



Marx Realty signs Lewis Baach and MetroWall at 10 Grand Central

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Manhattan, NY According to Marx Realty (MNPP), Lewis Baach and MetroWall have signed long-term leases totaling 11,000 s/f at 10 Grand Central. Law firm Lewis Baach is relocating from the Chrysler Building and signed a 10-year, 7,000 s/f lease on the tower's 25th floor. Glass wall interior firm MetroWall signed a 10-year, 4,000 s/f lease on the second floor of the building; the space will also include a client showroom.

"Lewis Baach and MetroWall are great additions to the already exciting and dynamic tenant roster at 10 Grand Central," said Craig Deitelzweig, president and CEO of Marx Realty. "The building's hospitality-infused repositioning strategy continues to resonate with a broad spectrum of exceptional tenants and the market as a whole, making 10 Grand Central one of the most sought-after office offerings in Midtown."

Lewis Baach was represented by Jonathan Anapol of Prime Manhattan Realty while MetroWall was represented by Darell Handler of Handler Real Estate. The leases asking rents ranged between \$72 and \$90 per s/f.

10 Grand Central underwent a \$45 million hospitality-infused repositioning strategy in 2019. Among the Ely Jacques-Kahn-designed office tower's most impressive features are the new façade's soaring marquee with striking brass fins and oversized walnut doors, attended by a uniformed doorman; a sleekly styled lobby featuring walnut wood and brushed brass; as well as a 7,500 s/f indoor/outdoor lounge and club floor boasting oversized artwork, a café complete with built-in appliances (including a gelato machine), a 40-seat conference space and The Ivy Terrace, an inviting outdoor space reminiscent of a 1930's era garden party. 10 Grand Central also unveiled the Marx Mobile in 2022, a branded electric Porsche Taycan that will serve as the building's house car. Marx Mobile is accessible to all the building's tenants through the company's proprietary MarxConnect software and will transport tenants as they traverse Manhattan.

"Marx Realty's signature hospitality-infused repositioning strategy was ahead of its time as it created inspiring spaces and collaborative features that have since become a necessity in a post-pandemic office market landscape," said Deitelzweig. "The leasing activity at 10 Grand Central and across the firm's other assets at a national level confirm our approach has been key in appealing to remarkable tenants while offering an experience that will help tenants attract and retain employees."

10 Grand Central has signed over 80,000 s/f of office and ground floor retail space in the last year;

the building's notable roster of tenants includes bank holding company Merchants Bancorp; real estate investment and management company Strata Equity Group; conference organizer for health innovation HLTH; golf investing and tour organizing company LIV Golf Inc.; weekly online news magazine The Week; real estate investment firm Benenson Capital Partners; Goldman Sachs-backed Crux Informatics; global asset manager Fin Capital; global independent fund manager DIF Capital Partners; and venture capital firm Colibri Equity Ventures. High-profile tenants also include Dwayne "The Rock" Johnson's production company, Seven Bucks Productions (as reported by the New York Post); insurance giant MassMutual, and international news agency Agence France-Presse.

The redesign was led by David Burns, principal of Studios Architecture. JLL's Mitchell Konsker, Benjamin Bass, Kip Orban, Carlee Palmer, and Thomas Schwartz are leading a team handling the leasing for Marx Realty. The building's asking rents range between \$68 and \$120 per s/f.

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