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**FOR IMMEDIATE RELEASE**

**Marx Realty Adds Experiential Retail Tenant at The Grogan Office Building in Washington, DC**

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Immersive Gamebox Commits to 4,500 Square feet of Retail Space for First DC Location

**(New York – November 2, 2023)** – [Marx Realty \(MNPP\)](#), a New York-based owner, developer and manager of office, retail and multifamily properties across the United States, has announced that Immersive Gamebox, an interactive group gaming experience, will take 4,500 square feet of street- and lower-level space at The Grogan office building. Located at 819 7<sup>th</sup> St. NW in Washington DC’s bustling East End neighborhood, the location is well-suited for this new experiential retail option. Immersive Gamebox was represented by Logan Chambers Powell at Dochter & Alexander Retail Advisors and Marx Realty was represented by Lindsey St. Maxens and Jennifer Price at KLNБ.



“We are seeing strong interest from office users at The Grogan and it’s exciting to offer this retail concept as a built-in amenity while also bringing an immersive, in-person gathering experience to the neighborhood,” said Craig Deitelzweig, president and CEO of Marx Realty. “With so many amazing neighborhood amenities and a transportationally superior location, this was an attractive option for Immersive Gamebox to expand its footprint in the region and we look forward to seeing them create a new retail experience unlike anything currently available in this neighborhood.”

The 21,000-square-foot Grogan building was purchased by Marx Realty in 2018 and the firm recently launched its one-of-a-kind hospitality-infused repositioning strategy. Marx Realty is updating the façade with a new canopy and dramatic entry doors with brushed brass panels. The Grogan’s lobby will combine sustainable cork accents and contemporary fixtures in brushed bronze and matte black to complement the industrial aesthetic while arched ceilings and restored original details will punctuate a luxe

sensibility. The mezzanine of the penthouse will be transformed into an intimate collaboration space including a well-appointed café, delineated seating areas for tenants seeking a change of pace from the traditional office environment and direct access to a private terrace featuring sweeping city views.

Built in 1891, The Grogan offers uncharacteristically high ceilings ranging from 12 to 15 feet throughout and original wood accents. Exposed brick, wooden ceilings, chamfered wood columns and a warm, loft-like feel create a unique office experience while arched windows flood the spaces with natural light. The building's architect, Julius Germuiller (1859-1929), infused intricate details and fine ornamentation into each of his DC projects. Once home to the Grogan furniture store and its distinguished displays, The Grogan features wide open interior spaces while the exterior features Germuiller's timeless architectural touches including molded brick details and a corbelled brick cornice.

"Our repositioning work at The Grogan captures the history of the building and positions the asset to enjoy the same definitive success we've seen across our office portfolio," said Craig Deitelzweig, CEO of Marx Realty. "And, now we are adding an interactive retail space where tenants and neighborhood residents can unwind and socialize."

The Grogan is situated in D.C.'s trendy Chinatown neighborhood with the Gallery-Place Chinatown Metro station – serving the Green, Red, and Yellow lines – just one block south. Located in one of the city's most walkable neighborhoods, the building is steps from numerous museums and galleries as well as hip eateries, upscale boutiques and a wide variety of entertainment options, including Capital One Arena.

In addition to its holdings in New York and Atlanta, Marx Realty currently owns three high-profile office assets in Washington, D.C. – The Grogan at 819 7<sup>th</sup> St. NW, The Herald, located at 1307 New York Ave NW and thoughtfully renovated in 2021, and One Glover, located at 2121 Wisconsin Ave. NW, with its recently completed top-to-bottom repositioning. Marx continues to intensify its acquisition and repositioning activity in the Washington D.C. market where Deitelzweig has acquired or developed eleven properties and has been honored with various industry awards for his role in several successful building repositionings.

#### **About Marx Realty**

Marx Realty is a division of Merchants' National Properties (MNP). Founded in 1915, its current portfolio of properties includes over 5 million square feet of commercial office, retail and residential space as well as five mixed-use projects currently under development. Marx Realty is vertically integrated and involved in all phases of real estate management, development, construction and leasing. The company's assets comprise 67 properties in 17 states.

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