



New York gallery migration continues as Marian Goodman and Alexander Gray plot moves to same Tribeca block

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Alexander Gray Associates's future space in Tribeca. Rendering: Studio MDA. Courtesy Alexander Gray Associates, New York.

Marian Goodman Gallery will open in Tribeca next year after spending nearly five decades in Midtown Manhattan, making it the latest of dozens of galleries to head downtown to the trendy neighbourhood.

The gallery, which represents artists such as Nan Goldin and William Kentridge, announced Thursday (23 February) that it will take over the historic Grosvenor Building, a five-story former warehouse at 385 Broadway between White and Walker streets. A Marian Goodman spokesperson says the new space will feature 30,000 sq. ft over two floors of open galleries,

along with viewing rooms, offices, storage, a library and an archive. The building will undergo a renovation by StudioMDA prior to the move, and the gallery expects to open in the new location in mid-2023.

“We have long considered a possible move downtown,” gallery president Philipp Kaiser says in a statement. “The opportunity to move into this historic building in Tribeca, with its flexibility of space, its light and engagement with life of the city, was a critical factor ... in advancing the gallery’s global profile and presence.”

Marian Goodman Gallery will continue operations out of its location at 57th Street until mid-2024, the gallery said.



A rendering of the future Marian Goodman Gallery building in Tribeca. StudioMDA

The announcement of Marian Goodman’s move downtown came just two days after longtime Chelsea gallery Alexander Gray Associates announced it will relocate to the same Tribeca block, just across the street. Alexander Gray Associates, which has spent 17 years in Chelsea, expects to move into 384 Broadway by early next year after a renovation, also designed by StudioMDA.

Alexander Gray Associates was represented by Redwood Property Group’s Jonathan Travis, who has brokered deals for new spaces in Tribeca for a number of other art galleries.

Marian Goodman Gallery and Alexander Gray Associates will be joining a handful of other galleries on that same block of Broadway, including Andrew Kreps, PPOW, JTT, HB381 and Pace's downtown outpost 125 Newbury. New York galleries have been flocking to Tribeca—short for “Triangle Below Canal Street”—since the late 2010s, in search of affordable commercial spaces. The trend accelerated after the onset of Covid-19, as dealers took advantage of pandemic real estate deals.

Last year, Timothy Taylor announced it would move its New York outpost from Chelsea to Tribeca in 2023. Other Tribeca newcomers to Tribeca include David Zwirner, The Hole and James Cohan.

One of the first galleries to move into the area from Chelsea, Postmasters, closed its Tribeca space last year after losing a legal battle with its landlords over rental payments. The gallery had been located in Tribeca since 2013 and now operates as a nomadic space.