

POWER CONNECTORS

Hall of Fame

BEFORE OPRAH BEGAN TWITTERING, there was Tatiana Platt and Fame Game—a social networking site that tracks the city's movers and shakers through their media mentions, charity works, party appearances and organizational connections. In 2004 Platt, a former AOL executive, moved to New York after marrying renowned architect Campion Platt.

“When I first relocated from DC, I was introduced to so many people that

I had to Google their names and take crib notes about where I had met them,” says Platt. Despite her valiant research efforts, she was only finding boldfaced mentions in “Page Six” and one-line photo captions. “It wasn’t telling me anything about them, and I wanted to *really* know who I was interacting with.”

So Platt, along with cofounders Seth Aylmer and Jose Serrano, launched Fame Game in 2007. “It chronicles all of the people who make New York the exciting place that it is,” explains Platt. Her own favorite Fame Game connections include

NEW YORK FAVORITES

Memories: “I grew up in Paris, so when I first moved to New York, it brought back a flood of childhood memories, from the smells of the subway to the aroma of a boulangerie and the fresh food markets.”

Restaurants: Barolo on West Broadway, the Oak Room at the Plaza for brunch



Rupert Murdoch, Madonna and Roger Federer.

With the continuing expansion of the site (Miami and Los Angeles versions will launch later this year), a six-month-old son and a guest-contributor spot on Plum TV, Platt is constantly on the go. Yet regardless of her location (“As long as I have a signal, I am available”), she finds time to reach out to new people. “You never know who might be able to help you with a business venture, a philanthropic endeavor or with a simple household task,” she says. “New York is the smallest big city in the world.”—JENNY WELBEL