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PR Conglomerate Orchestra Consolidating to 42K SF at 195 Broadway



L&L HOLDING COMPANY'S JONATHAN TOOTELL, TANYA GRIMALDO, AND GIANNINA BRANCATO AND 195 BROADWAY.

PHOTOS: COURTESY L&L HOLDING COMPANY

By [Isabelle Durso](#)

Orchestra, a recently launched conglomerate of public relations firms, will soon house all of its companies at [L&L Holding Company's 195 Broadway](#), according to the landlord.

The marketing company signed a lease for 42,000 square feet on the entire 26th floor of the 1 million-square-foot, 29-story office building, [according to *The New York Post*](#), which first reported the deal.

[BerlinRosen Holdings](#) rebranded into Orchestra in March as a “network of eight leading agency partners”: BerlinRosen, **Brightmode Talent**, **Derris**, **Glen Echo Media Group**, **Inkhouse**, **Message Lab**, **M18** and **Onward**, according to [an announcement from the firm](#). The company plans to assemble all of its firms under one roof at 195 Broadway by early 2025, the *Post* reported.

L&L declined to provide the length of the lease and asking rent, but [a report from Newmark](#) found Lower Manhattan office rents averaged \$56.63 per square foot during the second quarter of 2024. 195 Broadway is across Fulton Street from **St. Paul's Chapel** and a block east of the **World Trade Center** complex.

CBRE (CBRE)'s **Mary Ann Tighe**, **Ariel Ball** and **Zachary Price**, who brokered the deal for Orchestra, did not immediately respond to requests for comment. L&L's **Jonathan Tootell**, **Tanya Grimaldo** and **Giannina Brancato**, who arranged the deal in-house, did not immediately provide a comment.

Backed by **O2 Investment Partners** and led by the co-founders of BerlinRosen, Orchestra "provides clients with access to the top storytellers and strategists in the industry," the company said in [a release](#) in March.

"Today's media landscape is complex and requires a whole new approach to capture and sustain attention," Orchestra CEO **Jonathan Rosen** said in a statement at the time. "We've invested in the best agency players across key disciplines and assembled integrated teams to offer our clients unparalleled expertise and flexibility for all of their strategic business and communications needs."

Orchestra will now unify its services at L&L's Financial District tower, home to tenants including **Gucci**, [information technology firm Nagarro](#), marketing company **Omnicom**, book publisher **HarperCollins**, financial services company **Payoneer**, and Japanese restaurant **Nobu**.