

NYC’s First Poster Museum Headed to Chelsea

BY [REBECCA BAIRD-REMBA](#) AUGUST 23, 2017 10:55 AM



119 WEST 23RD STREET. PHOTO: PROPERTYSHARK

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New York City’s first museum for poster art is set to open in Chelsea next year.

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The museum, which is called **Poster House**, recently signed a 10-year lease for **TekServe’s** former space at **119 West 23rd Street** between Avenue of the Americas and Seventh Avenues.

The poster exhibition space will occupy 15,000 square feet on the first and second floors of the building and open its doors in late 2018. The annual rent is \$1.3 million, according to a spokesman for the museum.

Next month, Poster House plans to host a month-long pop-up beginning Sept. 20.

The nonprofit museum expects to spend [\\$6 million](#) renovating the high-ceilinged, columned space, according to *The Wall Street Journal*, which was the first to write about Poster House.

“We’re thrilled to have such an iconic space, which so many New Yorkers remember fondly from its previous life,” said **Julia Knight**, the museum’s director. “We can’t wait to open the doors again and introduce New Yorkers and visitors alike not only to our exhibitions and educational programming, but a vibrant new space to spend time in, have a coffee, read, relax and think.

Esther Zar of **MHP** represented Poster House, and **Trever Gallina** at **Isaacs and Company** represented the landlord, **Stellar Management**. The brokers involved in the deal declined to comment or didn’t respond to an inquiry.

TekServe, an electronics repair shop, occupied the storefront for 30 years before [shutting its doors](#) a year ago.

KEYWORDS: [119 West 23rd Street](#), [Esther Zar](#), [Isaacs and Company](#), [MHP](#), [Poster House](#), [Stellar Management](#), [Tekserve](#), [Trever Gallina](#)