



## **Serendipity Labs® Emerges as Next Coworking Leader** ***Fast Growing Shared-Workplace Brand Developing 60+ US Locations***

Rye, New York, July 7, 2015 – New York based Serendipity Labs Coworking announced today that it has now signed joint venture and franchise partners for development of over 60 locations across the US in urban, suburban and secondary markets, making it one of the fastest growing brands of shared workplace membership providers.

Lease commitments include 10 locations in New York, Chicago, DC, Miami, Northern New Jersey and other markets. The company is opening locations in office buildings, residential towers and retail properties. The current development program represents approximately 1,000,000sf of space.

“Unlike startup-focused coworking brands that tout free beer, ping pong and summer camp, Serendipity Labs attracts and serves a full spectrum of workers from companies of all sizes, stages and industry categories. Our members have significant responsibilities at work and at home and they want to work smarter, with support that allows them to unlock their full potential as spouses, parents, friends and members of their communities,” said Serendipity Labs CEO, John Arenas.

Serendipity Labs offers memberships providing access to inspirational workplaces that include dedicated workspaces, private offices and work lounges across its network of locations. Serendipity Labs locations also include a variety of work settings; lab-cafes, work-bars, team collaboration areas and event spaces. Each location also curates a full schedule of meet-ups, seminars and events, like the recent Tesla test drive events, Tribeca filmmaker art show and innovation workshop series. There are also regular industry-specific meetups that add to the vibrancy and value of the member experience.

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 said, “As a real estate developer and franchisee of other hospitality systems, our organization understands how the sharing economy and worker mobility are driving the need for a service-driven brand like Serendipity Labs.”

The demand for shared coworking services is being driven by the mobility and independence of the workforce and by corporate desires to attract top talent and reduce fixed real estate obligations. In the same way that ride share services now compete with car ownership, coworking is shifting corporate demand away from the \$1.6 trillion long term office leasing market to a more flexible, on-demand workplace model.

Workplace membership plans range from day-pass access, to unlimited coworking to resident member plans offering full time dedicated private offices or team rooms for companies needing project space and swing-space for 1-20 people. Corporate memberships are also available, providing access across all network locations for mobile and remote workers.

Arthur Slaven, President of Centrum Properties, a real estate developer of over \$2B in institutional grade projects and Serendipity Labs franchise area development partner for South Florida commented, “Adding a shared workplace offering like Serendipity Labs is becoming an important



way for commercial real estate owners to competitively position their assets for greater value. Having a fitness center is no longer enough. Tenants are choosing buildings that attract and retain employees with workplace amenities and activity.”

**About Serendipity Labs, Inc.**

Serendipity Labs, Inc. (<http://www.serendipitylabs.com>) is leading the way in delivering high performance corporate coworking venues supported by its cloud-based, enterprise class, technology platform OASIS®. The Serendipity Labs network is growing through owned, managed and franchised locations in office buildings, high-rise residential projects, hotel and retail properties across the US.

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