Out & About

FELIX GO GOOD

An artist has created an entire New York deli — out of whole cloth

By BARBARA HOFFMAN

G o ahead — squeeze that tomato. And while you’re at it, feel theci.

You can feel everything at Lucy Sparrow’s Deli in New York City. The store is made of felt — from the 200 orange swivels in the shelves of oranges, bagels, and sausages, and the 900 lobsters.

Lobsters, in a delicatessen? “I think maybe it’s an English person’s idea of a deli,” says Sparrow, who owns the store.

The 35-year-old Sparrow, who owns the store, moved from London to New York City and opened it on Tuesday morning. (Items are replenished periodically, say staff, who continue to paint them in the back of the store.)

“I love pop art,” says Ashley Bell, 50, clutching a felt rainbow cookie as she surveys the shelves of oranges, bagels, and sausages. The Felted Deli in New York City is a collaboration between Sparrow and British artist Lucy Sparrow. The store is made of felt and is open to the public.

Richard Staubfischer, 41, says he has no idea where he’d display the store’s green onions prawns and clam, which are selected each day from the market with several different colors, and the fish and seafood. “Who could resist this?” asks Staubfischer, answering his own question.

A Felix the Cat plushie sits on the counter, next to a stack of felt loaves of bread. “Felix the Cat is my favorite,” says Sparrow, who owns the store and is currently working on a new project at the Deli in New York City.

Two years ago, Sparrow opened the store in New York City. She has since expanded to include a deli, a cafe, and a bar. The store is made of felt and opened on Tuesday morning. (Items are replenished periodically, say staff, who continue to paint them in the back of the store.)

Sparrow says she found her passion at age 19, when she made a felt baby egg: “I wanted to recreate every aspect of real life in felt.”

Two years ago, her felt-filled “baby eggs” popped up by the High Line and closed nine days later, inspired by an insatiable craving for hand-painted and hand-sewn objects of Heinz ketchup, Moet Chandon Champagne, and Tylenol.

That won’t happen this time, Sparrow promises. “I made 100 watermelons, 1,200 peaches, and 1,200 oysters,” she says. Sparrow, though the fruit tarts ($60) sold out two hours after the store opened on Tuesday morning. (Items are replenished periodically, say staff, who continue to paint them in the back of the store.)

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