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Mays and Pray of Durst and Baker and Hochhauser of Winick lease 2,500 s/f to Club Pilates; Hertling of Ripco reps tenant

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Manhattan, NY According to The Durst Org., Club Pilates signed a 10-and-a-half-year lease for 2,500 s/f on the ground floor of HELENA 57 WEST, located at 601 West 57th St. Club Pilates, founded in San Diego in 2007, has 450 active locations in the U.S. and Canada. The HELENA location is their third studio in the borough and eighth in the New York metro area.

HELENA, built in 2005, was one of the first voluntary LEED Gold residential towers in NYC and the first of the three buildings on the 57 WEST superblock. Durst's VIA and FRANK compose the rest of the block in Manhattan's fastest growing neighborhood. Other retail tenants on superblock include movie theater The Landmark, Livanos Restaurant Group's Ousia, AKC Canine Retreat, and Hudson Market. The Hospital for Special Surgery is opening the HSS Sports Medicine Institute at the FRANK this year, and I Love Kickboxing, Soul Dental and Anthology Wine & Spirits recently signed leases at FRANK.

Ashley Mays, Durst Org.

Steven Banker, Winick

“We are pleased to welcome Club Pilates to HELENA and the 57 WEST campus,” said Jonathan Durst, president of The Durst Org. “Retail is an extension of the amenity services Durst provides to our residential tenants. Our goal was to bring retailers to the campus that would enhance the neighborhood and foster the community. We are thrilled to add Club Pilates to our magnificent 57 WEST retail tenant roster.”

“We are proud to have worked with The Durst Org. to bring exciting retail and needed amenities to their 57 West superblock,” said Steven Baker, president of Winick Realty Group. “Club Pilates is not only a great amenity for the area but also a perfect way to complete a project that has been instrumental in creating a brand-new neighborhood on Manhattan’s Far West Side.”

Club Pilates was represented by associate Philip Hertling of Ripco. The landlord was represented in-house by managing director Ashley Mays and analyst Bill Pray of The Durst Org. and Baker and executive VP Ken Hochhauser of Winick.

“We are excited to bring the benefits of Pilates to everybody on the west side. The Durst 57 West superblock is the perfect location for our first Upper West Side studio. Having spent many years working down the street at Hearst Corp., Time Warner, and Turner, I’ve watched Durst develop this area over the last 10 years and I couldn’t be more thrilled to now be a part of 57 WEST,” said Jason Cavallo, owner of the Club Pilates West 57th location.”

Founded in San Diego in 2007, Club Pilates has modernized Joseph Pilates’ original Reformer-based Contrology Method through the use of group practice and expanded state-of-the-art equipment. They offer affordable classes at all fitness levels, including classes using TRX, Barre, Exo-Chair, Bosu ball, mats, rollers and more. Club Pilates is one of the fastest-growing fitness concepts on the market, with over 450 active studios delivering more than 17 million workouts annually across the United States and Canada, and another 350+ studios scheduled to open soon.

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