



Pourciau of KWNYC leases 16,000 s/f

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New York, NY Bennett Pourciau of Keller Williams New York City (KWNYC) closed an off-market lease for the immersive entertainment musical production of *The Great Gatsby*.

Gatsby Mansion New York LLC has signed a 10-year lease to occupy the 16,000 s/f space at 870 Seventh Ave. Pourciau represented the tenant, Gatsby Mansion, and worked directly with the landlord, a joint venture between Highgate and Cerberus. Gatsby Mansion New York LLC is comprised of Broadway International Group and Hartshorn Hook Enterprises. The breakdown of space leased is: ballroom: 12,030 s/f, ballroom mezzanine: 4,231 s/f; and retail space: 440 s/f.

Immersive *Gatsby* is a theatrical production where the audience is “immersed” in the show. Guests will attend a party at Gatsby’s Mansion. The venue will also serve as an after-hours nightclub.

The Great Gatsby is the UK’s longest-running immersive production and has become an international phenomenon, with productions across three continents, including Ireland, South Korea and Belgium (in three different languages). Immersive Everywhere’s critically acclaimed immersive musical production of *The Great Gatsby*, created and directed by Alexander Wright, makes its American debut in New York City on February 8, 2023, with an opening night in March. The cast of 14 will be announced at a later date.

Pourciau is grateful to assist the show in coming to NYC, “I met Marc Routh, President of Broadway International Group, in November 2019 and was eventually enlisted by the group to find space in NYC for the show,” explains Pourciau.

The Park Central Hotel ballroom was occasionally used for theater readings so Pourciau initiated talks with the venue both the bi-level ballroom as well as the retail space, to provide the show a dedicated entrance. Pourciau worked with Highgate’s Director of Retail Leasing, Nathan Gindi, to put together the deal.

David Bleckner, Esq. and Richard Rieser, Esq. of the real estate law firm Lester Bleckner & Shaw LLP were the legal representation for Gatsby Mansion New York LLC. Added Rieser, “We are proud to have represented Gatsby Mansion LLC in negotiating this lease. Our client’s selection of this space for their unique production highlights the innovative possibilities for entertainment space in New York City.”

“This is a win-win for the hotel and the show,” explains Pourciau. “The show adds value to the hotel,

providing exciting onsite entertainment. The hotel adds value to the show, marketing the production to their extensive network and guests. Immersive theater productions are an exciting branch of theater – productions revamp and utilize spaces and properties in ways that other traditional tenants or lessees may not be able to.”

The venue’s ballroom has been transformed into a new theatrical space. With its own separate entrance on Seventh Avenue, visitors will enter directly into Gatsby’s Mansion. A complete renovation will deliver audiences into a fully immersive and enthralling world of music, darks stories, and wonder.

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