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# Commercial Real Estate Advisory

Origami is a change-the-business advisory.

We help companies improve, grow and create lasting change, from brand to corporate structure, while supporting the teams running-the-business.

Origami's Commercial Real Estate Advisory helps owners and landlords offer more than square footage, or the same amenities as everyone else, to build culture and create experiences that bring excitement to their properties and elevate their value and purpose for their tenants and their community.

Origami's Commercial Real Estate Advisory brings together business strategy with operational expertise to create exceptional experiences in food, music, art and culture, supported by industry-best consumer and business communications to get the word out.

**Origami and our partners have a proven track record of driving business results.**

**Tim Fielding** is a leader in creating innovative cultural experiences to revitalize urban spaces with art, performance, design and technology through his company, *Outstanding in That Capacity*. OITC's roster of international talent applies a full spectrum of creative tools to realize the long-term strategic goals of property-owners.

**Rammy Harwood**, a trailblazing entrepreneur, has excelled in building and leading companies from inception including renowned brands Cosi, Kidville, and CSG, the world's largest F45 Training Franchisee. Rammy's passion for cultivating dynamic teams and fostering authentic cultures drives sustainable ventures, leaving a profound impact on communities and industries.

**Becca Parrish**, deemed “the chef whisperer” by W magazine, is the trusted go-to for brands and personalities in food + drink. For two decades, her agency @xbecca has delivered creative strategy and compelling storytelling for some of the greatest brands in the world, from Ralph Lauren, Netflix and Roc Nation, to renowned chefs Eric Ripert, Mashama Bailey, Gabriela Cámara, and Tom Colicchio.

**Chris Vlasto** of *Haven Strategies*, former Executive Producer of Good Morning America, and **Josh Vlasto** of *Bamberger-Vlasto*, former aide to Senator Chuck Schumer and to Governor Andrew Cuomo, have combined forces to bring a full offering of strategic and results-driven communication that draws on their vast experience in government, the media and the private sector. Chris is a multi-Emmy award winning veteran of ABC News and Josh served as the head of comms at MacAndrews and Forbes.

## Origami Leadership

**Jed Alpert and Joshua Liberson** lead Origami.

Jed is a former attorney, technology founder and software executive and the President of Origami. Prior to Origami he led the largest and fastest growing division of the NASDAQ listed company which acquired the business he founded. He has closed and integrated over 20 acquisitions and led due diligence and integration planning.

Josh founded Origami in 2017. He has been helping brands tell better stories for over 25 years. Prior to Origami, his design studio was acquired by ecommerce company One Kings Lane where he co-led the in-house, best-in-class creative team deploying brand-led, contextual content at scale.

**Fred D. Scott** is an advisor to Origami.

Fred serves as Director of Impact Investments at Red Stone Equity Partners with primary responsibility for overseeing Redstone's efforts in building an investment platform focused on underserved markets. Fred has more than 25 years of experience in the real estate industry including private equity, investment banking and financial advisory. He has advised on and invested in close to \$5 billion of commercial real estate over his career.

Prior to joining RSE, Mr. Scott was a Principal at Advalurem Group, a middle-market focused investment firm with over \$300 million of commercial real estate, a senior member of the acquisitions team at Strategic Capital Partners, a middle market, value-added real estate fund with over \$1 billion of assets under management and a Principal at Longwing Real Estate Ventures, a New York based real estate opportunity fund sponsored by Dubai Investment Group.

Client:

  
CITIC CAPITAL  
中信資本

Location:

2500+ GNC locations

Objective:

Enhance the value of the GNC brand through category expansion and improved customer experience and retention.

Strategy:

Reframe GNC's 2500 stores through the lens of Health, applying a new narrative and experience to existing capabilities and assets.

Program (2021-2022):

Origami established  
GNC Routines, a brand  
platform for expansion  
into health. Onboarded  
5000+ associates.  
Drove +49% YoY  
revenue growth.





“Origami brought genuine strategic insight...  
and invaluable execution.

I would recommend Origami to anyone  
who is not a competitor.”

— Yong Kai Wong,  
Managing Director, CITIC Capital

**Client:**



TISHMAN SPEYER

**Location:**

Rockefeller Center,  
New York City

**Objectives:**

Drive traffic, and attract and retain premium tenants and customers by making Rockefeller Center a place worth talking about.

**Origami Partner:**  
Becca

**Strategy:**

Turn Rockefeller Center into a leading destination for food.



Program (2021-ongoing):

Identify leading chefs of successful downtown restaurants to open at Rockefeller Center and leverage that story to attract and retain tenants.



The New York Times

CRITIC'S NOTEBOOK

## Rockefeller Center Is the New York Restaurant Event of the Year

In a miracle off 49th Street, a complex where the food skewed corporate is suddenly a dining destination where chefs pursue their own ideas.

From December 2022

Client:

 **RELATED**

Location:

Rosemary Square,  
Downtown West Palm  
Beach

Objectives:

Drive traffic, and attract and retain premium tenants. Drive ongoing awareness of the DTWP Hilton and near-term F&B revenue.

Origami Partner:

OITC

Strategy:

Program cultural experiences and bring an upscale version of Miami Wynwood district music culture to WPB residents.

Program (2023-2028):

5 year, integrated  
Experiential Masterplan  
of music, art, food,  
retail and event  
programming to create  
an 'Urban Oasis' with  
a vibrant culture.



Live Jazz series in  
partnership with local music  
college

Busker program:  
Bi-weekly  
since April 2023



DTWP:  
Klip Collective  
coming March 2024



Hilton Pool Party:  
Bi-weekly  
since April 2023

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“Since 2022, we've collaborated with OITC on a culture strategy that merges music, lighting, art, and immersive experiences to transform Downtown West Palm Beach. We are investing in infrastructure and amenities to create memorable experiences that set our properties apart.”

— Gopal Rajegowda  
EVP, Related

Client:



Origami Partner:  
Bamberger & Vlasto

Location:

National  
Across 360+ airports  
located across the  
country

Objective:

Drive traffic, attract and retain premium tenants  
and customers, reinforce OTG market dominance.

Strategy:

Develop OTG concession  
experiences with focus on consumer  
innovation.

Program (2016-2019):

The OTG Challenge:  
a national competition  
for local food  
entrepreneurs to be  
featured at OTG  
Airport properties.



**EATER**  
Houston

One Of Houston's Favorite  
Barbecue Joints Lands  
at IAH  
March 13, 2018

**The New York Times**

Newark Airport's Terminal  
C is a Refuge From the  
Cardboard Pizza Slice  
May 20, 2016

**Condé Nast  
Traveler**

Daily, a New Farm-to-  
Terminal Restaurant, Opens  
at Newark Airport  
November 7, 2016

**The Moodie Davitt  
Report**

Gavi features a southern Italian-inspired menu  
developed with Houston Chef Ryan Pera of Revival  
Market and Coltivare. It pairs local ingredients and  
traditional family recipes, said OTG.  
August 15, 2018

**CNBC**

Eat like an Apollo11 astronaut at Houston's  
George Bush Intercontinental Airport  
June 24, 2019

EMBER



Identifying opportunities and creating experiences in food, culture, art and music supported by strategic communications.

- Strategy
- Finance
- Legal
- Pop-up and multi-year food programming
- Interior Design & Construction
- Event Production
- Music Programming & Sound Design
- Video and Live-streaming Production
- Social Media Marketing
- Targeted Reporter Outreach
- Talking Points
- Media Training
- Crisis Management
- Op-Eds
- Press Releases & Media Advisories



Origami has extensive experience working with brands to drive engagement, social validation and sales.

**For more information  
on Origami's Commercial  
Real Estate Advisory,  
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