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Upside Ventures Closes Deal In Just Nine Days

Bermello, Ajamil & Partners (B&A), the Miami-based firm contracted to redevelop Manhattan's and Brooklyn's cruise terminals by the City of New York, has signed a lease in Soho for a 5,000 sq ft, full-floor loft, according to Ralph Trionfo, president of Upside Ventures, whom B&A hired as their exclusive tenant rep. The five-year lease at 532 Broadway is valued at an aggregate rental of \$675,000. Ron Rivellini of Soho Properties represented the landlord.

B&A, who helped sculpt the Miami skyline, is one of the largest international architecture and design firms. They grew from a 20-person office in Miami 13 years ago to a 200-person global company, providing design, architecture, engineering, landscape architecture, and planning and construction services on a number of high profile projects.

"We looked for a space that is unfinished and wide open so they could create a unique loft that reflects their sense of style and design," said Trionfo. "Having a presence on Broadway in Soho, one of the hottest areas in Manhattan, is also very appealing to the tenant; and at \$27 per sq ft, it's a great deal."