

NYC will get its first-ever booze-free members club this fall

And no, it's not your average juice bar



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Photograph: Courtesy of Opa Architecture and Laube Studio | The Maze

In a city where cocktails and clubhouses often go hand in hand, one entrepreneur is daring to rewrite the social script. This fall, New York will welcome [The Maze](#), a first-ever alcohol-free members club, offering all the elegance and exclusivity of the downtown social scene, just minus the booze.

Located at 43 West 24th Street in Flatiron, The Maze is a 4,600-square-foot sanctuary for connection, creativity and yes, mocktails, though this isn't some hokey dry lounge. The vibe is more “boutique hotel meets conscious community” than anything else, with a stylish New American restaurant, high-end coffee bar, flexible event spaces and lounges designed for actual conversation (imagine that).

Founder Justin Gurland, a 17-year-sober entrepreneur and licensed Master Social Worker, is on a mission to prove that sobriety doesn't have to mean isolation or sacrifice. "We're not just removing alcohol—we're reimagining what it means to belong," Gurland said. "We're excited to bring The Maze to the city, offering a welcoming space where people can pursue more meaningful experiences, supporting intentional living and personal growth. It's a place where you can thrive without the pressures of traditional socializing, embracing a lifestyle centered around mindfulness and purpose."

That ethos threads through everything The Maze is building. From its sleek design (courtesy of OPA Architecture and Laube Studio) to its curated programming, the goal is to offer a social experience rooted in intention. Expect networking events, community-building mixers and the monthly Cornerstone Dinner, a signature event designed to spark connection without needing a drink in hand.

While some might say New York is oversaturated with velvet ropes and vodka sodas, The Maze offers a genuinely refreshing alternative: a place where wellness, recovery and ambition sit at the same table. It's a new model for mindful socializing that speaks to the growing demand for alcohol-free environments that are high on sophistication rather than sacrifice.

Membership applications officially open in summer 2025, but you can visit [The Maze's website](#) to join the waitlist.