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Live Nation Stays in Hollywood

November 18, 2016

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Live Nation Entertainment signed a more than 25,000-square-foot lease renewal at The Souferian Group's 1800 N. Highland Ave. in Hollywood. The seven-story office building is being re-branded as "Be," which blends office, hospitality and best-in-class lifestyle elements.

The Souferian Group's Behzad Souferian notes the Live Nation deal "reinforces our plan to be a catalyst for a radical shift in the way office environments serve their tenants." He says the Los Angeles-based developer is seeking to infuse "hospitality components, an unexpected design aesthetic and amenities that exceed the high level of excellence exemplified by tenants like Live Nation."

Other recently completed deals at the 88,000-square-foot property include a full-floor lease with Soothe, an on-demand app-based massage company, and Revolt TV, Sean Combs' music cable network.

Newmark Grubb Knight Frank's Chris Mongeluzo represented LiveNation. NGKF's Mike Arnold and Jodie Fisher represented the landlord.

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For comments, questions or concerns, please contact Dennis Kaiser



Tags: [hollywood](#), [leasing](#), [Live Nation](#), [los angeles](#), [NGKF](#), [office](#), [re-branding](#), [repositioning](#), [Revolt TV](#), [Soothe](#), [The Souferian Group](#)



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