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Cushman Tapped as Leasing Agency for Gem Tower

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The **Extell Development Company** has tapped **Cushman & Wakefield** to be the exclusive broker for the office portion of its **International Gem Tower**, the new, state-of-the-art building situated in the heart of Midtown Manhattan's diamond district.

The Cushman & Wakefield team of **Franklin Speyer, Stuart I. Romanoff, Alan Wildes, Amy Fox, Mikael Nahmias** and **Frank Liantonio** will be exclusively leasing out over **300,000 square feet** of Class A office space for floors 21-34 at the new **55 West 46th Street**.

The **Skidmore, Owning & Merrill**-designed building has already pledged its first 20 floors of space for specialty condominiums to the diamond industry, a fitting move to the building's bejeweled neighborhood.

The top portion of the floors is being marketed to high-end financial services firms, offering up to 16-foot slab-to-slab heights and 22,500 square feet of rentable space per floor, according to marketing materials for the building obtained by *The Commercial Observer*.

Each floor also features floor-to-ceiling glass, and views of Up- and Downtown

Manhattan.

To help separate the condo portion of the building from its office space, Extell has built two separate lobbies for each entity, said Mr. Romanoff, one at 50 West 47th and the other at 55 West 46th Street.

"There is a separate lobby that has been elegantly designed for the office tenants," said Mr. Romanoff.

And in a move perhaps inspired by the 2002 *Minority Report*, the building will be equipped with iris-scanning technology "and linked to the destination dispatch elevator system," according to the marketing.

"You walk through the elevator banks and it will read your eyes, and the computer knows which floor you will go to," said Mr. Romanoff.

He insisted that Extell was building the first new building in Midtown proper. That fact alone has already drawn in potential new tenants.

"We're talking to different types of tenants ranging from financial companies, banks, hedge funds, law firms, and we've had a few tech companies," he said.

"There is an opportunity for a large tenant to take advantage of branding, lobby branding and signage," added Mr. Romanoff.

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