

News

Los Angeles Deal Sheet

THIS WEEK'S LA DEAL SHEET

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A new brand concept, Be, is debuting in [Hollywood](#), attracting the likes of [Live Nation](#) and [Revolt TV](#).

The Souferian Group's **Behzad Souferian** tells Bisnow more about his Class-A office building at 1800 North Highland Ave.

*Courtesy of The Souferian Group*

Behzad, who refers to the concept as his "baby," has been working on the brand for years, he says.

The goal is to "create the next generation of office space where it fosters to the way we live today," Behzad says.

The idea is **9-to-5 is dead**, according to Behzad.

As a result, Behzad is incorporating a number of amenities and services into the building, designed by [Rios Clementi Hale Studios](#).

*Courtesy of The Souferian Group*

The perks include Be-branded bikes for tenants, room service-inspired deliveries to offices in picnic baskets, valet service and outside communal courtyards with canopies.

The office building is also a **pet-friendly** environment and offers a concierge service, Behzad says.

Instead of lobbies, there are **tenant lounges** with custom furniture, free WiFi and custom music playlists.

It all adds up to a **"best-in-class lifestyle"** that aims to please, according to Behzad. The Highland location is the brand's flagship, and 11k SF is currently available.