

**19
89** | **OVER
TWENTY
FIVE
YEARS**



Lee & Associates and Brown Harris Stevens collaborate for 15,479 s/f lease at 61 North 11th St. in Williamsburg

April 03, 2018 - Front Section

Brooklyn, NY According to Lee & Associates and Brown Harris Stevens, The XX House will be launching its first private space at 61 North 11th St. in Williamsburg. Corey Horowitz and Justin Myers of Lee & Associates represented landlord CW Realty Management in the 15,479 s/f lease, while Wendy Maitland, Emma Maitland and Wyatt Bertz of Brown Harris Stevens represented The XX House. The asking rent for the space was in the high \$60s per s/f.

CW Realty acquired the three-story, vacant warehouse in 2017, and is currently converting it

into a lifestyle-oriented mixed-use property with commercial and retail space. The building is located adjacent to the Wythe Hotel in North Williamsburg.

“This is one of the most significant cultural and entertainment neighborhoods within New York City, and the entrance of a cutting-edge innovation hub like The XX House will only increase the area’s prestige,” said Horowitz. “This lease is one of the largest office signings in Williamsburg in many years, and the collaborative use aligns extremely well with our vision for 61 North 11th St.”

The XX House is a brainchild of Rachel Vestergaard along with Allison Rapson and Kassidy Brown, founders of “We are the XX,” a female-focused production studio and creative agency. The XX House will be a community where female creators come together to join forces, share innovation and connect at the highest level. The space is expected to open in the third quarter of 2018.

“We are building an elegant space architected for women to thrive on every level, embrace their leadership and amplify their creative prowess,” said Vestergaard.

Rapson said, “After years of working in the women’s space and traveling the world documenting how feminism is expressed across cultures, it became evident to us that the ingenuity of women is a powerful force necessary for unlocking the solutions and changes most needed at this time.”

According to Brown, “Williamsburg has been our home base for years and there is no better neighborhood in the world to launch the headquarters for The XX House. Wendy, Corey and their respective teams have been a dream to work with and we are delighted to be surrounded by such fantastic neighbors in North Williamsburg.”

The XX House’s space will feature wood floors, 18-ft. ceilings, skylights, views of the Manhattan skyline and access to a roof deck.

“I’m thrilled that we secured this gem for The XX House’s flagship location. Its visionary leaders sought a unique space that would reflect the sensibilities of its creative, entrepreneurial

cliente,” said Maitland. “The property’s ‘bones’ – including its large, open floor plan and high ceilings - will give its creative, entrepreneurial members inspiration to collaborate and flourish in an expressive environment, while the developer’s comprehensive capital improvements campaign will offer the XX House community a full range of modern amenities in a special building brimming with history at the nexus of prestige in Brooklyn. The confluence of these attributes is unavailable in any space built from the ground up today.”

The property is located between Kent and Wythe Aves., directly across the street from the 500,000 s/f office building under construction at 25 Kent Ave., which will further establish the area as a commercial hub. It is also within blocks of iconic Williamsburg entertainment venues including the Brooklyn Bowl, House of Vans and Brooklyn Brewery.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540