



KPG Funds and Intercontinental Real Estate Corporation complete opening of “The Lobby”

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New York, NY 2 Crosby recently launched “The Lobby” and has officially completed the multi-million-dollar redevelopment on the corner of Howard and Crosby St.

The Lobby boasts a LCD installation by Julian Opie. The exceptional artwork titled, "People 13, 2014," is an 11 inch by 144 inch LED wall mounted, banner of digitalized people walking. Opie is known for artistic themes of engagement with art history, the use of new technology, and his obsession with the human body.

“We are pleased to be able to give our tenants such a special art installation that encapsulates the SOHO lifestyle.” said Greg Kraut, KPG Fund's CEO.

The new lobby at 2 Crosby is one of the many amenities at the newly renovated commercial office and boutique retail property. The last available space at 2 Crosby is 3,906 s/f of office on the second floor. The remainder of the space has been leased to notable tenants; men’s fashion designer Rick Owens and jewelry designer Maria Tash.

"We are thrilled to offer a game-changing mix of high-end form and function into the Soho/New York City real estate market," said Peter Palandjian, chairman and CEO of Intercontinental. "This project gave us the opportunity to combine historical architecture and trendy innovation."

"This area has a dynamic that reflects SoHo in the 1990s and our award-style design reflects the combination of an upscale modern hotel and creative office," said Rod Kritsberg, founder and managing principal of KPG. "We are excited to tap into that energy and create a 'lifestyle' product to match it. Everything we've planned for the building is in line with the look and feel of the neighborhood. We have something special planned for the office interiors and with our top design and construction team, this will be of the highest quality that is a cut above even the posh standards of the location."