



TF Cornerstone and Chashama partner to sign 4,000 s/f lease for “Project Space” for upcoming artists

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Manhattan, NY TF Cornerstone (TFC) in partnership with the New York City-based nonprofit Chashama has opened “Project Space” for artists, on the ground floor of Chelsea Centro at 274 7th Ave., a mixed-use building located in the Chelsea neighborhood.

Chelsea Centro soars above the heart of Chelsea on 7th Ave. Designed by renowned architectural firm Costas Kondylis, the 18-story building has 356 residential units, two landscaped roof decks, two fitness centers and a ground floor of over 4,000 s/f devoted to commercial use.

There were no agents of record on the deal. TFC worked directly with Chashama to secure the license agreement.

In partnership with TFC, Chashama’s new 4,000 s/f location opens as an artist “Project Space,” consisting of a studio room as well as gallery exhibition space. Window displays will allow pedestrians passing by to view artists’ work on display at all times and witness the artists’ creative process while they work in their studios, adding a performative aspect to the activation. Five artists will be granted open plan studio residencies to create artwork and exhibits in the windows.

Chashama and TFC have committed to a six-month term, with the possibility of a month-to-month extension thereafter. While activated, the space will also remain on the rental market for long-term lease opportunities.

Phoebe Legere, Heidi Hankaniemi, Sara Gómez Woolley, Caritas Young and Kathleen Jansyn have been awarded as the selected artists to create and exhibit work at Chashama’s new space at 274 7th Ave.

TFC and Chashama have a long-standing history of partnering. In 2018, the firm and Chashama entered a partnership for an artists’ activation in TFC’s Union Square Property, 7 East 14th St., hosting numerous gallery exhibitions, artist studios, events and small business incubators over the last four years.

“We are proud to continue our partnership with Chashama in this new space in one of Manhattan’s most creative neighborhoods. As TF Cornerstone is committed to supporting the communities in which it operates, our ultimate goal here is to bring new opportunities to talented artists and to bring beauty to the neighborhood,” said Steve Gonzalez, vice president of retail leasing at TF

Cornerstone.

“We’re so happy to be able to extend our work with TF Cornerstone, now in a larger, more innovative space that will provide invaluable opportunities to select artists and bring a sense of beauty and culture to the surrounding community,” said Anita Durst, founder of Chashama. “We thank TF Cornerstone for their generous support and participation in advancing the mission of Chashama to create a more diverse, equitable, and inclusive world by creating space for artists.”

With key partners like TFC, each year Chashama awards over \$11 million worth of real estate to artists, subsidizes over 300 artist work spaces, provides over 215 free art classes, gives more than 200 artists free space to present, and supports over 75 businesses with free space.

“To have access to work in this big, open space is a terrific opportunity,” said Kathleen Jansyn, one of the select artists who will create and exhibit work within 274 7th Ave. “I will be able to expand my artwork into much larger pieces than I have been able to do before which opens a whole new frame of reference for me.”

Chashama was founded in 1995 by Anita Durst to celebrate the legacy of theater visionary Reza Abdoh, with its initial focus on the production and presentation of new theater. Recognizing that a lack of affordable space was the biggest threat to sustaining a diverse cultural environment in NYC, Chashama began to work toward securing studio and presentation space in Midtown Manhattan for artists by partnering with property owners to provide unused space. In the first decade, they secured seven locations on 42nd St. between 6th and Bdwy., presenting over 700 shows.

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