



## **Related Companies and CBRE lease 72,000 s/f to Convene at 30 Hudson Yards**

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Manhattan, NY Convene, a global lifestyle hospitality company, will open an event venue in Hudson Yards. Convene will occupy the entire 72,000 s/f floor on Level 24 at 30 Hudson Yards, making it the largest Convene location in New York City with a maximum capacity of just under 1,500 guests.

To cultivate a seamless entry experience for guests of the 24th-floor venue, Convene has also leased 2,770 s/f of space on the ground floor of 30 Hudson Yards. In addition to being a dedicated lobby for Convene, it will serve as a welcome center and experiential showroom for the Convene portfolio of brands.

CBRE brokered both sides of the transaction with Rocco Laginestra representing Convene and Robert Alexander representing the prime tenant. Stephen Winter and Elliot Karp represented

## Related Companies.

“New York City continues to be a top-performing global destination for corporate meetings and events. Many of our existing clients are headquartered or have a significant presence at Hudson Yards and this opportunity allows us to better serve our global client base at one of the city’s iconic mixed-use destinations,” said Brian Holland, head of real estate at Convene. “Convene leads the industry in terms of unit-level revenue, margins, and profitability, and based on the demand for large experiential events across our portfolio, we are confident in making a major investment to expand into Hudson Yards.”

Convene 30 Hudson Yards will offer impressive panoramic skyline views and comprise 10 uniquely designed event spaces, including a grand hall that can accommodate up to 780 guests; each space can be custom-configured to serve various function types and sizes, from special events to luxury retail summits, full-scale production affairs, galas, and more. A purpose-built gallery space will serve as the ideal backdrop for networking, exhibitors, and cocktail receptions. Convene 30 Hudson Yards is set to open in the summer of 2025.

“Hudson Yards has become New York City’s most sought-after neighborhood for leading companies in every industry,” said Philippe Visser, president of Related Office Development. “Convene’s new flexible venue will enable us to welcome an even wider array of marquee events to Hudson Yards and provide our commercial tenants with world-class meeting and presentation spaces just steps away from their offices.”

Convene serves as a partner - not just a place - for meeting and event planners, thoughtfully providing clients with everything needed for a seamless meeting and event experience, including:

- A dedicated on-site five-star hospitality team that provides full-service event production resources
- In-house catering managed by award-winning chefs providing delicious and nutritious cuisine with a focus on local and sustainable ingredients
- In-room A/V and production technology inclusive of high-resolution screens, theatrical lighting, top-of-the-line sound systems, and built-in cameras and microphones for a seamless hybrid experience
- A customizable space that allows for client and event branding opportunities as well as digital signage screens and totems throughout each location
- Established relationships with external vendors for everything from event entertainment, high-end decor and florals, gifting and favors, step-and-repeats and branded signage, and more