



Serendipity Labs Opens Downtown Ridgewood, NJ, Coworking Space

Ridgewood leaders hold ribbon cutting ceremony to celebrate premium workspace's first New Jersey location.

RIDGEWOOD, N.J. – May 17, 2016 -- Local leaders cut the ribbon today on New Jersey's first [Serendipity Labs coworking location](#) at 45 North Broad Street in Ridgewood. The three-story, 8,500-square-foot premium workspace – with vibrant, upscale lounges, ideation studios, work bars, event venue space and a café – is located in the iconic, totally renovated Lincoln building.

"Independent professionals, entrepreneurs, remote and mobile workers in the Ridgewood area will now have a premium workplace and meeting venue offering a level of hospitality that rivals boutique hotels," says Brian M. Stolar, CEO of The Pinnacle Companies, an award-winning leader in urban redevelopment and the exclusive Serendipity Labs area franchisee for Northern New Jersey.

Serendipity Labs offers workplace memberships that include part-time and full-time coworking, as well as day passes to its network of worklounges. Corporate memberships are also available for companies that want to access multiple Serendipity Labs locations.

"We are very excited that Serendipity Labs has set up shop in Ridgewood. It's smart, innovative and aligned with many of our residents' preference to work remotely," says Paul Aronsohn, Mayor of Ridgewood.

Serendipity Labs in Ridgewood will produce a full schedule of daytime and evening seminars and networking events designed for entrepreneurs, mobile workers and corporate members. The Lincoln building, located across from Ridgewood's New Jersey Transit train station stop, has been upgraded with a new lobby, modern elevator, new windows and HVAC systems.

"Serendipity Labs supports the way people want to work today. The option to reduce commute time or move out of a home office allows our members to improve worklife balance," says John Arenas, CEO of Serendipity Labs Coworking. "Established companies are beginning to realize that the right kind of coworking environment can meet their need for remote offices and team meetings, while increasing employee satisfaction. We are thrilled the Pinnacle Companies are bringing Serendipity Labs to Ridgewood."

Part of a rapid national expansion of more than 80 locations, Serendipity Labs is the only coworking network serving the New York tristate area in Ridgewood, NJ, Westchester, NY and Fairfield County, CT.

For more details, visit <http://serendipitylabs.com/locations/ridgewood-coworking/>.



About The Pinnacle Companies

A privately held regional real estate development firm, The Pinnacle Companies was founded in 1984 by Brian M. Stolar. Pinnacle is a fully integrated real estate operating and development company that provides acquisition, construction, development, redevelopment, property management and asset management for its projects. Pinnacle is a developer of residential, commercial and retail properties with a geographic focus on New Jersey, New York, Connecticut and Florida. Pinnacle has delivered approximately 8,000 single-family homes, condominiums and apartment units to date and currently has several projects, mostly mixed-use transit oriented projects under development or pre-development. Pinnacle has also developed a number of retail, office, hotel and mixed-use properties.
www.pinnaclecompanies.net @ThePinnacleCo

About Serendipity Labs, Inc.

Established in 2013 by industry leader John Arenas, Serendipity Labs, Inc., (www.serendipitylabs.com) is raising the bar by delivering coworking as an upscale hospitality brand that addresses the needs of mobile professionals, independent workers and project teams. It offers workplace memberships that include part-time and full-time coworking, dedicated private offices or team rooms and day passes to our network of worklounches. Corporate membership, with central billing and reporting is also available. OASIS®, the proprietary cloud-based, enterprise class technology platform supports service delivery. The Serendipity Labs network is growing through owned, managed and franchised locations in office buildings, high-rise residential projects, hotels and retail properties across the U.S.

SOURCE The Pinnacle Companies

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