



NEW YORK // COMMERCIAL REAL ESTATE



GFP Real Estate Unveils Lobby Renovation at 594 Broadway

OCTOBER 17, 2025



(Phot credit: GFP Real Estate)

GFP Real Estate is pleased to announce the completion of a full-scale renovation of the lobby at **594 Broadway**, a celebrated commercial property located in the heart of SoHo. The reimaged space, designed by acclaimed interior design studio **GACHOT**, reflects a timeless aesthetic crafted to welcome tenants and visitors with understated luxury and calm.

Known for its premier hospitality and commercial work around the world, the multidisciplinary design studio brought its signature approach to 594 Broadway's renovation, balancing refinement with function. The result is a crisp, modernized lobby featuring natural oak, honed marble, etched glass and architectural lighting that highlights clean lines and sophisticated materials. The renovation honors the building's heritage while creating a serene, contemporary first impression for tenants and their guests.

"We've always loved 594 Broadway—it's a building with character, history and an incredible community," said **John Gachot**, founding principal of GACHOT, which is also a tenant at the historic building. "The new lobby design is about enhancing that daily experience with a welcoming, warm environment that feels both elevated and relaxed."



Originally renovated in the early 2000s, the lobby had gone over two decades without significant updates. Following a recent refinancing of the property in 2024, GFP Real Estate prioritized lobby and common area upgrades as part of a broader initiative to enhance the tenant experience and support long-term occupancy.

“This project wasn’t about catching up—it was about staying ahead,” said **Jeff Gural**, Chairman of GFP Real Estate. “594 Broadway is 100 percent leased. We made this investment because we believe in continuously improving the building for our tenants. With Gachot’s vision and our strong financial position, we hope that our tenants and their employees will enjoy the new lobby for many years to come.”

The renovation also reflects GFP’s ethos of working closely with its tenants, several of whom played roles in various aspects of the project. **Kostow Greenwood**, also tenant at the building, served as architect of record, bringing further local talent into the fold.

The lobby’s design features a neutral palette anchored natural materials including Moon Cream marble from BANDA Stone and European White Oak paneled walls. Etched mirror in blackened steel frames, a streamlined digital directory and curated lighting contribute to the space’s clean, contemporary tone. A custom-designed floral display and the building’s welcoming doorman add familiar touches that keep the experience grounded.

594 Broadway remains a destination for creative firms, fashion labels and media companies drawn to its historic architecture, prime location and thoughtful management. With this latest



Built in 1898 and formally known as the Lyons Building, 594 Broadway is a 12-story, 250,000-square-foot building was designed by Buchman & Deisler. The building offers loft-like office spaces and features exposed brick walls, high ceilings, wooden floors, original architectural columns and large windows providing an abundance of natural light. Located along Broadway between West Houston and Prince Streets, the building is surrounded by renowned dining and retail offerings and is conveniently positioned near the 6, R, W, B, D, F and M trains.

About GFP Real Estate, LLC

Committed to building a better New York since 1952, GFP Real Estate is a vertically integrated owner, operator, property manager and developer of commercial real estate in the New York metropolitan area. With over 57 buildings and more than 13.8 million square feet under ownership, GFPRE's portfolio includes some of New York's most iconic real estate assets.