



Rémy Cointreau signs 10-year 29,852 s/f lease at 3 Times Square - arranged by Rudin Management and Cushman & Wakefield

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Caption

New York, NY Rudin, one of New York City's largest private owners, operators and developers of real estate, has approved the 10-year lease Rémy Cointreau has signed, consisting of 29,852 s/f at 3 Times Sq., a premier 30-story midtown skyscraper currently undergoing a multi-million dollar renovation and repositioning.

The Paris-based liquor group, whose origins date back 300 years, will relocate its New York City headquarters to the entire 20th floor of 3 Times Sq., which has panoramic views of the city and a private outdoor terrace. The company is expected to move from its current offices at 1290 Avenue of the Americas in summer 2023.

Originally constructed and opened in 2001 as the North American headquarters of Reuters Group PLC., Rudin engaged FXCollaborative in 2020 to help design and implement a sweeping capital improvement program at 3 Times Sq. Highlights include the creation of a new, glass-walled triple-height lobby and a sculptural façade screen that will serve as an architectural enhancement. The tower's office tenants will benefit from a streamlined, touchless entry system, fully renovated destination dispatch elevator system and a 16th floor amenity space featuring a dining area, coffee bar, and a conference and event center. Rudin is also creating a fitness center with locker rooms

within the tower.

Tom Keating of Rudin Management Company, along with Ron Lo Russo of Cushman & Wakefield represented building ownership in the transaction. Rémy Cointreau was represented by a Cresa Global, Inc. (Cresa) team of Peter Sabesan, Richard Selig, Nicholas Markel and Benjamin Grajzgrund. In addition, Cresa's managing principal/project management James Pirot and senior vice president/project management Ronald Zeccardi have been retained to oversee the build-out.

"This is an exceptionally-designed, sustainable building befitting an internationally renowned company," said Sabesan. "The owner and leasing team were flexible and great to work with."

The building has achieved WiredScore Platinum certification in recognition of its connectivity and was awarded SmartScore Gold certification for its user experience and high standards of sustainability. 3 Times Sq. has also achieved the WELL Health-Safety Rating, among other initiatives, in place to prioritize the health and wellness of building occupants.

3 Times Sq. also utilizes Nantum OS, the world's most advanced building operating system. Nantum OS is the flagship product of Prescriptive Data, a privately held smart building automation company focused on using artificial intelligence to improve efficiency, decrease carbon emissions and optimize tenant comfort.

"3 Times Square has an innovative human-centric design that aligns with our values at Rémy Cointreau USA, and delivers a workplace suited for our continued growth, we appreciate the support of Rudin Management and the expert team of advisors at CRESA," said Nicolas Beckers, CEO of Rémy Cointreau.

"We're thrilled that Rémy Cointreau has selected 3 Times Square to house the core of its US operations," said Michael Rudin, executive vice president of Rudin. "With its combination of modern infrastructure, programmable outdoor space, world-class amenities and vibrant location, 3 Times Square is the perfect spot for one of the world's most celebrated brands."

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