

AUGUST 21, 2018 - **HSP REAL ESTATE GROUP** IN THE NEWS - NYC

Dayan and Ben-Dayan of HSP lease 3,616 s/f to Orangebox at 320 Fifth



Jonata Dayan, HSP

Manhattan, NY **Orangebox** has selected 320 Fifth Ave. as its first New York location. The firm, which creates and manufactures furniture for a range of industries, including office, hospitality, education, and technology, has taken a 3,616 s/f office. The owner, Brause Realty Inc., was represented by the building's exclusive agents **Jonata Dayan**, executive VP, 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," said 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."

Dayan and 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 s/f fifth floor offices to a beautifully renovated 4,080 s/f 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 panty.

Owned by Brause Realty Inc., 320 Fifth Ave. is a 120,000 s/f, 11-story office building conveniently situated between 32nd and 33rd Sts. 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.