing but the clothes on her back, a fistful of cash and a Colt .45.



STYLE

Left House

You'd be forgiven for mistaking this bohemian Venice boutique for some A-lister's SoCal hideaway. Come for the threads; stay for the feng shui.



Kapital Shirt

Kapital is a Japanese label parked at the entrance.



Westbrook Hat



M. Cohen Bracelet

M. Cohen has its new studio in the center of the house.

A modern and approachable
online boutique showcasing
niche and emerging brands.



Stanley & Sons Tote

*these bags are handmade and
feature hammered
copper rivets*



Olasul Navy Swim Trunk



Quality Peoples In The Sea T

*Quality Peoples: Designs inspired
by Hawaiian surf history*

Alex Maine

alexmaine.us

This former pro surfer is now dipping his toes in the casual wear game. And if there's one style tip you can trust a surfer on, it's his eye for casual wear.



Cardigan hoodie

*summer nights in LA are chilly.
In the absence of a bonfire,
go with this garment.*

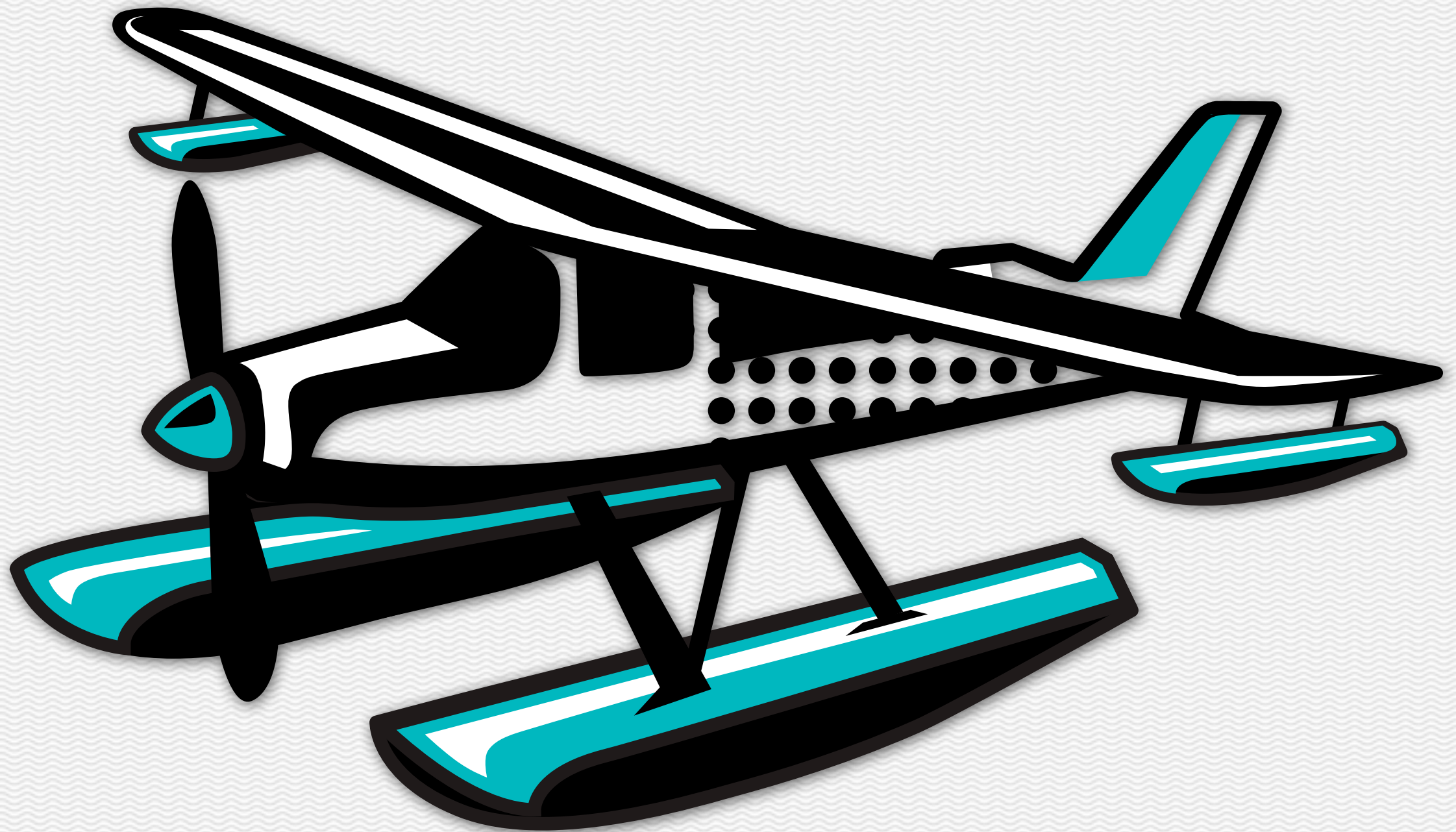


Twill Pants



*Forget cotton – bamboo is
softer than a panda bear.*

Bamboo T-shirt



DAYTRIPS & WEEKENDERS

Santa Cruz Island

Take a ferry out to Santa Cruz Island and kayak through sea caves, hike the hills and camp on the beach.

Shield

Kiehl's Cross Terrain



Considered the best for days on the water, strong enough to keep you from burning.

kiehls.com

Wear

OluKai Trainer



Designed with input from Hawaiian lifeguards, these shoes protect your feet from underwater rocks and dry fast for the hike out.

olukai.com

Set out for Smugglers Cove – a hide-away where erstwhile bootleggers once buried their booty.



Play

Kayak Guide

You'll need a guide for this two day trip. Call Eric Little at Island Kayaking. They supply the kayaks and camping gear. You bring the food and beer.

islandkayaking.com

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Pinnacles National Park

A hiker's Mecca, with day and overnight routes for trailblazers of all skill levels. Camp on the east side of the park, where you'll sit atop an extinct volcano.



Stay

Airstream 2 Go

Five-star camping trailer. Order online.
Make sure to book at least five days in advance.

airstream2go.com



Eat

Cast Iron Gourmet



No camping trip is complete without bacon. Here's a small-batch slab, cut and smoked in downtown LA.

castirongourmetla.com

Drink

Coffee Maker



The Kalita Wave is a stainless steel pour-over device that makes a smooth, well- balanced cup of joe.

twitter.com/GandBcoffee

San Francisco

The City by the Bay offers respite from the heat, an overwhelmingly diverse culinary scene and a king-sized dose of weird. This voyage has a little bit of each.

Eat

Kronner Burger



An upscale diner with a burger that comes out with bone. You scoop the marrow out and spread it on your burger. No reservations needed.

kronnerburger.com

Stay

The Clift Hotel



Phillip Stark-designed and located in Union Square. Feels like a Salvador Dalí dream.

clifthotel.com



Play

Kite the Bay

Captain John is the only guy launching kiteboards from a 21-foot jetboat. For 3-4 hours, it's \$400 per person. Extra \$100 for one more person.

kitethebay.com



CHECK LIST

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Food and Drink

Dining:

- 1. *Coast* ☐
- 2. *Bow and Truss* ☐
- 3. *Goldies* ☐
- 4. *Fritzi Dog* ☐
- 5. *Lukshon* ☐
- 6. *The Picnic:* ☐

Curated by Chef Vic Casanova, Gusto

Cocktails:

- 7. *Pastèque D'Ecosse* ☐
- 8. *The Mescal Tulip* ☐

9. Cocktail Recipes:

- Rib Tickler* ☐
- Croquet Cup* ☐

- 10. *Mount Gay Black Barrel* ☐

Culture

Outdoor Fun:

- 11. *Ice Cream Lab* ☐
- 12. *Mountain Biking on Catalina* ☐
- 13. *Live Ball* ☐
- 14. *Fish Canyon Falls* ☐
- 15. *Detox-Retox Yoga* ☐
- 16. *LA Street Food Festival* ☐
- 17. *Hollywood Park* ☐

- 18. *Mr. C's Pool Parties* ☐
- 19. *Los Angeles Conservancy's
Last Remaining Seats* ☐
- 20. *Machine Project* ☐

Shows:

- 21. *Americanarama Festival* ☐
- 22. *Lightning in a Bottle* ☐
- 23. *Showtime Eat/See/Hear* ☐

- 24. *The Playlist* ☐

25. Summer Reading:

- American Dream Machine* ☐
- Angel Baby* ☐

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Boutiques:

- 26. *Left House* ☐
- 27. *Wittmore* ☐
- 28. *Alex Maine* ☐

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- 32-34. *Pinnacles National Park* ☐
- 35-37. *San Francisco* ☐

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BLACK BARREL
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Enjoy the summer, fellas.

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and discerning men.***

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