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## End Point, Pixel Projects Partner in Park Avenue South Lease

By Lauren Elkies Schram

End Point Corp. and Pixel Projects have together signed a five-year, 2,755-square-foot lease at 304 Park Avenue South for executive offices, Commercial Observer has learned.



304 Park Avenue South

The asking rent in the 12-story SL Green Realty building on the corner of 23rd Street was \$65 per square foot, according to a spokeswoman for ABS Partners. End Point, the leading provider of Google's Liquid Galaxy open source project, and Pixel Projects, which provides AV installations, are slated to move in to their new digs on the second floor tomorrow. The lease was signed on Sept. 30.

ABS Partners' Jonathan Cohen and Robert Finkelstein represented the tenants in the deal, and SL Green's Gary Rosen represented the landlord in-house.

"End Point and Pixel Projects were looking for a larger space in the Flatiron District after outgrowing its 1,600-square-foot space at 920 Broadway," Mr. Cohen said in a prepared statement. "After looking at several other buildings in the area, the joint tenant was drawn to the location of 304 Park Avenue South, the multiple nearby transportation options and the newness of the space they would be occupying. The office on the second floor is a brand-new prebuilt that the landlord is taking great care of. In addition, the space on the second floor afforded the tenant a great deal for the size and neighborhood they were seeking."

Major tenants in the 215,000-square-foot building include Bath & Body Works, H&R Block, IMG Models, MWW Group, Return Path, Spin NYC, Starbucks and Virgo Business Centers. Panera Bread bakery and cafe is slated to open in the building in a space partly previously occupied by a Hallmark store, as Commercial Observer previously reported.

SL Green bought 304 Park Avenue South for around \$125 million in 2012, public records indicate.

Steven Durels, director of leasing and real property at SL Green, declined to comment on behalf of Mr. Rosen.

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