



Marx Realty unveils plans for Penthouse Collection at 10 Grand Central

November 05, 2019 - Owners Developers & Managers

Manhattan, NY Marx Realty (MNPP) will transform the top five floors at its 10 Grand Central office tower into a suite of penthouse offices. Dubbed The Penthouse Collection, the offices can be configured as 5,000 s/f single-floor leases or combined into a 10,000 s/f duplex space or a 15,000 s/f triplex office. The spaces on floors 32-36 will be reinvented as office spaces designed to attract international fashion brands, financial powerhouses and technology firms.

Having signed over 178,000 s/f of new leases since the announcement of the building's repositioning less than a year ago, Marx Realty saw the potential in bringing new life to the upper floor spaces considering the views, potential for 20-ft. ceiling heights and outdoor terrace spaces.

"The next logical step after bringing our one-of-a-kind hospitality aesthetic to 10 Grand Central was to provide the ultimate office experience for high-end users," said Craig Deitelzweig, president and CEO of Marx Realty. "We've already attracted top-tier tenants and well-known groups to the building with our hotel-like ambiance, best-in-class service and beautifully designed office spaces. The Penthouse Collection raises the bar even higher with ridiculously luxurious finishes and an experience comparable to a stay at the finest penthouse suite in a luxury hotel."

The Penthouse Collection experience begins with private elevators from the recently redesigned and relocated lobby at 10 Grand Central, which boasts a uniformed doorman, oversized walnut wood doors and a signature scent that is diffused throughout the building. Each suite will feature rich walnut wood finishes, herringbone hardwood floors and a private bar and café combined with upscale touches reminiscent of the most exclusive members-only clubs.

The upper-most floors – 35 and 36 – will be connected with a grand staircase fashioned in walnut wood and polished stone for a combined total of 10,000 s/f and will offer a 3,500 s/f sky garden terrace on the east side and a separate 2,400 s/f solarium on the west side. Ceiling heights of 20 ft. give way to floor-to-ceiling windows that offer in-your-face views of the Chrysler Building and the surrounding architecture of Midtown East while a library wall adds a literary flair to the space. A fireplace and bar round out the offerings on the 36th floor. On the 32nd and 33rd floors, Marx Realty will outfit 5,000 s/f, single-floor spaces with the finest finishes in line with the hospitality aesthetic of the building. These floors can be leased individually by separate firms or joined by a staircase to create a duplex office experience for a single user.

"This penthouse experience will be like nothing else in the New York market," said Deitelzweig. "10

Grand Central and its game-changing hospitality aesthetic is well-known and we're taking it up a notch with The Penthouse Collection. We're fielding inquiries on a daily basis from some of the most elite firms in the country."

The reveal of The Penthouse Collection comes on the heels of Marx Realty's \$48 million repositioning which includes a redesigned and relocated four-story entry portal and marquee and the addition of a seventh-floor lounge, café, terrace, and 40-seat conference space at the 36-story Ely Jacques-Kahn designed office tower. In addition, the repositioning included a new façade with a soaring marquee featuring brass fins. The accents and finishes from the lobby evoke a high-end hotel vibe that continues with a suite of hospitality-styled amenities on the seventh floor. The indoor/outdoor café and lounge boasts a confluence of 7,500 square feet of hospitality-styled amenities including a well-appointed lounge with ample seating and a café, a conference facility seating 40 and The Ivy Terrace, an inviting outdoor space reminiscent of a 1930s era garden party.

The redesign was led by a Marx interior design team and David Burns, principal of Studios Architecture. JLL's Cynthia Wasserberger, Sam Seiler, David Kleiner and Carlee Palmer are leading a team handling the leasing for Marx Realty.

Marx Realty most recently signed Goldman Sachs-backed Crux Informatics to a 10-year full-floor lease at 10 Grand Central. High-profile tenants also include Dwayne "The Rock" Johnson's production company, Seven Bucks Productions (as reported by the NYPost.com); insurance giant MassMutual, international news agency Agence France-Presse; UK-based sports private equity firm 23 Capital; asset management firm Everside Capital Partners; and, educational technology company Decoded. They join investment firm Benenson Capital Partners; Dennis Publishing's The Week; and advertising association powerhouse ANA.

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