

## Pawn Stars Producer Moves Farther West

**Leftfield Pictures** of New York will relocate to 24,000 square feet on West 34th Street, in “app.town,” as **Coldwell Banker Commercial Hunter Realty** has dubbed the neighborhood now teeming with technology firms.

The producers of such television shows as *Bridal Bootcamp*, *Pawn Stars* and *What Not to Wear* are relocating their production, post-production, casting and development groups from **545 Eighth Avenue**, where it had 16,000-square-foot offices, to expanded digs at **460 West 34th Street**.

“Rents are less as you go farther west,” said **Neil Murray**, of **Coldwell Banker Commercial Hunter**, who described the space as “cost-effective while offering high ceilings, warehouse sort of space and open floor plans.”

Boasting tech properties like Google’s **111 Eighth Avenue** and the office of Oxygen Media, the area has sprouted countless media, tech and entertainment companies while preserving its tech start-up spirit.

“We’re creating a tech community,” said Mr. Murray.

Asking rent for the 10-year lease was approximately \$30 per square foot, said sources. **Ed Hart** represented the landlord, **The Kaufman Organization**, in-house.

