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FOR IMMEDIATE RELEASE

Marx Realty Signs UpSlide at 10 Grand Central

Leading Productivity and Brand Compliance Solution for Microsoft Office Joins Repositioned Tower in Midtown

(New York – March 12, 2024) – [Marx Realty \(MNPP\)](#), a New York-based owner, developer and manager of office, retail and multifamily property across the United States, announced [UpSlide](#) has signed a 10-year, 9,536-square-foot lease on the sixth floor at 10 Grand Central.

“We welcome UpSlide to 10 Grand Central’s unique and exceptional tenant roster,” said Craig Deitelzweig, president and CEO of Marx Realty. “UpSlide’s lease comes on the heels of announcing 24,000 square feet of new and renewed office leases at the building last month. The leasing velocity here stands as a testament to the success of 10 Grand Central’s one-of-a-kind hospitality-infused offering while companies continue to compete for the few remaining available spaces.”



UpSlide was represented by Lexie Perticone of Cushman & Wakefield. JLL’s Mitchell Konsker, Kyle Young, Carlee Palmer, Simon Landmann, and Thomas Swartz are leading a team handling leasing for Marx Realty. Asking rent for the building ranges from \$68 to \$130 per square foot.

10 Grand Central’s \$45 million repositioning has proven to be wildly successful. Marx Realty implemented a top-to-bottom sensory experience including 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 7,500-square-foot indoor/outdoor lounge and club floor 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 hospitality and office.

"10 Grand Central's tenant roster represents a dynamic ecosystem that serves as a complement to finance, law, media and tech firms while providing collaborative spaces for employees to thrive," added Deitelzweig. "With its state-of-the-art amenities, cutting-edge design, and an unparalleled warm and inviting atmosphere, UpSlide is poised to flourish in the building's vibrant environment."

The redesign was led by David Burns, principal of Studios Architecture. 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.

About Marx Realty

Marx Realty is a division of Merchants' National Properties (MNPP). 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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