

## ETC.VENUES EXPANDS FOOTPRINT WITH 30K S/F COMMITMENT AT 601 LEXINGTON AVENUE, AT BOSTON PROPERTIES' MARQUEE MIDTOWN MANHATTAN OFFICE CAMPUS

*Conference and events venue experts, etc.venues to open second venue as part of rapid expansion in New York market*

**October 1, 2019 (New York, NY)** - [etc.venues](http://etc.venues), the London-based urban conference and events venues group, announced today it has signed a long term commitment with **Boston Properties (NYSE: BXP)** for 30,000 s/f on the 14<sup>th</sup> floor at 601 Lexington Avenue, a premier, 59-story office tower in midtown Manhattan, NY. The deal further consolidates etc.venues' entry into the New York market, after announcing 45,000 s/f at **Stawski Partners** 360 Madison in May.

The space, which has operated as an in house conference center, for **Citi**, will be remodeled by the etc.venues design team as part of their plans to offer New York's meeting planners high quality conference and events space with full service hospitality. The 30,000-square-foot venue, which will have a separate address and entrance at 153 East 53<sup>rd</sup> Street will initially be solely available to a dedicated client, with plans to bring the venue to the broader market in early 2021.

"The deal provides Boston Properties with the opportunity to have a world class conference and events space in the building as part of their midtown campus," said Alastair Stewart, CEO of etc.venues. "We're the largest urban day conference center group in London and this is a further step towards establishing our presence in New York in a prime location."

601 Lexington Avenue is located in the heart of Midtown Manhattan at East 53<sup>rd</sup> Street and Lexington Avenue and of part of Boston Properties 4.5 million square foot Midtown Campus. This 1.6 million square-foot building has onsite fitness, shopping, restaurants and fast casual eateries and it also provides direct access to New York City and its boroughs through its prime location atop a major subway station.

"We wanted a world class conference brand for our building and I was impressed with their London operation during my visit," commented John Powers, Boston Properties' Executive Vice President, New York Region. "etc.venues provided us with a helpful short term solution for an existing tenant at 599 Lexington Avenue as they undergo a comprehensive modernization of their workplace. We continue to invest in creating a full service hospitality experience for our customers and see the arrival of etc.venues as an important addition to the campus."

CBRE's Taylor Scheinman, Michael Movshovich and Gary Davies represented the tenant alongside Brian Halberg of KDB advisors.

# etc.venues

## **About etc.venues**

The London based global leader in urban conference and event venues is backed by Gencom a Miami based investment firm and Benchmark Global Hospitality. A capital raise led by Gencom is underway to raise a \$150m of growth capital to fund a rollout in New York and other leading US cities.

The management team is led by entrepreneur Alastair Stewart, winner of Transformational Leader award in the 2019 EY Entrepreneur of the Year in the London region and Nick Hoare who recently joined as COO to spearhead the group's international expansion.

The group hosts 84% of the UK's FTSE 100 companies, hosting 900,000 delegates per annum and is known for its vibrant interior design, mouth-watering dining created by onsite chefs, state-of-the-art tech and award-winning service.

## **About Gencom**

Gencom is a U.S.-based investment firm that owns, operates and develops prized real estate around the world, with an emphasis on luxury hotels, resorts and branded residential properties; and is also an active owner of and investor in hospitality operating platforms. The investment in etc.venues was completed in May 2018

For more information on etc.venues, please call 646.844.6004 or visit [www.etcvenues.com](http://www.etcvenues.com).  
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