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For Immediate Release

Koeppel Rosen Announces New Lease for The Ancillary Project at 36 East 31st St.

New York, NY – (January 12, 2026) – [Koeppel Rosen LLC](#), leasing and management agent for the Rosen family portfolio, and stewards for a number of historic Manhattan office properties, announces creative studio The Ancillary Project LLC signed a 5,851 -rentable-square-foot lease at 36 East 31st Street.



The space, which occupies a partial section of the fourth floor in the building, will be used as an office and a showroom. The lease agreement comprises 5 years and 5 months.

Ownership was represented in house by Max Koeppel in the transaction. The tenant was represented by Greg Taubin and Ella Berckmans with Savills Inc.

The Ancillary Project LLC is a New York City–based creative studio specializing in contemporary design, curated branding, and multidisciplinary visual production. Serving clients across fashion, lifestyle, and cultural sectors, the firm blends strategic insight with an editorial, art-driven aesthetic to develop refined identities, campaigns, and spatial concepts.

“Leasing remains strong at 36 East 31st Street and we’re pleased to add a high-quality, creative design organization like The Ancillary Project to our growing tenant roster,” said Max Koeppel, Director of Leasing, Koeppel Rosen LLC.

Constructed in 1914, 36 East 31st Street is a 12-story mid-rise loft and office building in the Midtown South neighborhood of Manhattan. Situated between Park Avenue and Madison Avenue, the building offers 146,199 rentable square feet and is recognized for its distinctive fluted column façade. The building is near several local Midtown including restaurants and attractions, and is close to numerous public transportation options.

Other tenants at the property include Hildun Corporation, Clover Corporation, Northwell Health, MOOOI and FLOS. Current availability at 36 East 31st Street includes the entire eighth floor of the

building (11,986 rentable-square-feet), a suite on the fifth floor (3,333 rentable-square-feet) and a pre-built showroom space on the third floor (6,157 rentable-square-feet).

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About Koepfel Rosen

A prominent presence for generations in the New York City real estate market, the Koepfel and Rosen families have combined their decades of experience into a partnership that provides well-located, meticulously managed, and competitively priced properties to tenants seeking office space in Manhattan. For more details, visit <https://www.koepfelrosen.com/>.