

# UNDERGROUND AND ALTERNATIVE

Business owner aims to create the ‘funkiest place in town’

BY CAITLIN SEYFRIED

Where in Astoria can you find a grotto with a secret passageway leading to a portal room and an aspen grove? Only in the magical Hidden Underground Experience.

Below the city streets at Marine and 10th, artist and shop owner Sondra Carr has crafted these landscapes with sculptures, lighting and imagination. Carr owns Weird Sisters Freak Boutique, a shop with one-of-a-kind clothing, housewares and art.

“Freak Boutique is really in your face, because people need to know what it is they’re getting into,” Carr said. “People either walk in and love it and they’re looking at everything, or they walk in and they immediately turn around and walk out. And I like that, it’s totally fine. They need to go and find the thing that matches their hearts. But for the people who like it, they love what we’re doing.”

Carr’s aspirations go beyond a retail space. Her long list of current and ongoing



Photos by Caitlin Seyfried

**ABOVE:** Sondra Carr owns Weird Sisters Freak Boutique. **BELOW LEFT:** Harper Carr sits at the store’s front desk. He sings and performs for visitors. **BELOW RIGHT:** A cat models some of the clothes available to buy.

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