



JLL represents Rubenstein in 23,000 s/f lease with VESPER at 25 Kent

July 16, 2024 - Front Section



Brooklyn, NY Rubenstein Partners' 25 Kent, a mixed-use office, retail and light manufacturing building located in Williamsburg, has signed a 15-year, 23,000 s/f lease with La Sirena Events d/b/a VESPER, an event and catering venture created by Room 11 Hospitality. 25 Kent will serve as VESPER's inaugural location upon opening in spring 2025.

Sam Seiler, executive managing director at JLL and Joe Whitten Morris, managing director at JLL represented the landlord (Rubenstein Partners) in the deal. The tenant (La Sirena Events) was represented by Seiler and Joseph Sipala, senior vice president at JLL.

“As the appetite for utilizing office spaces for alternate uses continues to evolve and the element of versatility across commercial real estate properties continues to become paramount, we’re thrilled to welcome La Sirena Events to 25 Kent,” said Joe Zuber, regional director, NY Metro & New England, Rubenstein Partners. “The addition of La Sirena allows for the community to engage with the property in a whole new way via the hosting of events for a myriad of milestones both personal and professional, while simultaneously adding to the varied and creative roster of businesses operating at the building.”

“We’re thrilled to embark on this new venture at 25 Kent, which we envision to be not just a venue, but a commitment to shaping the narrative of celebrations and milestone for years to come,” said Joey Torres, founder and director of Room 11 Hospitality. “Our team takes immense pride in being an integral part of the dynamic and additional layer to the already intricate tapestry of experiences curated by Room 11.”

VESPER’s space at 25 Kent, featuring a blend of indoor space and an accompanying outdoor terrace, will function as a comprehensive events and catering venue for large scale private events, including weddings, galas and corporate affairs, with the capacity to host up to 400 guests. Located on the fourth floor of the building, the venue will offer views through their 15-ft. floor-to-ceiling windows of Bushwick Inlet Park and East River, with the Manhattan Skyline to the west and the Williamsburg neighborhood and waterfront to the south.

Founded in 2018, Room 11 Hospitality is a family-owned hospitality group encompassing famed Michelin guide restaurant, Madre, the multi-year award winning venue, Box House Events and a full-scale event production company, Room 11 Productions. The Box House Hotel Group comprises of a neighborhood staple, The Box House Hotel as well as its sister properties including the Henry Norman Hotel, Habitat 101 and Franklin Guesthouse.

25 Kent is located in a neighborhood that is young, eclectic and filled with entrepreneurs, artists and artisans. Developed by Rubenstein Partners, the building occupies a full block bounded by Wythe and Kent Aves. and North 12th and North 13th Sts., across the street from Bushwick Inlet Park, the city’s newest waterfront park, recently opened to the neighborhood.

A product of collaboration between design architect Hollwich Kushner (HWKN) and design development architect Gensler, this eight-story, 511,000 s/f commercial office building is the first of its type erected in North Williamsburg in more than 40 years. It’s conceived to be a hub of innovation in which the tech, creative, design, production and light manufacturing industries can collaborate and grow together. 25 Kent’s unique architectural combination of red brick and glass highlights its character and industrial heritage with sleek design, amazing views and an abundance of light.