



Flashtalking, Inc. takes entire 10th Floor of repositioned Midtown Tower; Owned by Herald Square Properties and The Davis Companies

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Online advertising technology company Flashtalking, Inc. has taken the entire 10th floor at 142 West 36th St., featuring 7,910 s/f of pre-built space, designed by the Mufson Partnership. It is the fourth TAMI tenant to move into the Midtown building since its purchase less than a year ago by Herald Square Properties and The Davis Companies and joins three others, comprising View the Space, Elite SEM and Quarto Publishing Group. In addition to the tech and publishing-based tenants, another category leader, I. Buss & Allan Uniform Company, moved to 142 West 36th Street last year.

Exclusively representing the landlords were CBRE's Paul Amrich, vice chairman; Neil King, vice president; and Lindsay Godard, associate broker. Representing the tenant was Bernie Weitzman of Newmark Grubb Knight & Frank. Flashtalking will be relocating from 250 West 36th Street in the spring.

"Almost as soon as space becomes available, we are contacted by TAMI companies or their representatives," said Amrich. "The new ownership and CBRE leasing and management teams have really worked well together this past year to turn innovative ideas into realities and we are seeing amazing results."

The building was acquired at the beginning of 2014 by Herald Square Properties and Boston-based The Davis Companies in an off-market sale. Located between Broadway and Seventh Ave., the circa 1921 high-rise has 17 floors and 116,000 s/f. In addition to its central location, the building has exceptionally high ceilings with great light and air. Asking rents are between \$58 and \$60 per s/f. Currently, it is more than 95% occupied.

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