



The Howard Hughes Corporation® Announces The Opening Of 10 Corso Como New York At The Seaport District

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Iconic Experiential Store Debuts Only U.S. Location

NEW YORK, Sept. 12, 2018 /PRNewswire/ -- [The Howard Hughes Corporation®](#) (NYSE: HHC) celebrated last week the opening of 10 Corso Como in the historic Seaport District, marking a milestone in the Lower Manhattan neighborhood's ongoing transformation into a fashion, cultural, culinary and entertainment hub. Formally opening on Friday, September 7 in conjunction with New York Fashion Week, the store is the only U.S. location for the iconic Milan-based fashion destination and features an Italian café and restaurant, fashion, design objects and books, beauty, a garden, as well as an art gallery.

The gallery opened featuring "Helmut Newton, Private Property," an exhibition presented by the Fondazione Sozzani in collaboration with the Helmut Newton Foundation in Berlin, which will remain open until November 4. It is the first time Newton's "Private Property," comprised of 45 original photos from 1972-1983 that the photographer himself selected for this series, is being exhibited in the U.S.

Founded in Milan in 1991 by former fashion editor and publisher Carla Sozzani, 10 Corso Como pioneered the radical experience of a "living magazine" with a curated mix of cultural mediums in one place. The New York location spans approximately 28,000 square feet on the first floor of the Fulton Market Building at 1 Fulton Street.

Following the launch of 10 Corso Como coupled with the openings this fall of stores by Roberto Cavalli, Cynthia Rowley, and Sarah Jessica Parker, the Seaport District has emerged as a growing fashion destination. Spanning over several city blocks and encompassing 10 buildings, the Seaport District is currently being revitalized by The Howard Hughes Corporation and gaining recognition as one of the city's new creative hubs, having launched The Rooftop at Pier 17® inaugural concert series this summer.

"We went around the world searching for the most dynamic retail concept and immediately recognized that 10 Corso Como was the ideal fit for our vision of the Seaport's transformation," said David R. Weinreb, CEO of The Howard Hughes Corporation. "Carla's renowned creativity and the store's innovative design embody our commitment to providing New Yorkers with an engaging, multifaceted experience that inspires a strong sense of discovery among each person that visits. With its unique mix, 10 Corso Como sets a new standard in New York City for anyone interested in design, fashion, and retail."

"I am very excited to introduce 10 Corso Como to New York. Almost 30 years after we opened in Milan, to be a part of such an inspiring resurgence in one of the city's oldest artistic and commercial neighborhoods is a dream," said Ms. Sozzani, founder of 10 Corso Como.

Conceived as a living magazine to promote the philosophy of "slow shopping," 10 Corso Como is a consummate example of how The Howard Hughes Corporation is transforming New York's original commercial hub into a "Port of Discovery," inviting New Yorkers to return again and again to find a collection of unique experiences across food, entertainment, fashion and culture.

"The layering of retail with other experiential elements such as food and beverage, entertainment and culture has never been more important," said Saul Scherl, President of the New York Tri-State Region for The Howard Hughes Corporation. "We are looking to reignite New Yorkers' connection to the Seaport by making it a dynamic destination, both steeped in history and featuring one-of-a-kind experiences that cannot be found anywhere else in the city."

10 Corso Como will introduce the distinct visual aesthetic of American artist Kris Ruhs, who created the signature look of all 10 Corso Como locations in Milan, Seoul, Shanghai and Beijing, and is originally from New York.

About the Seaport District

The Seaport District is New York's original commercial hub, located on the East River in Lower Manhattan with unparalleled views of the Brooklyn Bridge, the Statue of Liberty and the city skyline. An essential part of the city for over 300 years, the re-envisioned Seaport District will continue to function as a community anchor and "Port of Discovery" for the rapidly growing population of Lower Manhattan. The Howard Hughes Corporation® is leveraging the Seaport District's history as the birthplace of innovation as

it transforms a district spanning several city blocks, creating approximately 450,000 square feet of dynamic culinary, fashion, entertainment and cultural experiences.

Highlights include the new Pier 17®, poised to become an iconic entertainment destination with a 1.5-acre rooftop that will serve as a year-round community amenity, including a restaurant, outdoor bars and a venue for concerts, cultural and special events. The building will include waterfront restaurants from culinary powerhouses such as Andrew Carmellini, David Chang of the Momofuku Group, Helene Henderson of Malibu Farm, and Jean-Georges Vongerichten, as well as ESPN's new live broadcast studios, which opened in April.

The Seaport District is also home to the only U.S. location of Carla Sozzani's pioneering experiential concept store, 10 Corso Como, as well as the first iPic Theaters located in Manhattan, which is the premier cinema operator's highest grossing location. The Seaport will also feature a 50,000-square-foot food hall by Jean-Georges in the restored Tin Building that is currently under construction. For additional information, visit SeaportDistrict.NYC.

About 10 Corso Como

In 1990, gallerist, publisher and former fashion editor Carla Sozzani opened the Galleria Carla Sozzani in an industrial building in Milan, which she transformed a year later into 10 Corso Como. Conceived as a living lifestyle magazine, with a diverse consumer experience at the core of its philosophy, 10 Corso Como features a curated mix of creative mediums in a succession of spaces. Its blend of fashion, food, art, music and design abandoned all accepted retail practices of the time and pioneered a new retail model: the union of culture and commerce. 10 Corso Como is recognized as the world's first concept destination.

10 Corso Como's visual identity, interior and iconic logos are designed by American artist Kris Ruhs, inspired by the idea of bringing art into the everyday environment. Over the past almost 30 years, 10 Corso Como has expanded internationally with venues in Seoul, Shanghai and Beijing. The Seaport District in New York is its first U.S. location. For additional information, visit www.10CorsoComo.nyc.

About The Howard Hughes Corporation®

The Howard Hughes Corporation owns, manages and develops commercial, residential and mixed-use real estate throughout the U.S. Its award-winning assets include the country's preeminent portfolio of master planned communities, as well operating properties and development opportunities including: The Seaport District in New York; Columbia, Maryland; The Woodlands®, The Woodlands Hills, and Bridgeland® in the Greater Houston, Texas area; Summerlin®, Las Vegas; and Ward Village® in Honolulu, Hawai'i. The Howard Hughes Corporation's portfolio is strategically positioned to meet and accelerate development based on market demand, resulting in one of the strongest real estate platforms in the country. Dedicated to innovative placemaking, the company is recognized for its ongoing commitment to design excellence and to the cultural life of its communities. The Howard Hughes Corporation is traded on the New York Stock Exchange as HHC. For additional information visit www.howardhughes.com.

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