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A Man in His Office: Meatball Shop's Michael Chernow

In our new series on The Style Blog, the co-owner of the popular meat Mecca shares the items (and ideas) he needs to cater to New York's most stylish carnivores

By Kurt Soller // Photographs by Mark Iantosca





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The Man: Michael Chernow

A month ago, if you would have asked Michael Chernow where his office was, he would have pointed to his laptop resting on bar at The Meatball Shop, a mostly-meatball restaurant (and runaway success) since it opened on Manhattan's Lower East Side in 2010. This month, the concept expanded to Brooklyn's cooler-than-thou Williamsburg neighborhood. And with the larger dining room (and expanded drink menu) came an apartment above with room for the 30-year-old to get finally some work done. As he and his team prepare for a third location — this time, in New York's West Village — Chernow showed us the gadgets, gym clothes, and art that help him succeed, all while wearing his go-to work wardrobe. "In the winter, I wear the same flannel shirt everyday," he says. But when it's hot all summer, he sticks to cotton J. Crew button-ups he wore this gingham one to opening night in Williamsburg, plus a friends and family test ${\rm run}-{\rm black}$ Levi's, and Sperry Topsiders. And if he gets bored with that? He'll get a new tattoo.





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The Art

"This was an office-warming gift from my grandpa, who's like 90-years-old. My family's really important — there's a picture of my grandmother as a pin-up downstairs, in the restaurant - and this collage is just perfect."

Click VIEW LARGER to see the whole piece.



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The Coffee

"There's this roaster in Seattle, Caffé Vita, and we order from them for our restaurants. You can buy it online, too, and I do a French press at home. I really love their thermos, though: It keeps the coffee hot until, like, 9 p.m.

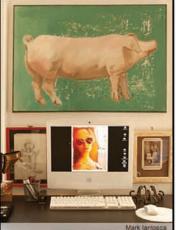


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The Inspiration

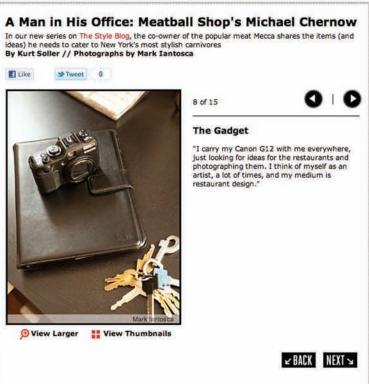
'On the computer screen, that's my wife who gets me through each day. And [Daniel Holzman, the Meatball Shop co-owner]'s mom painted the pig. I like surrounding myself with pictures of farm animals. Even in my own















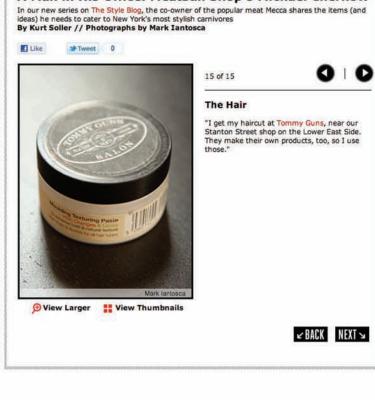






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