

AUGUST 15, 2018 - **HSP REAL ESTATE GROUP** IN THE NEWS

HSP Real Estate Group Arranges Two Leases for Brause Realty Inc. at 320 Fifth Avenue

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Jonata Dayan

Orangebox, a UK-based manufacturer and distributor that designs and manufactures innovative work settings, seating, tables and meeting pods for offices and collaborative environments, has selected 320 Fifth Avenue as its first New York location. The firm, which creates and manufactures furniture for a diverse range of industries, including office, hospitality, education, and technology, has taken an approximately 3,616-square-foot office. The owner, Brause Realty Inc., was represented by the building's exclusive agents **Jonata Dayan**, Executive Vice President, and Jonathan Ben-Dayan, Director, **HSP Real Estate Group**. The tenant was represented by MHP Real Estate Services' Jesse Rubens and Jessica Tennenbaum.

"ORANGEBOX WAS ATTRACTED TO THE BUILDING'S CENTRAL LOCATION, LIGHT-FILLED OFFICES AND ENVIABLE VIEWS, INCLUDING SOME OVERLOOKING THE STREETScape AS FAR SOUTH AS THE FLATIRON BUILDING," SAYS MS. **DAYAN**. "THIS NEWEST LEASE AND THE ONE WE RECENTLY COMPLETED FOR ICF REPRESENT A BREAKTHROUGH FOR A MORE

DIVERSIFIED TENANT MIX, AS WELL AS A NOD TO THE OWNER'S THOUGHTFUL RENOVATION PROGRAM."

Ms. Dayan and Mr. Ben Dayan also arranged the lease extension and expansion for International Contract Furnishings (ICF), representing both the owner and the tenant. The firm, which is a member of the ICF Group, is moving from its 2,247-square-foot fifth floor offices to a beautifully renovated 4,080-square-foot space on the eighth floor, with a lease term extended to 2024. In addition to nearly doubling ICF's footprint, the new space features hardwood floors, oversized Thermopane glass windows, exposed high ceilings and a full party.

Owned by Brause Realty Inc., 320 Fifth Avenue is a 120,000-square-foot, 11-story office building conveniently situated between 32nd and 33rd Streets. It features a masterfully restored lobby with vaulted ceilings, fully modernized elevators and sleekly renovated floors. The building's contemporary ambiance is equally desirable to fashion, furniture and TAMI tenants.