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## **Strauss and Dunn of RKF rep NBC/Feld Entertainment in 29,943 s/f lease for “Trollseum”**

June 19, 2018 - Shopping Centers



Joshua Strauss, RKF

Grant Dunn, RKF

Manhattan, NY RKF has arranged a 29,943 s/f lease at 218 West 57th St. in Columbus Circle with Feld Entertainment Inc. and Universal Brand Development, a division of Universal Studios. DreamWorks Trolls The Experience will be a live location-based entertainment attraction featuring Poppy Branch and other Troll Village characters.

RKF's Joshua Strauss and Grant Dunn represented NBC Universal and Feld Entertainment. The landlord, GGP, was represented by Jason Maurer.

218 West 57th Street, Columbus Circle - Manhattan, NY

DreamWorks Trolls The Experience will cater to fans of the blockbuster hit film "Trolls" and offers a unique retail opportunity. Dubbed "Trollseum," it will feature a 90-minute, walk through participatory adventure with hands-on exhibits including Poppy's Party Room, featuring augmented reality and 3D technology, a Hair-We-Go Salon and Barbershop, and a journey through the flora and fauna of Troll Village.

"Trollseum will be a cutting-edge retail entertainment experience, the first of its kind. We expect that it will be an extraordinary success," said RKF executive vice president Strauss.

Trollseum will sit alongside some of the most attractive and iconic buildings in NYC. 218 West 57th St. sits in the heart of Billionaire's Row, an area that is in the midst of a major retail and residential boom with the brand-new, first-ever Nordstrom department store situated directly across the street, and surrounding high-end residential developments on the rise.

218 West 57th St. is a landmarked building with its 29,943 s/f of retail space spread across six floors. Situated steps near Columbus Circle, Central Park, the Museum of Modern Art, Carnegie Hall and the two blocks from famed Fifth Ave. shopping corridor, the location draws heavy foot traffic. It's also steps from Times Sq. Neighboring retailers include: Nordstrom, Starbucks, Sur la Table, Eve Bari, Arche and Van Cleef & Arpels.

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