



Mark Grossich — whose Hospitality Holdings owns upscale watering holes that include the Campbell Apartment, The World Bar at Trump World Tower and the cocktail and cigar lounge Carnegie Club — just signed a deal to open a bar on the 33rd Street side of the Empire State Building, appropriately called The Empire Room.

“We have a wonderful portfolio and in keeping with that, what could be better than the most iconic location of all?” said Grossich. “We want it to be an Art Deco space with the service and spirit of that era. Our tag line is, ‘A toast to another time.’”

Design team GoodmanCharlton’s most recent project was, coincidentally, a bar at the Empire Hotel.

Grossich is also sticking with the \$20 million environmental “greening” of the Empire State Building, and has a green consultant working on the new 3,402 foot lounge that is expected to open this fall where a Post Office branch used to be.

Lori Shabtai and **Monica Kass** of Winick Realty represented Hospitality Holdings in the nego-

tiations on the deal, which had an asking rent of \$175 a foot.

Fred Posniak represented the W&H Properties’ owners in-house together with building agents **Andrew Goldberg**, **Eric Gelber** and **Matthew Chmielecki** of CB Richard.Ellis.