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DEALS & DEALMAKERS

210 Eleventh Avenue Reaches Full Occupancy

By REW Staff

ABS Partners Real Estate, LLC recently brought 210 Eleventh Avenue to full occupancy after securing three transactions, totaling 6,091 s/f on the seventh and ninth floors of the office and gallery building, located a few feet from the High Line in West Chelsea.

Furthering that milestone, a first-of-its kind exhibition, featuring art produced by New York City Public School students, was completed in the building's lobby thanks to a partnership with ArtsConnection and the Building Arts Curatorial Program.

The installation, Reflections of New York, sought to bring the work of student artists into a New York City building and neighborhood at the forefront of the creative and fine arts scene.

"Bringing 210 Eleventh Avenue to 100 percent occupancy this quarter demonstrates the continued race for space in West Chelsea isn't slowing down, especially the closer you are to the High Line where availability is very limited," said Audrey Novoa, Senior managing director at ABS Partners.

"Companies across the city, particularly media, fashion- and art-focused firms, want to be in a distinguished neighborhood where they are constantly inspired by other companies, artists and designers. We aimed to create a like-minded community of creative tenants within 210 Eleventh Avenue so that companies could not only access culture right outside the building's door, but within the office too."

"This lobby curation at 210 Eleventh Avenue is reflective of the building's creative make-up and serves as a connection point between young, talented art students from New York City and the established artists located upstairs," added Cindy Farkas Glanzrock, founder of Building Art Curatorial Program.

In recent transactions at 210 Eleventh Avenue, asking prices were in the mid-\$50 per square foot range. **ABS Partners' Audrey Novoa and Joseph LaRosa** represented the landlord in the deals, which include:

Karla Otto, Inc., a public relations agency, signed a five-year, 3,042 s/f. Stuart Siegel of CBRE represented the tenant in the transaction.

Edition Schellmann, Inc., a publisher, signed a two-year, 1,552 s/f and VProud, LLC, a video social network, signed a 1,497 s/f leased. Tungsten Property represented the tenant.



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