



Marx Realty unveils The Meeting Galleries - 11,000 s/f

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Manhattan, NY Marx Realty (MNPP), a New York-based owner, developer and manager of office, retail and multifamily property across the United States, has revealed plans for a new 11,000 s/f amenity suite on the 11th floor at 10 Grand Central. The Meeting Galleries will comprise four distinctive and reservable spaces to accommodate board meetings, corporate retreats, holiday parties, product launches, team building activities, podcast production and much more. From a next-generation 'town hall' meeting lounge with seating for 200 to pre-function, podcast and theater rooms, The Meeting Galleries have been designed with a luxury train liner aesthetic that complements the 7th floor club lounge and terrace and the top-to-bottom hospitality-infused sensibility creating a package of workspace functionality and luxury hotel ambiance.

"This new space will be a first-of-its-kind experience unlike anything available in today's office buildings, and tenants have already submitted reservation requests," said Craig Deitelzweig, president and CEO of Marx Realty.

"We always aim to anticipate and exceed the expectations of our tenants. These purpose-built spaces pay homage to the nearby Grand Central Station, with a nod to the Beaux Arts era of luxury train travel, featuring realistic influences and textured layers of warmth and sophistication."

The Meeting Galleries consist of four separate spaces: The Bar Car (a pre-function space outfitted with Baccarat accessories and barware); The Grand Gallery (a meeting lounge with space for 200 participants in an exceptional setting with grand arched ceilings); The PodCast Gallery (a bespoke sound-attenuated space equipped with technology needed to produce and record podcasts); and The Screening Gallery (a theater with plush stadium seating and a 150" screen).

Upon entering the space, visitors will be transported to the Beaux Art period when Ely Jacque Kahn designed the building, revealing the architectural influence of Grand Central Terminal. In a nod to the period when form became function, artwork inspired by Guastavino tiles will adorn the Grand Gallery with a distinctive sensibility reminiscent of the many spaces in Grand Central Terminal. Thoughtfully selected uplighting, downlighting and side-lighting and antiqued mirror finishes will gently accent the details of each space.

The Bar Car – the dramatic pre-function space -- will include a floor-to-ceiling bronze fireplace and a green stone bar accented with open shelving and integrated mirror panels to provide a striking entrance into the space. The space will be equipped with Baccarat barware, a variety of plush velvet seating options, love seats in deep shades of '10 Grand Central green' and warm walnut wood panels throughout to accent the inviting experience. Distinctive art pieces fashioned in oxidized copper and graceful, gold-backed murals will lend an art gallery-like quality to the space. Unexpected design touches, like windows with soft, rounded edges that mimic those found on train liners will infuse the space with natural light.

In The Grand Gallery (the town hall space), cloud-like couches provide a variety of seating options while the burl-wood backdrop, hardwood flooring and regal burnt orange carpeting will create a town hall experience unlike any other. When there are no scheduled events, tenants can conduct conference calls and work quietly, while private nooks with fold-down tables, similar to those found in a luxury train car, will add timeless sophistication to the space.

“The sum of every part at The Meeting Galleries’ pre-function and town hall spaces creates an overall aesthetic that transports users back to a time of extravagance and simplicity, but with a modern interpretation,” said Deitelzweig. “Details from the era of luxury train travel, when hospitality was king and white glove experiences were reserved only for the elite, are ubiquitous in this new Meeting Galleries space and throughout the building at 10 Grand Central.”

The PodCast Gallery will be framed in a half wall of fluted glass – including an ‘on air’ lighted sign - and will be equipped with the latest technology for production and recording functions. Inside the Screening Gallery, the ceiling will be adorned with pin lights to simulate the constellation-inspired ceiling at Grand Central Terminal, tenants will have the opportunity to watch movies or training videos, hold team-building gatherings or connect with colleagues around the world via video conferencing.

This is the latest iteration of Marx Realty’s hospitality-infused renovation at 10 Grand Central which, in 2018, included a stunning new façade with marquee brass fins and oversized walnut doors, attended by a uniformed doorman, as well as a sleekly designed lobby featuring walnut wood and

brushed brass accents. The 7th floor lounge, added as part of the initial repositioning at 10 Grand Central, comprises 7,500 s/f of indoor/outdoor club space equipped with a café, a 40-seat conference space, and The Ivy Terrace, an outdoor space reminiscent of a 1930's garden party. The building is also home to the MarxMobile, an electric Porsche Taycan that serves as the building's house car, further blurring the lines between hotel and office.

Studios Architecture, together with Marx Realty's in-house design team, led the redesign of the building as well as designs for The Meeting Galleries. 10 Grand Central has signed over 94,000 square feet of office and ground floor retail space in the last year. The building's notable roster of tenants includes bank holding company Merchants Bancorp; global asset manager Fin Capital; and global independent fund manager DIF Capital Partners. High-profile tenants also include Dwayne "The Rock" Johnson's production company, Seven Bucks Productions (as reported by the New York Post); insurance giant MassMutual; and, international news agency Agence France-Presse.

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