



**Park Tower Group opens Due Madri's second location at 535 Madison Ave.**

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Manhattan, NY Park Tower Group, real estate developer and manager, has recruited the two women who founded and operate the popular Due Madri eatery at Market 57 to create a second location at its existing kiosk located in the public plaza outside its 535 Madison Ave. office tower in the Plaza District.

Due Madri was founded by “two mothers,” couple and whole animal butchers Jocelyn Guest and Erika Nakamura. The pair opened their first location in the spring of 2023 in Market 57, the acclaimed dining destination curated by The James Beard Foundation at Pier 57 on the West Side.

Due Madri’s 535 Madison outpost opened April 3rd and serves authentic Italian fare for breakfast and lunch each weekday. The menu features fresh pastries, sandwiches, salads and a few new creations in addition to several gluten-free options. In addition to serving the local neighborhood, Due Madri will offer discounts and catering services for 535 Madison building tenants.

Due Madri’s kiosk is tucked within the 535 Madison Ave. public plaza – also known as the Christie’s Sculpture Garden – an exhibition space that showcases major artwork curated by Christie’s in both the outdoor public plaza and indoor lobby. The Garden resulted from a partnership between Park Tower Group and Christie’s auction house.

In looking for a new tenant to populate the kiosk, Park Tower Group turned to LIVunLtd, its longtime concierge and amenity provider at 535 Madison, to curate the best fit for the space. LIVunLtd leveraged its lifestyle expertise and knowledge of New York’s food scene to identify Due Madri as an ideal vendor for the space and introduce its proprietors to Park Tower Group.

“While the kiosk represents just 150 s/f of actual real estate, it is a unique element of 535 Madison, given that, if done right, it has the power to further enliven the community with a fun and appealing new amenity,” said Park Tower Group president Marian Klein.

“We are so fortunate to have found Jocelyn and Erika through LIVunLtd. In addition to their incredible culinary talent, they bring a real passion and joy to their creations that will certainly resonate with the neighborhood’s employees and residents.”

Due Madri’s Guest said, “We can’t wait for our new friends at 535 Madison Ave. to try our sandwiches! It’s been a long time since our days at White Gold Butchers on the Upper West Side, so an opportunity to, once again, serve our uptown and midtown regulars is a dream come true!” Nakamura said, “Both Jocelyn and I are delighted at our newly found partnership with Park Tower Group, and we are grateful to Abbie Newman and her impeccable match-making ways.”

LIVunLtd’s president and chief business development officer Abbie Newman said, “Some owners might have been content to do the bare minimum in terms of programming their privately-owned public space. Fortunately, the 535 Madison team is constantly exploring innovative ways to maximize every square inch of space – both inside and out – for the benefit of the communities they serve.”

Located on the northeast corner of Madison Ave. and 54th St., 535 Madison is a signature work of art in the New York skyline defined by its sculptural form of glass and aluminum. Park Tower Group partnered with Deborah Berke of Deborah Berke Partners on an elegant modernization of the tower. Their redesign of the grand entrance lobby and elevators blends with Edward Larrabee Barnes' original architecture.

The class A, office property is situated close to a collection of high-end shopping, restaurants, hotels and entertainment, like The Polo Bar, The St. Regis New York and the Museum of Modern Art. The building is a stroll to Central Park and six subway lines.

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