



590 Madison is an iconic commercial office building in the heart of midtown Manhattan. It was commonly known as the IBM Building.

Faced with lower occupancy in a very competitive real estate market, Edward J. Minskoff Equities (EJME) engaged a plan to incorporate attractive amenity spaces into their footprint.

590
MADISON



590 MADISON AVENUE
NEW YORK, NY

CASE STUDY

Client

EJ Minskoff Equities

Project Type

Fitness Center Development

Services

Design Consulting
Facility Management
Programming

Size

7,000 square feet (Fitness Center)
6,756 square feet (Conference Center)

Architect

NELSON

URBN
PLAYGROUND



An empty office on the 23rd floor, which showcases impressive skyline views, was converted into a tenant lounge/pantry area. As a next step to ensure 590 Madison kept pace in this competitive landscape, a plan was put into place to add a fitness center.

EJME contacted URBN Playground to assist in the design, launch and operation of the fitness center and the adjoining bike room.

They identified a 7,000 square foot sub-cellar space composed of back-of-house building mechanicals and 6 parking spaces as the location for the fitness center.

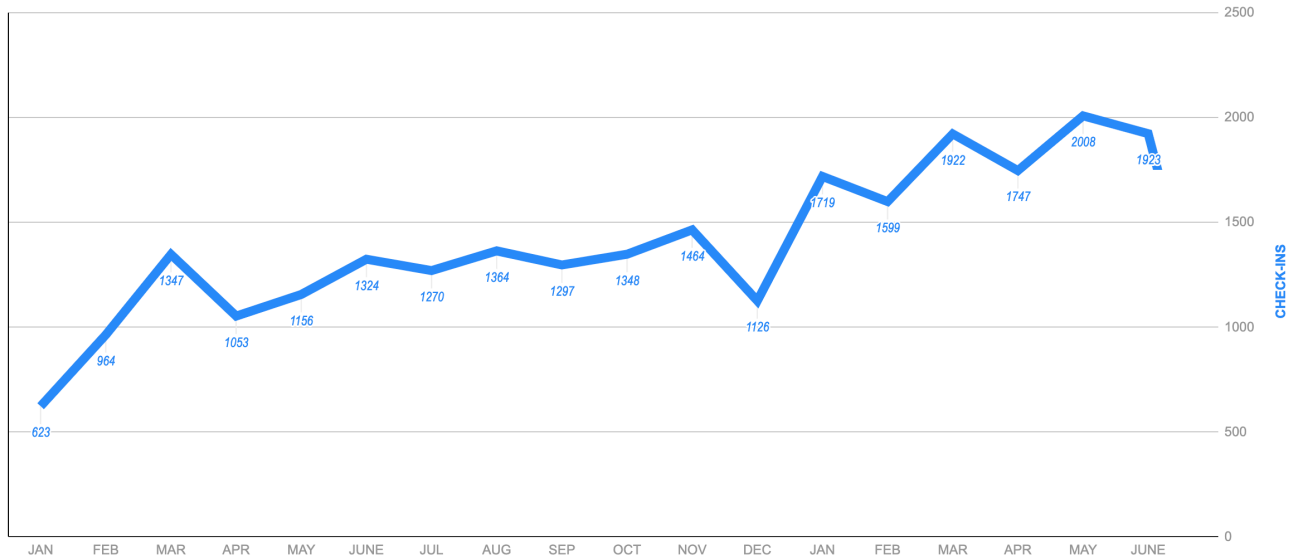


URBN programmed the fitness center to include elements typically found within luxury fitness center brands – a standard other corporate fitness centers rarely strive for. In addition to completely outfitted cardio and strength training areas, the space includes elements like a functional training area, Peloton bikes, a golf simulator and pristine locker facilities, complete with toiletries and towel service.

Since URBN began operating the fitness center in 2019, fitness center check-ins have increased and continue to do so. During COVID, URBN continued to deliver virtual personal training and group classes to building tenants until social distancing restrictions eased up.

590 Madison Fitness Center

CHECKINS MONTH TO MONTH



MONTH JAN 2022 - JUN 2023

Since URBN has been involved in management of the amenity spaces at 590 Madison, building occupancy went from

60% to **92%**

Additionally, from Q1 2022 to Q2 2023, average monthly fitness center check-ins grew by 78.5%.

The next phase in 590 Madison's amenity engagement would come in 2022, and include consultation on and activation of 6,756 square feet of Conference Center space. This included planning for the retrofitting of the training rooms, as well as the space and reservation management of the Boardroom, Training Room and 6 other meeting rooms.

In January 2023, the conference center was launched, operated by URBN. Since URBN has been involved in management of the amenity spaces at 590 Madison, building occupancy went from 60% to 92%.