



Moon Rabbit signs 6,000 s/f lease at 594 Broadway

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Manhattan, NY According to GFP Real Estate, LLC, Moon Rabbit, an NYC-based independent creative advertising agency, has signed a new three-and-a-half-year lease for 6,604 s/f on the 12th floor of 594 Broadway as the company continues to expand both domestically and globally.

Moon Rabbit, which also has offices in California and Singapore, will make 594 Broadway its central hub. The company, which relocated from 447 Broadway, moved into its new, prebuilt and furnished space this month. The space was previously occupied by cybersecurity company WITH SECURE, which moved out in late summer 2023.

Neith Stone of GFP Real Estate represented the landlord, GFP Real Estate, in the transaction, Joshua Berg and Alexander Kessler of Newmark represented the tenant, Moon Rabbit.

“The penthouse space at 594 Broadway was a perfect fit for Moon Rabbit, which wanted to be in a building occupied by like-minded creative firms as it transitioned away from a coworking space to a more traditional, private office—a trend we’ve seen a lot of over the last few months,” said Stone. “The office has exposed brick throughout, an original industrial style-door, and an expansive skylight that makes the space especially unique. We are thrilled to welcome Moon Rabbit to the building.”

Built in 1898 and formally known as the Lyons Building, 594 Broadway is a 12-story, 250,000 s/f building designed by Buchman & Deisler. The building offers loft-like office spaces and features exposed brick walls, high ceilings, wooden floors, original architectural columns and large windows providing natural light. Located along Broadway between West Houston and Prince Street, the building is surrounded by renowned dining and retail offerings and is conveniently positioned near the 6, R, W, B, D, F and M trains.

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