



Brookfield Properties and C3 to bring Citizens eatery to Manhattan West complex

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Manhattan, NY Brookfield Properties and C3, a subsidiary of global lifestyle and hospitality company sbe, unveiled plans for a new culinary destination at Manhattan West, the eight-acre complex Brookfield is developing on the borough's Far West Side. Named Citizens, C3's new concept will bring together a curated collection of established and new proprietary culinary brands at two full-service restaurants, multiple bars and a fast-casual market hall. The 40,000 s/f venue, located in Five Manhattan West, will be designed by interior designer David Rockwell.

"As the newest arm of our organization, C3 was specifically launched to disrupt the F&B industry and capitalize on the rapidly evolving landscape of consumer preferences," said sbe founder and CEO Sam Nazarian. "The future of dining is casual, mobile and experiential and C3 is delivering on that reality with the opening of Citizens. We're proud of the support and trust Brookfield has placed in C3 to bring this innovative culinary concept to life and we hope it's the first of many more collaborations as part of a long-term partnership."

"Innovative and of-the-moment culinary offerings are an essential part of a successful placemaking destination, and 'Citizens' by sbe will help bring Manhattan West to another level," said Andrew Brent, vice president, Brookfield Properties. "Hudson Eats at Brookfield Place has been a major success, but we wanted to create something even bigger and bolder at Manhattan West. The marketplace, restaurant and bar concepts created by sbe will provide elevated culinary experiences for the diverse array of audiences drawn to Manhattan West."

C3, which stands for Creating Culinary Communities, is the latest subsidiary of global lifestyle and hospitality company sbe. C3 will focus on restaurant concepts made up of an array of limited service culinary brands that are both new developments and evolutions of established, highly successful full-service sbe restaurants. Citizens is an innovative new concept by C3 envisioned as a global community of culinary experiences – bringing new and existing retail developments a "one stop shop" for established restaurant brands.

Stretching from Ninth to Tenth Aves. and 31st to 33rd Sts. Manhattan West is Brookfield Properties' newest and most innovative placemaking destination, focusing on culture, wellness, sustainability and experience.

Manhattan West will feature more than 200,000 s/f of retail amenities that will bring together experiential shops and culinary concepts, including a restaurant by Danny Meyer's Union Sq.

Hospitality Group and a 60,000 s/f, new-concept Whole Foods. Peloton is creating a 35,000 s/f flagship location called “Peloton Studios” that will house the company’s broadcast and production operations and several studios, from which hundreds of group fitness classes will be hosted and live streamed.

Once complete, Manhattan West will feature six million s/f of class-A office space, 844 residences at The Eugene, and the Pendry Manhattan West boutique hotel. A landscaped, two-acre public plaza will have public art and events by Arts Brookfield, Brookfield’s arts and entertainment program.

Manhattan West benefits from excellent access to public transportation. It sits immediately adjacent to the soon-to-be-redeveloped Empire Station/Penn Station Complex – one of the busiest train stations in North America – and near the new 7-train station at Hudson Yards, the city’s first subway extension in decades. It is one block from the A, C, E, 1, 2, 3 and 7 subway lines, New Jersey Transit, the Long Island Railroad and Amtrak.

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