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The Kaufman Organization Signs 5,702 SF Lease At The Newly Brought to Market Office Building, 45 West 27th Street

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[The Kaufman Organization](#) (Kaufman), a full-service commercial real estate firm, announced today that London-based design agency, [Design Bridge](#), has signed a 5,702-square-foot, full-floor lease on the seventh floor at 45 West 27th Street (45W27), the newly brought to market office building in Kaufman's [Madison Square Portfolio](#). Design Bridge has a global presence in London, Amsterdam and Singapore and is now marking its 30th year anniversary with the expansion of its New York City footprint.

“We are thrilled to welcome Design Bridge, a world-renowned agency, as the first office tenant to 45W27,” said Grant Greenspan, principal of Kaufman. “With several leases already out for other floors in the building, we are confident 45W27 will continue to experience leasing success, as tenants are attracted to the high quality space with unique amenities in a central location.”

Since launching in 1986, Design Bridge has specialized in brand design, strategy and corporate identity. The award-winning agency counts iconic international brands such as Unilever, Mondelez, Guinness and Lipton among its client roster. Guinness tapped Design Bridge for one of the agency's most notable projects – reimagining the Guinness harp, a globally recognized brand mark after its 250th anniversary.



Relocating from SoHo to accommodate the company's growth, Design Bridge will be moving into its new full-floor space at 45W27 in spring 2017. The modern, pre-built space features new bathrooms, hardwood floors, high ceilings and state-of-the-art tech amenities. Design Bridge will also be doing additional cosmetic work.

Kaufman's Greenspan, Michael Heaner and Elliot Warren represented the landlord, 45 W 27 Leasehold LLC, in the transaction. Asking rent was in the mid-\$60's-per-square-foot-range.

45W27 offers top-line capabilities that meet the technology, broadband and security needs of its tenants. The firm teamed up with Design Republic, a notable architectural design firm, to create a lobby with custom-designed, illuminated, three-dimensional wooden fins and elevators with glassed back walls that reveal custom graffiti art. The building's ideal NoMad location puts Design Bridge's employees in close proximity to numerous subway stations, including the R, W, 4, 5, and 6 lines.

45W27 is the last building in Madison Square Portfolio with a variety of expansion opportunities available for prospective tenants to encompass multiple floors. The other buildings within the portfolio include 19 West 24th Street, which is at full occupancy and 15 West 27th Street, currently at 85 percent occupancy.

For more information regarding leasing opportunities please visit the Madison Square Portfolio's interactive website at www.madisonsquareportfolio.com or contact Michael Heaner at 212-471-4310, MichaelH@kaufmanorganization.com; Grant Greenspan at 212-471-4340, GrantG@kaufmanorganization.com or Jessica Kosaric at 646-421-6420, jessicak@kaufmanorganization.com.

About The Kaufman Organization

With over 100 years of experience and seven million square feet of owned or managed space, the Kaufman Organization has long been considered one of the most prominent and well-respected real estate companies in the New York metropolitan area. The company offers a fully integrated spectrum of leasing and management services to diverse owners and tenants and is continually looking to build its portfolio through property acquisitions. For more information, visit www.kaufmanorganization.com.

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