

OCTOBER 9, 2014 - HERALD SQUARE PROPERTIES IN THE NEWS

YouTube supplier joins TAMI roster at 292 Mad



292 MADISON AVENUE

ZEFR, the media software platform best known for bringing movies to YouTube, is opening its first New York office at **292 Madison Avenue**, in the Madison Avenue TAMI corridor.

With a client roster that includes Saturday Night Live, Sony Music, Adidas and Bravo, among others, the five-year-old, Venice, California-based company will move into a 4,717 s/f office that encompasses the entire 15th floor, with an additional 3,600 s/f of wraparound terrace space overlooking Madison Avenue and 41st Street.

Representing landlord Marciano Investment Group were the Cushman & Wakefield team of Harry F. Blair, executive director, and Sean N. Kearns, senior director. The tenant was represented by Sam Seiler and Jeff Sharon of CBRE.

“Within a brief period, 292 Madison Avenue has become a center for software and technology-based companies,” said Blair.

“This new tenant base is clearly attracted to the building’s excellent infrastructure upgrades, contemporary build-outs and unbeatable location.”

ZEFR joins five other tech companies which have moved to

292 Madison Avenue within the past three years, comprising Raptor Trading, Borderfree.com (formerly Fifty-one Global E-Commerce), IDG, Exponential Interactive and Qliktech.

Moreover, all six tenants leased full-floor pre-built offices designed by modernist architects, The Mufson Partnership, with open layouts that accentuate the high ceilings, oversized windows, contemporary lighting, new kitchens and bathrooms and scarified cement floors.

Herald Square Properties is the asset manager for the property, with building management provided by CBRE. **Gerard Nocera**, of Herald Square Properties, said “This lease represents the continued affirmation of the Marciano Group’s far-reaching vision for the building. Reinforcing it is an ambitious renovation program for 8,000 s/f of ground-level retail space.”

The design for the retail portion includes the re-cladding of the facades in glass on both the Madison Avenue and 41st Street sides.

Jeffrey Roseman, executive vice president and principal of Newmark Grubb Knight Frank is spearheading the retail leasing program for the space..