Experience

Philadelphia Magazine Making a Historic Move

Stradley Ronon represented Metro Corp., publisher of *Philadelphia Magazine* and *Boston Magazine*, in a 12-year lease deal for a 15,786-square-foot space that will be home to its Philadelphia offices at The Curtis, located at 601 Walnut Street in Old City. The Curtis is a historic building that once housed Curtis publishing, producer of *The Saturday Evening Post* and the *Ladies Home Journal*. Metro Corp, will be moving from its current location at 1818 Market Street in August.

"As *Philadelphia Magazine* continues its evolution into an omni-channel media company, we view this move to the Curtis and Washington Square as critical to our reinvention," said David Lipson, chairman and CEO of Metrocorp, in a statement to the *Philadelphia Business Journal*. "We're a hundred-year-old company, but we aspire to have the culture of a start-up that is nimble enough to adapt to an ever-changing world. As we change the way we work, it made sense to take the company to a building and space that fits our vision for the future. At the Curtis, we found the best of both worlds – a venue with a historic connection to publishing, where our staff can be surrounded by other innovative companies as we build a business built to thrive in the 21st century."

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