

CRAIN'S

NEW YORK, NEW YORK

edited by Valerie Block

Clicking with the stars

TABLOID FAVORITES Paris Hilton, Nicole Richie, Amy Winehouse and Eliot Spitzer—or rather, actors who look like them—will be parading around midtown on Tuesday to help launch a gossip news Web site that aims to give celebrity fans a fantasy league of their own.

Celebrifantasy.com, in addition to aggregating news about the likes of Paris and Amy, will allow visitors to create fantasy teams of bold-faced names and compete against each other based on whether their “players” make the pages of *Us Weekly*, *People* and *In Touch*.

Britney Spears has another meltdown? Angelina Jolie is pregnant again? Score!

“We’re set up to suck people’s days away,” says founder Marc Mitchell, the former chief operating officer of UrbanDaddy.com. He’s added social networking components like live chat and member profiles to differentiate the new site from competitor Fafarazzi.com.

Mr. Mitchell also plans to launch companion sites of interest primarily to women, including ones covering fashion and beauty. “I think [the network] will be very attractive to advertisers,” he says.

Developer hits the Heights

REAL ESTATE DEVELOPER Peter Fine has added a hot uptown property to his portfolio. The president of Atlantic Development Group put more than \$1 million into the Broadway run of *In the Heights*, **Manuel Miranda’s** acclaimed musical about life in Washington Heights. The show opened March 9 at the Richard Rodgers Theatre.

Mr. Fine says he first went to see the play during its off-Broadway run as a favor to Mr. Miranda’s father, who works as a political consultant for Atlantic.

“I expected to see a class play, but was blown away by the story,” he says.

As the son of a cab driver who grew up in public housing in Queens, Mr. Fine identified with the musical’s portrayal of life on New York City’s streets.

The newly minted producer now has the Broadway bug. He’s on pace to recoup his investment in the next seven months, and is looking into other opportunities in theater and film.

The high art of sightseeing

THE GATES IN CENTRAL PARK drew 4 million visitors and \$250 million in tourist dollars to the city in 2005. The tourism industry is banking on a similar bonanza from **Olaf Eliasson’s** New York City Waterfalls, coming to New York Harbor in July.

Circle Line Sightseeing Cruises, for one, is designing a private cruise to view the 90- to 120-foot art installations. For a mere \$50,000, a family can tour the falls in a brand-new chartered



Clicking with the stars

TABLOID FAVORITES Paris Hilton, Nicole Richie, Amy Winehouse and Eliot Spitzer—or rather, actors who look like them—will be parading around midtown on Tuesday to help launch a gossip news Web site that aims to give celebrity fans a fantasy league of their own.

Celebrifantasy.com, in addition to aggregating news about the likes of Paris and Amy, will allow visitors to create fantasy teams of bold-faced names and compete against each other based on whether their “players” make the pages of *Us Weekly*, *People* and *In Touch*.

Britney Spears has another meltdown? Angelina Jolie is pregnant again? Score!

“We’re set up to suck people’s days away,” says founder **Marc Mitchell**, the former chief operating officer of UrbanDaddy.com. He’s added social networking components like live chat and member profiles to differentiate the new site from competitor Fafarazzi.com.

Mr. Mitchell also plans to launch companion sites of interest primarily to women, including ones covering fashion and beauty. “I think [the network] will be very attractive to advertisers,” he says.



once it becomes custom,” says **Andreas Sappak**, general manager of Circle Line.

For those with less disposable income, the Ritz-Carlton at Barmey Park will offer a \$5,000 package for corporate groups that want to take a 30-minute break between their business sessions to hop on a New York Water Taxi and see the sight (rendering above).

CONYAC’S SUMMER VAPORWARE from **Collins**.

“[The Colman and Gasparino books] are going to duke it out over Bear Stearns,” says **Riek Wolff**, executive editor of *Business Plan*, which just acquired *Game Over* by investment adviser **Stephen Leeb**. “Our book is more broad-scope.”

Contributors: *Lisa Filipschek, Matthew Flomen, Daniel Masny*

Good books for hard times

EVERY CLOUD has a silver lining, or at least the chance of one. The book publishing industry is hoping to cash in on the tanking economy with books that explain it.

In recent days, publishers at half a dozen houses have acquired titles on the subject, including *Flip-Flop*, about how math whizzes destroyed the economy, by the *Wall Street Journal’s* **Scott Patterson**.

A publisher bought

GIRL POWER

HILLARY CLINTON’S CHANCES for making it to the White House might be slim, but *What’s Your Point, Honey?*, a new film from *Mad Hot Ballroom* producer **Amy Sewell**, takes up the crusade for a future female candidate. The film chronicles the lives of seven young women from Project 2024, an initiative sponsored by COSMOS to help a woman become president by that year.

What’s Your Point, Honey? will premiere in New York on Mother’s Day, May 11.

