



Argo Real Estate leases 5,000 s/f to Adorama, Inc.

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Argo Real Estate welcomes Adorama, Inc. The retailer signed a new ten-year, 5,000 s/f lease for ground-level space at the Argo owned and managed property located at 50 West 17th St.

Jason Pennington and Zach Nathan of Ripco Real Estate represented Argo, while David Tricarico and Lindsay Anapol of Cushman & Wakefield represented the tenant. Although details of the transaction were not disclosed, asking rent was \$118 per s/f. Adorama plans to use the street level space for photo and video equipment rental.

"Located in the heart of the Flatiron District where Union Square meets Chelsea, this space provides Adorama with an expansive open floor plan, which allows for future growth," said Mark Moskowitz, CEO of Argo Real Estate. "We are glad that Adorama has chosen to take advantage of the thriving neighborhood by becoming a part of 50 West 17th's tenant roster.

Listed as one of the top five electronics retailers by Consumer Reports and the official Electronics Retailer of the NY Giants, Adorama has been serving customers for more than 30 years. This leading customer electronic retailer offers the best selection and prices on products such as home theaters, mobile computing, photo and video equipment and more. Since its beginning, Adorama has expanded from its flagship NYC store to become the online destination for photography, imaging and consumer electronics.

50 West 17th St. is a 12-story, 80,000-square-foot building featuring new elevators, hallways and windows. The building is located just steps away from Union Square in the Flatiron District.

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