



Two Trees Management and KSR lease 16,761 s/f to Aveda Arts & Sciences Institutes at 35 Pearl St.

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Manhattan, NY Aveda Arts & Sciences Institutes will relocate its campus from SoHo to 16,761 s/f in DUMBO in the summer of 2025.

The deal was brokered in house by Alyssa Zahler and Jarad Winter of Two Trees, and Eli Yadid of KSR represented Aveda Arts.

The new DUMBO location at 35 Pearl St., a retail address at Two Trees Management Co.'s office building 20 Jay St., will feature advanced classrooms and dedicated spaces for hands-on learning and creative expression. Two Trees is responsible for much of the invigoration of the DUMBO neighborhood over the past four decades, transforming DUMBO from a neglected industrial waterfront to a mixed-use community through an intentional approach to placemaking.

This move aligns with Aveda Arts' mission to offer an educational experience that fosters innovation, creativity, and sustainability in the beauty and wellness industry.

According to creative director and vice president of education, Traci Sakosits, "The invigorating energy and vibe in DUMBO will add an enriched dimension to our students' educational experience."

Near the Brooklyn Bridge Park and the archways that gave DUMBO its name, 20 Jay St. is marked by its neoclassical architecture and preserves the historic elements that make the spaces unique throughout the office and retail spaces. Aveda Arts will join retail concepts, including Indian café and wine bar Fontainhas, Steele Pilates, M Collection AIR Gallery and Usagi.

Edwin Neill, president of Aveda Arts & Sciences Institutes comments, "DUMBO is a thriving neighborhood known for its vibrant arts scene and creative spirit; we are excited to start a new chapter here. The new facility will offer our students an inspiring environment where they can grow as professionals and artists, fully supported by the latest technology and resources."

"We're honored to welcome Aveda Arts to DUMBO, a move that underscores DUMBO's desirability as a hub for creativity and innovation," said Jed Walentas, principal at Two Trees Management, "More and more beauty and wellness companies are choosing DUMBO because it's a place where ideas flourish, and the energy is truly palpable. We look forward to seeing Aveda Arts thrive in this vibrant community."

The decision to relocate to DUMBO was driven by the neighborhood's unique blend of creativity, culture, commerce and community – making it the ideal setting for Aveda Arts' next generation of beauty professionals. The new campus will offer students greater access to the arts community in Brooklyn, enhancing their educational experience with increased opportunities for collaboration, networking, and career development.

The Soho campus will continue to operate until the official opening of the new DUMBO location, ensuring a seamless transition for current and incoming students.

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