



POST FOCUS ON COMMERCIAL REAL ESTATE

IMG arrives at Carnegie Hall



BETWEEN THE BRICKS

LOIS WEISS

GLOBAL artist management firm IMG Artists just leased the entire fifth floor of the Carnegie Hall Tower, the office building that abuts the legendary concert hall.

IMG — which represents artists such as **Itzhak Perlman** and **Branford Marsalis** — intends to move its entire classical division to the 12,000-square-foot space for the next 10 years while the rest of its local staff remains at 825 Seventh Ave.

Spaces in the building have asking rents from the \$90s in the tower to the mid-\$40s a foot for this base floor.

Billy Cohen and **Matt Leon** of Newmark represented the Rockrose Development ownership, while **Stuart Eisenkraft** and **Brad Needleman** of CB Richard Ellis worked for the talent agency.

Studio Instrument Rentals, which supplies both studio space and instruments to performers, just leased a nifty West Side loft space for its offices and high-tech rentals.

SIR leased 18,500 square feet on the second floor of 475 Tenth Ave., the trendy cheap-chic building that already hosts the offices of Time Out, architect **Richard Meier** and hotelier **Ian Schrager**.

Ken Berry, who owns the lion's share of SIR, was the brother of the late 1960s surf singer **Jan Berry**, of Jan & Dean.

"Owner **Robert Liberman** is careful of the types of tenants, and he meets every tenant just to understand how they operate their businesses," said **Alan Grossman** of The Georgetown Co., the asset manager of the building.

PBS Realty Advisors is the exclusive leasing

for Mavi Jeans. The hip Turkish clothier recently opened its U.S. flagship on lower Broadway in Union Square.

This 7,000-square-foot full-floor space on the 23rd floor will hold the label's offices and showrooms for the next 10 years.

The tenant roster boasts big fashion names including **Polo Ralph Lauren**, **DKNY**, **Oscar de la Renta** and **Bill Blass**, which just renewed.

"When they grow into the building, they grow out of it," lamented **Grossman** of the Georgetown

square feet. NYCT, which manages \$1.7 billion in charitable assets for 1,700 separate groups, will relocate from Two Park Ave. later this spring.

Daniel O. Horowitz of Studley represented NYCT in the 16-year deal, while **David Green** handled the work in-house for the Vornado Realty Trust ownership, along with **Edward Goldman** and **Derrick Ades** of CB Richard Ellis. Vornado recently sold Two Park.

A four-story Upper West Side building previously occupied by Workbench has been chopped into pieces.

The Rutgers Presbyterian Church, which owns the building, told **Kim Mogull** of Mogull Realty it wanted to increase its revenue at 2091 Broadway, at the prominent 72nd Street corner.

Rather than renting to a single user with a big discount for the upper floors, Mogull brought in synergistic tenants for each of the full floors — getting twice as much as the church had prayed for.

The 2,500-square-foot street shop and 500-square-foot cellar will be anchored by Select Comfort, which was represented by **Bill Crisp** of William Crisp Realty. The company just leased its first city store at Trump Plaza, which was also repped by Mogull.

The third and fourth floors, totaling 3,500 square feet, are being rented to Silver/Lining, a high-end residential construction company, in a deal in which Mogull worked both sides.

"We achieved the highest and best use for the property by converting it from a single-user building to a multi-tenanted commercial building with a 'residential theme,'" Mogull said. "We are currently in negotiations for second floor with another residential-related service provider."

Please send a mail to: lweiss@nypost.com



IMG HOME
Carnegie Hall Tower.

Co., the asset manager. **Brod**, of PBS Realty Advisors, was the exclusive agent for the property, which has the 11th and 19th floors available with asking rents in the mid-\$30s.

Michael Leifer of Millennium Realty Group brought in Mavi.

Ian Schrager's Paramount Hotel at 235 W. 46 St. is expected to be franchised as a Hard Rock Hotel in a \$125 million deal we wrote about on Monday.

A rep for the Hard Rock

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