



Convене signs 22,519 s/f expansion at 360 Madison Ave. - total 68,000 s/f

April 30, 2024 - Front Section

Manhattan, NY Convене has signed the entire 22,519 s/f level six floorplate of 360 Madison Ave., growing to 68,000 s/f across the fourth, fifth, and sixth floors.

“Midtown Manhattan continues to be an incredibly strong market for Convене; our venues in the area, including 360 Madison Ave., have witnessed nearly 50% increase in demand year-over-year,” said Brian Holland, head of real estate at Convене. “With meeting and event spaces emerging as a core tenant of modern workplace strategies, the opportunity for contiguous expansion at this location allows Convене to grow our footprint while allowing us to serve our clients and their ongoing needs.”

The expansion space is set to open Q4 2024.

The sixth-floor expansion space at the 360 Madison Ave. location will offer five additional meeting rooms, including a 13-person boardroom, three mid-size event rooms ranging in size from 36 to 42 guests, and a conference hall that can serve as one large meeting space or be subdivided into three different rooms, accommodating up to 210 individuals. In addition, there will be two gallery spaces - one large and one small - for networking and food breaks inclusive of an unlimited snack and beverage bar and cafe seating to enjoy meals prepared by one of the Convене executive chefs.

The fourth and fifth floors of the 360 Madison Ave. location currently operate as an etc.venues location - part of the Convене portfolio of brands - but will transition to operate as a Convене-branded venue in Q1 2025. The sixth-floor expansion will open in Q4 2024 as part of the Convене conversion and will provide a white box space allowing for client and event branding opportunities, in-house catering with customization options and dining private to each event, in-room A/V technology supported by an on-site team, and dedicated hospitality resources.

Upon completion, Convене 360 Madison Ave. will comprise 15 meeting rooms across three floors and a full buyout capacity of more than 950 guests, making it ideal for company town halls, planning meetings, or any event that requires multiple breakout spaces.

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