

RFR

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Seagram Building Leasing Accelerates Ahead of SEAGRAM PLAYGROUND Unveiling as New and Existing Tenants Take 46,000 SF

Eight Lease Deals in Park Avenue Trophy as RFR Pushes On With Development of Market-Leading Signature Amenities, Redefining the New York City Trophy Workplace

NEW YORK – December 6, 2021 – RFR announced 46,000 square feet of leasing at the Seagram Building, marking an acceleration of deal activity as the firm continues to develop the new SEAGRAM PLAYGROUND, a market-leading amenity space that reaffirms the building’s status as New York’s true



trophy workplace. [Ehrenkranz Partners](#), Investindustrial, Brant Point Capital, and Ontario Teachers’ Pension Plan signed renewal and/or expansion deals, while CapVest Partners, Decheng Capital, Pantera Capital, and Skyway Equities completed new leases at Seagram.

Highlights of the deal activity include wealth management firm, [Ehrenkranz Partners](#), a Seagram Building tenant for several decades, which leased 17,519 square feet, taking the entire 21st floor in a relocation move within the building. Investindustrial, located at the Seagram Building since 2010, took 9,578 on the 26th floor and to relocate and expand its premises by more than double. Both companies noted that the \$25 million, 34,000-square-foot SEAGRAM PLAYGROUND complex, currently under development with an emphasis on fitness, wellness, social team building and collaboration, was a factor in the decision to renew at the Seagram Building.

“The Seagram Building has been a wonderful home, and we expect a bright future here,” said Joel Ehrenkranz, Founding Partner of [Ehrenkranz Partners](#). “We appreciate that RFR continues to invest in a competitive and desirable building.”

“The ability to provide employees with amenities that amaze is exceedingly important to high end office users today,” said AJ Camhi, Executive Vice President and Director of Leasing at RFR. “Tenants are seeing the SEAGRAM PLAYGROUND offering as a compelling differentiator. Construction is well under way and we look forward to opening in mid-2022.”

SEAGRAM PLAYGROUND, a 34,000 square foot, multi-level complex, is completely unprecedented and unrivalled in New York, promoting

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- **Fitness**, with a sports court for basketball, pickleball, floor hockey, volleyball and more; rock climbing wall; boxing training area; pilates fitness area; HIIT (high impact interval training) area; spin studio; strength training area; and cardiovascular exercise area.
- **Wellness**, with a stretching area, core strengthening area; and locker rooms with showers.
- **Social collaboration**, with a townhall featuring arena-styled seating to accommodate 240 people; boardroom with seating to accommodate 40 people; flex room with dynamic seating configurations for symposiums, training, meetings and more; multipurpose room for music, art, wine tastings, and more; lounge area with coffee and juice bar; and private phone booths.

SEAGRAM PLAYGROUND is provided gratis to building tenants for their exclusive use, and complements the Seagram Building's robust longstanding amenity offering, including the unmatched restaurant and event spaces in The Grill, The Pool, and the Lobster Club; the Seagram Outdoor Terrace & Lounge; in-building parking for motor vehicles and bicycles with direct elevator access to the lobby; and installation of contemporary fine art in common spaces on a rotating basis.

AJ Camhi and Paul Milunec of RFR represented ownership in the lease transactions. Ehrenkranz Partners was represented by CBRE's Mary Ann Tighe, Ben Friedland and Tamika Kramer. Investindustrial was represented by CBRE's Justin Aronson. Ben Bass and Harrison Potter of JLL represented CapVest. Brain Weld of Cushman Wakefield was the tenant representative for Decheng Capital. Pantera Capital was represented by Jack Senske and Sheena Gohil of Colliers. Jonathan Anapol of Prime Manhattan Realty represented Skyway Equities.

The Seagram Building is recognized as one of the world's greatest architectural masterpieces. The landmarked building designed by the legendary architect Ludwig Mies van der Rohe is his only work in NYC and was completed in collaboration with Philip Johnson.

The Seagram Building is LEED and Fitwel certified, and credentialed by Underwriter Laboratories (UL) as a *Verified Healthy Building for Indoor Air*.

About RFR

RFR is a fully integrated real estate investment firm based in New York City with a core focus on select urban markets in the United States and Germany. Founded by Aby Rosen and Michael Fuchs in the early 1990's, the firm has been an active force in the New York City and German real estate market for much of the past three decades. RFR's portfolio has grown to include more than 100 commercial, residential, hotel, and retail properties located in select domestic and international markets.