

Vintage posters on Madison Ave

By: Elisabeth Butler Cordova

The Ross Art Gallery signed a 13-year lease for 2,000 square feet on the fourth floor at 532 Madison Ave.

Mickey and Jodi Ross wanted so badly to open a vintage poster shop on Madison Avenue that they took to the air—four stories up, in fact.

The Rosses recently signed a 13-year lease for 2,000 square feet on the fourth floor at 532 Madison Ave., on the corner of East 54th Street. Their store, Ross Art Gallery, will use the space's 10-foot-tall windows to show their wares to passersby when it opens in mid-November.

“Madison Avenue is the focus of the American arts world, as far as we're concerned,” Mickey Ross says.

He and his wife looked for space on Madison Avenue for about a year before committing to the upstairs location. The asking rent there was \$60 per square foot, a fraction of the hefty prices that dominate ground-floor retail on Madison Avenue.

“The prices of Manhattan real estate become daunting when you consider the most desirable first-floor space,” he says.

Mitchell Waldman, president of Cogent Realty Advisors Inc., represented Ross Art Gallery in the deal, and Matthew Lovallo, a broker with Stahl Real Estate Co., negotiated on behalf of owner Madison/Fifth Associates.

The Rosses' original shop, Poster Gallery, will continue to operate in Westport, Conn.

—Elisabeth Butler Cordova