

B O S T O N D E S I G N C E N T E R

AT THE INNOVATION AND DESIGN BUILDING





BD
BC

RESERVED
PARKING



BOSTON DESIGN CENTER IS AN **INDUSTRY LEADER** AND THE **PREEMINENT HUB** OF LUXURY DESIGN IN NEW ENGLAND

A progressive, all-inclusive design resource, the Boston Design Center attracts Boston's brightest designers, skilled makers, specialty manufacturers and leading furniture showrooms.





DESIGN RESOURCE DESTINATION

The epicenter of design in New England, Boston Design Center features:

- 40 showrooms offering the highest quality domestic and international product lines
- An abundance of luxury product lines of fabric, furniture, lighting, antiques, fine art, wall and floor coverings, kitchen and bath design, and contract services

OUR VISITORS

Boston Design Center saw over 260,000 visitors annually from all over the East Coast. As the go-to design destination in the region, the BDC draws from across New England and beyond into high income areas of New York, New Jersey, Virginia and Maryland.

- The average distance customers travel to the BDC is 319 miles
- Over 80 zip codes with a median household income of \$150k to \$260k+ are represented by BDC customers
- Customers spend 114 minutes on average at the BDC when visiting
- Customers span age ranges with the highest concentration in the 25-34 age demographic. The average customer age is 47



ON-SITE AMENITIES

- Chickadee, James Beard nominated full service restaurant
- Flour Bakery + Cafe, James Beard Award Winner
- Reebok, flagship store
- EverybodyFights, On-Site Gym
- On-site Designer Lounge
- Design Services: generated over \$1M in additional consumer revenue last year
- Parking
- Industry events held throughout the year





MARKETING

- Sophisticated social media outreach program
- Innovative event programming
- Email newsletter campaigns
- Comprehensive advertising and digital campaigns
- Dedicated marketing and public relations team

ENGAGEMENT

- *Email list:* 10,000+ designers emailed bi-weekly
- *Facebook:* 9,800
- *Instagram:* 23,900



EVENTS

Boston Design Center offers a robust events schedule:

- *Spring & Fall Markets*
- *Nantucket by Design*
- *Holiday Stroll*
- *Newport Design Week*
- *New England Design Hall of Fame*
- *BDC x Porsche x Boston Magazine Art Installation*
- *Best of Boston Home Event*
- *B.A.D. Talks - Builders, Architects, Designers*
- *BDC Conversation Series*

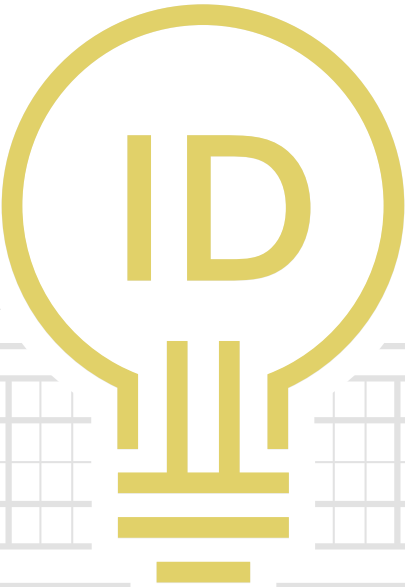




REPOSITIONING

- Strategic repositioning to consolidate showrooms to three floors and by trade encompassing 200,000 RSF completed in 2022
- Has led to increased YoY sale (~9%) and helped drive office rents





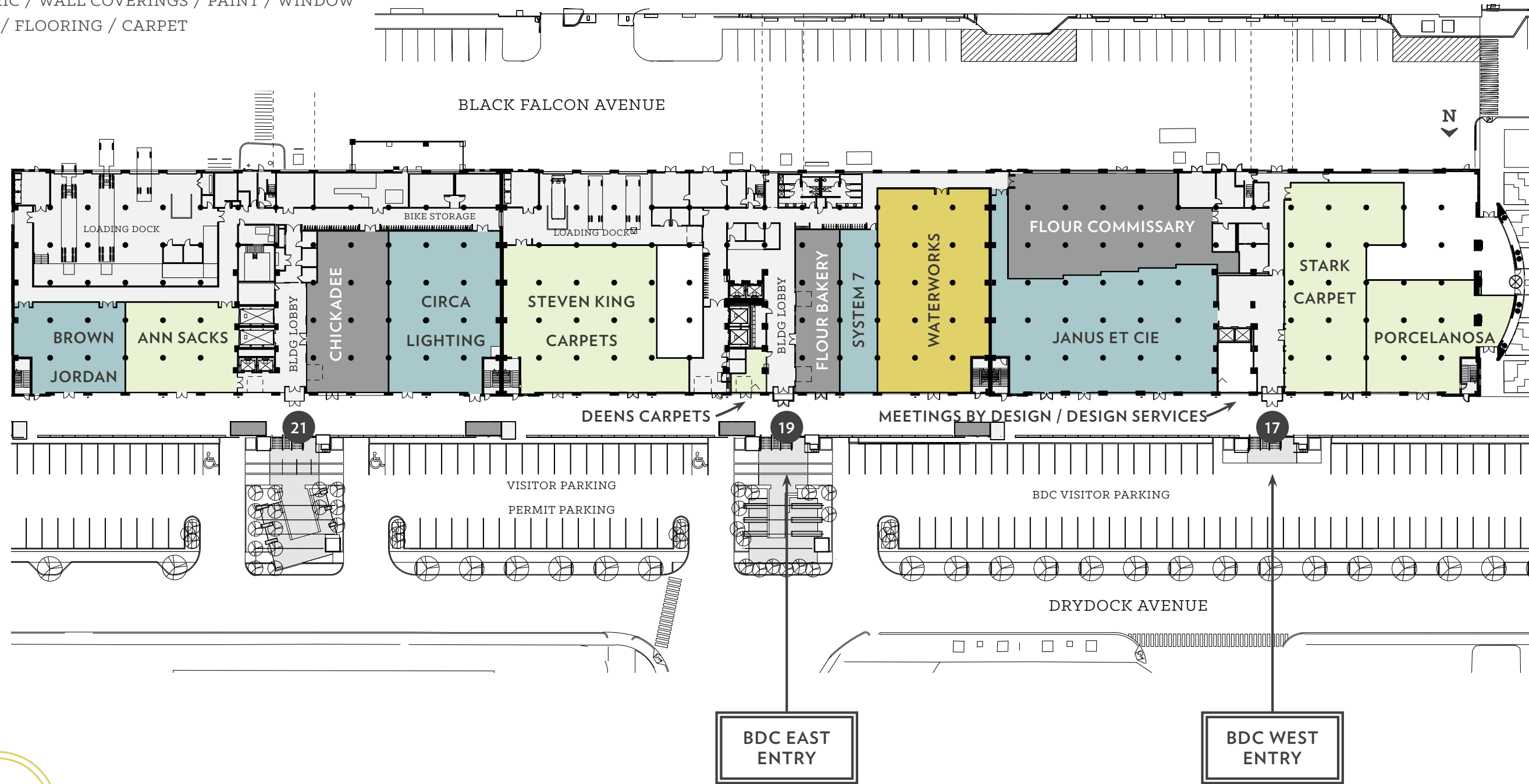
SITE PLAN & FLOOR PLANS

BOSTON DESIGN CENTER



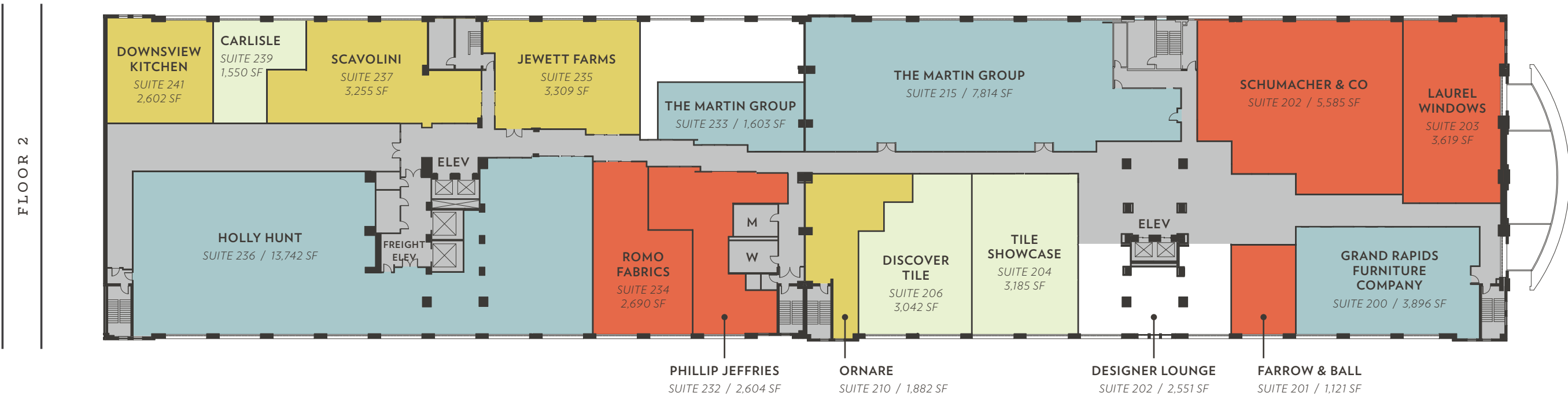
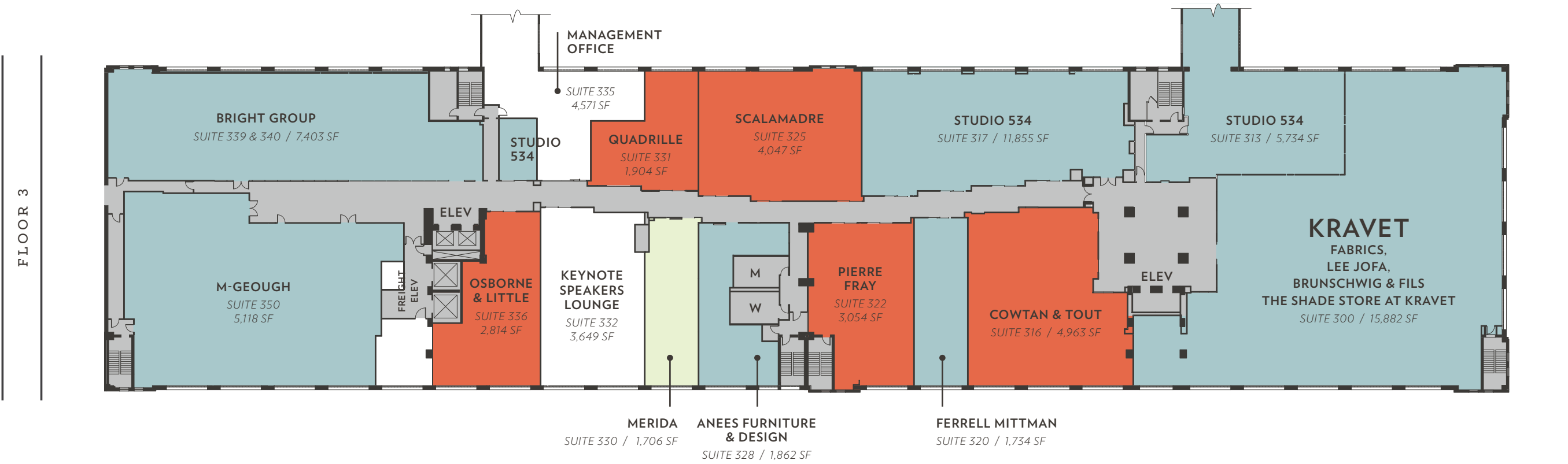
SITE PLAN

- KITCHEN / BATH
- MULTIBRAND / FURNITURE
- FABRIC / WALL COVERINGS / PAINT / WINDOW
- TILE / FLOORING / CARPET



FLOOR PLANS

■ KITCHEN / BATH
 ■ MULTIBRAND / FURNITURE
 ■ FABRIC / WALL COVERINGS / PAINT / WINDOW
 ■ TILE / FLOORING / CARPET





PONCE CITY MARKET / ATLANTA, GA



CHELSEA MARKET / NEW YORK, NY
Realized Asset

MEET JAMESTOWN

Jamestown acquired Boston Design Center in 2013 and assumed management of the building in 2014.

Jamestown is a design-focused, vertically integrated real estate investment manager and service provider with over 40 years of experience and a mission to create places that inspire. Since its founding in 1983, Jamestown has executed transactions exceeding \$40 billion. As of December 31, 2025, Jamestown has assets under management of \$14.1 billion and a portfolio spanning key markets throughout the U.S., Latin America, and Europe. Jamestown employs more than 600 people worldwide with 11 global offices, including headquarters in Atlanta and Cologne. Current and previous projects include One Times Square and Chelsea Market in New York, Industry City in Brooklyn, Ponce City Market in Atlanta, Ghirardelli Square in San Francisco, the Innovation and Design Buildings in Boston and Lisbon, and Groot Handelsgebouw in Rotterdam. For more information, visit www.jamestownlp.com.

With Jamestown's thoughtful stewardship and plans for revitalization, Boston Design Center is poised to impact global trends and become an unparalleled industry model.

FOR LEASING INQUIRIES, CONTACT:

Leasing@BostonDesign.com

One Design Center Place, Boston, MA 02210

BOSTONDESIGN.COM



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