

# The Lap of Luxury

How does **Joseph Varet**, CEO and cofounder of Lx.tv, cover luxury living from coast to coast? By producing cutting-edge programming for broadcast television and broadband.

by *Emily Liebert*



**7:30 A.M.**

Jog from my apartment in southern Tribeca to the City Hall subway station. I don't want to be late for my first appointment: a meeting of the Northside Center for Child Development's board of directors. I've been a board member for three years and am still in awe of the incredible staff.

**8:05 A.M.**

Arrive a few minutes late for the meeting, which is held at Northside's Susan Patricof Head Start Center preschool building on East 111th Street. Northside is a 62-year-old nonprofit Harlem institution that operates an elementary school and a new preschool for developmentally challenged kids, in addition to two mental-health clinics.

**9:30 A.M.**

Take the subway back Downtown to my office on Canal Street. We have an open loft space in a converted Chinatown industrial building, filled with Macs running Final Cut Pro. Canal Street is still relatively peaceful at this hour because the handbag and watch vendors—and the hordes of tourists they attract—haven't yet arrived.

**10:00 A.M.**

Coming out of the Canal Street station, I take a quick detour to pick up a chrysanthemum tea at Tic Tac Toe Café, a quirky Japanese tea bar on Hester Street that brews the most addictive drinks in New York.

**10:15 A.M.**

In the office, I e-mail and catch up on news sites and blogs: WSJ.com, Cynopsis, PaidContent, Eater, and, of course, Gawker.

**11:00 A.M.**

Lx.tv cofounder and executive producer Morgan Hertzan and I meet with the production team for our WNBC show *OpenHouse NYC*, the first weekly TV series about New York residential real estate. We review the show budget and discuss ideas for an upcoming segment about over-the-top concierge services in new condo buildings.

**12:15 P.M.**

Review a rough cut of this week's episode of *Lx.tv 1stLook NY*, our other weekly WNBC show that features new restaurants, bars, stores, and events in the city.

**1:00 P.M.**

Grab lunch with Brandon Ralph at Great NY Noodletown, my regular Chinatown dive. Brandon is a partner in Code and Theory, the Soho-based web-development studio that built our broadband video-on-demand website, Lx.tv.com. Brandon tells me about the Lenny Kravitz documentary he's codirecting and we discuss options for providing HD-quality video on Lx.tv.com.

**3:00 P.M.**

Conference call with Katherine Power and Hillary Kerr, cofounders of the fashion blog *Whowhatweardaily.com*, to review the terms of a distribution deal they're negotiating with MySpace. I invested in the company when they started it in early 2007.

**5:00 P.M.**

Take a meeting with Dina Kaplan of the video distribution network *Blip.tv* to discuss promoting the weekly interview segments from *Lx.tv 1stLook NY*, where our reporter Mo Rocca talks with notable New Yorkers like Tim Gunn, Daniel Boulud, and Jack McBrayer.

**7:30 P.M.**

Meet friends Philae Knight, editor of *Phillipsartexpert.com*, fashion designer Katie Zorn and her husband, Doug Hand (a partner in the law firm Hand Baldachin & Amburgey), and my sister Sarah. We're at the Whitney Museum of American Art's lobby gallery for a preview reception for four new collages by Mark Bradford, one of my favorite artists.

**9:00 P.M.**

We recruit a few other members of the Whitney Contemporaries—a group of more than 300 museum supporters under 40—for cheeseburgers and cottage fries at JG Melon. [6]