



IMA New York leases 10,000 s/f at The Durst Organization's 1155 Avenue of the Americas

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Manhattan, NY The Durst Organization said that IMA New York has chosen 1155 Avenue of the Americas, for its first New York City office. IMA New York is taking over 10,000 s/f on the 33rd floor with a 10-year lease. The company will operate out of a DurstReady suite – which offers designed, furnished, wired, and move-in ready offices – while the new 10,000 s/f space is built out.

“We are proud that IMA New York has selected 1155 Avenue of the Americas for its first New York City office. Companies continue to find immense value in growing their businesses in Manhattan, and our responsibility is to deliver high-quality office space to their employees,” said Jody Durst, president of The Durst Organization. “We look forward to welcoming IMA New York to our Sixth Avenue campus and providing an exceptional work environment that supports their continued success.»

Established in 1985, IMA New York, until recently, York International, is an employee-owned organization and one of the leading independent insurance brokers in the nation.

“This location will be a centerpiece to our footprint in the region” said Northeastern regional president Robert Kestenbaum. “IMA’s expansion to New York City will greatly support our ability to recruit and retain top talent in the industry and also significantly improve accessibility for our associates to connect with our New York City clients,” said IMA New York executive vice president Andrew Krantz. “Our new location both aligns with our organizational growth model and also bolsters our company’s sustainability plan as 1155 Avenue of the Americas is a LEED Gold certified building,” said IMA New York president Michael Bodack.

1155 Avenue of the Americas, a best-in-class 42-story office tower in Midtown, stands prominently on the western blockfront of Avenue of the Americas between 44th and 45th Sts. The Durst Organization completed a \$130 million transformation at the property with significant architectural enhancements including a unique landscaped entry plaza on West 44th St., a light-filled lobby with reception desks clad in distinctive back-lit sea glass, turnstile security access, destination dispatch elevator controls, newly appointed elevator cabs, and luminous chamfered corners.

1155 Avenue of the Americas was the first building in New York City with thermal ice storage, the first to receive the Existing Buildings Operations Maintenance (EBOM) LEED Gold rating, and the first building where Durst launched its Durst Office app experience for tenants.

Office tenants include Global Relay, which leased multiple floors at the top of the building to expand its presence in New York City, Perkins Coie, Jenner & Block, Baird, Cornell University, and Verizon. Earlier this year, The Durst Organization announced it will also relocate its corporate offices to newly renovated space at 1155 to accommodate company growth.

The Durst Organization was represented in house by Tom Bow, Rocco Romeo, and Nora Caliban. Howard Hersch and Brett Harvey of JLL represented IMA New York.

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