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Cohen and Kamali of Eastern Consolidated arrange lease for 348-seat iPic theater

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Brad Cohen,
Eastern Consolidated

Jon Kamali,
Eastern Consolidated

Hicksville, NY Eastern Consolidated's Brad Cohen and Jon Kamali, exclusive tenant reps for iPic have arranged a lease for a 348-seat iPic theater directly with the property owner, Seritage Growth Properties. This will be the first Nassau County lease for iPic.

The theater, which will include a bar/restaurant, is planned to open at Seritage Growth Properties' development property, Heritage Village, in the coming years. The reimaged mixed-use destination will replace the former Sears store located at 195 North Broadway.

"We've been evaluating opportunities for iPic for several years and found the perfect location in a former Sears store on Long Island that is being redeveloped into a mixed-use project with iPic as an anchor," Cohen said. "We're actively engaged in identifying additional locations for iPic in the New York metro area."

"We are excited to bring a new experience to Nassau County residents and become a significant part of Seritage's development project, which will add enduring value to the community. As one of the top-ranked communities in the country, our new theatrical escape will be able to provide even more high-quality dining and entertainment options to residents and visitors. Our cornerstone presence will provide the area with a quality experiential destination for arts and culture under one

roof,” Hamid Hashemi, CEO and founder of iPic Entertainment.

Located north of the Long Island Rail Road Hicksville Station, Heritage Village will transform the former Sears store into a mixed-use, transit-oriented development with rental apartments that will sit above a collection of retailers and dining, entertainment and fitness concepts. iPic will serve as the entertainment anchor of this project and will deliver the first affordable, full-service theater and restaurant experience to the community. The restaurant/bar component of iPic’s site will be designed by iPic Entertainment COO Sherry Yard - an acclaimed three-time James Beard award-winning chef.

A full-service bar will offer an exclusive menu of handcrafted cocktails, presented by award-winning mixologist and master sommelier Adam Seger.

“We are excited iPic Theaters has chosen to open its first location in Nassau County, and third in the state of New York, at our reimagined Hicksville property,” Benjamin Schall, president and CEO of Seritage Growth Properties. “The addition of iPic aligns with our plan to bring leading, first-to-market retail, dining and entertainment concepts to our mixed-use development. We will continue to work in close collaboration with the Town of Oyster Bay and local stakeholders to deliver an exceptional project to the community.”

The new iPic® at Heritage Village will bring a luxurious theatrical escape with eight auditoriums and seating between 32 and 60 in an intimate setting. In addition to viewing the latest Hollywood blockbusters, members and guests will be able to enjoy alternative content such as live shows including magic, comedy, along with gaming competitions and other iPic® experiential ticketed events. Guests will enjoy their experience in ultimate style in the comfort of iPic®’s patent-pending Premium Plus fully reclining leather seating Pods that include courtesy personal pillows and blankets. At the touch of a button, guests can summon ninja-like servers to deliver a signature dine in the dark menu by Sherry Yard in addition to a farm to glass beverage menu by iPic® Master Bartender and Advanced Sommelier Adam Seger. iPic®’s auditoriums will be equipped with 4K digital cinema technology and all seats may be reserved ahead of time on iPic®’s proprietary reservation system by visiting iPic.com or downloading the iPic® app.

Access iPic Membership Rewards, iPic’s exclusive membership program will further enhance the iPic guest experience by empowering iPic members to customize and build their brand experience via three levels of Access—Silver, Gold, Platinum—and an invitation-only level. Members will receive special members-only ticket pricing along with enhanced perks such as the ability to earn and redeem points on qualifying purchases, exclusive access to iPic® member events and the ability to purchase bulk iPic® ticket packages. To become an iPic® member, please visit www.ipic.com

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