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**GLOBAL DESIGN FIRM POPULOUS DOUBLES THE SIZE OF ITS NEW YORK OFFICE TO 10,158
SQUARE FEET IN THE STARRETT-LEHIGH BUILDING**

*Legendary West Chelsea Building Provides Opportunity for Growth to
Accommodate Populous' Expanding Global Portfolio*

NEW YORK – November 2, 2023 – [Populous](https://www.populous.com), the global design firm that creates world-class destinations dedicated to bringing people together – including Yankee Stadium, Climate Pledge Arena and Citi Field, as well as Tottenham and Wembley Stadiums – committed to an expanded lease that will more than double the size of its New York City offices in The Starrett-Lehigh Building at 601 West 26th St. in Manhattan's West Chelsea neighborhood. Populous, which is now designing the new stadium for Western New York's Buffalo Bills, opened its New York offices in 2016 at 475 Madison Avenue followed by its first expansion and relocation to Starrett-Lehigh in 2019.



The new 10,158-square-foot space is representative of Populous' steady trajectory of global growth and its success recruiting top talent in New York and from around the world. Situated on a prime northeast-facing corner of the 14th floor of the building, boasting stunning views of Hudson Yards, the Hudson River and the Empire State Building, the space will feature workstations for 60 designers, thinkers and innovators, along with social workspaces, conference rooms and private offices.



“In collaboration with our global offices, our New York presence leads and delivers design for high-profile sport, athlete performance and mixed-entertainment destinations across the country and around the world. We are on a steady growth trajectory, which created a definitive need for more space to accommodate and inspire our team,” said Jonathan Mallie, senior principal, holdings board member and leader of Populous' New York office. “Like the Starrett-Lehigh building, the expanded office presence will create an environment for our associates that stimulates creativity and punctuates our commitment to setting new standards for design across the globe.”

Populous originally leased 4,800 square feet at the Starrett-Lehigh Building in 2019, joining high-profile local, national and internationally renowned leaders in fashion, the arts, media and technology who find inspiration in The Starrett-Lehigh Building's historic character, evolving artisan environment and spirit of cutting-edge innovation. The building offers tenants flexible layouts; light filled, loft-style open floor spaces; double height ceilings with enormous windows; and, impressive river and skyline views. Populous will design and build out the 14th floor space for its move in Spring of 2024.

“We believe in the workplace as a space meant to foster growth, elevate creativity and enhance collaboration,” continued Mallie. “Our new office, and its location in the heart of the sought-after West Chelsea neighborhood, will help attract and retain the highest caliber of dynamic and skilled creative professionals needed to continue our tradition of design excellence.”

The Starrett-Lehigh Building – designed by Cory & Cory Architects, constructed in 1931 and purchased by RXR in 2011 – is home to many global leaders in fashion, design, the arts, media and technology. The location is adjacent to the 26th Street entrance to the High Line and convenient to Hudson Yards and transportation options, including Penn Station just a few blocks away.

The building is currently undergoing a major repositioning that includes robust amenity and transportation upgrades to align with the evolution of the workplace as it pertains to health, wellness, and other factors that drive productivity. The vertical campus will offer up to 75,000 square feet of amenities including an onsite private fitness center, an outdoor terrace and event space with Hudson River views, the Olly Olly Market culinary collective, Marcus Samuelsson's Hav & Mar restaurant, and myriad flex spaces for work conferencing and social utilization.

About Populous

Populous is a global design firm that designs the places where people love to be together, like the Olympics, World Cups and Super Bowls. Over the last 40 years, the firm has designed more than 3,000 projects worth \$40 billion across emerging and established markets. Populous' comprehensive services include architecture, interior design, event planning and overlay, branded environments, wayfinding, and graphics, planning and urban design, landscape architecture, aviation and transport design, hotels and hospitality, and sustainable design consulting. Populous has offices on four continents with regional centers in Kansas City, London and Brisbane. For more information visit www.populous.com.

About RXR

RXR is an innovative investor, developer and place-maker committed to applying a customer and community-centered approach to building properties, services, and products that create enduring value for all stakeholders. Headquartered in New York with a national platform strategy, RXR is a 450+ person, vertically integrated operating and development company with expertise in a wide array of value creation activities, including ground up real estate, infrastructure and industrial development, uncovering value in underperforming properties, repurposing well-located iconic properties, incorporating cutting edge technologies and value-added lending. The RXR platform manages 91 commercial real estate properties and investments with an aggregate gross asset value of approximately \$19 billion, comprising approximately 30.0 million square feet of commercial properties, a multi-family residential portfolio of approximately 9,000 units under operation or development, and control of development rights for an additional approximately 3,500 multi-family and for sale units as of June 30, 2023. Gross asset value compiled by RXR in accordance with company fair value measurement policy and is comprised of capital invested by RXR and its partners, as well as leverage.