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**Room to grow:**  
 Room & Board will move into Midtown West's White Provision development. Atlanta will also be Room & Board's Southeastern hub.

## Room & Board plans to lease 35,000 square feet

Upscale furniture retailer **Room & Board** is taking room in Atlanta. The privately held Minneapolis-based company is taking 35,000 square feet at White Provision at 14th Street and Howell Mill Road in the Midtown West area and expects to open in March.

Just four months ago, Room & Board officials were scouting the area, but expected to enter the market in 2010 or later.

"We were out looking in other markets, but Atlanta became very appealing," said Kimberly Ruthenbeck, vice president of Room & Board.

The space at White Provision sealed the deal, and put Atlanta on a fast track for the store, she said.

Atlanta will be Room & Board's Southeast hub, Ruthenbeck said, drawing customers from a much broader ring than the 3,000 customers in Atlanta alone.

A joint venture between **White Provision Development Co.**, **Weaver & Woodbery Co.** and **Jamestown Properties Corp.**, White Provision is a mixed-use redevelopment of the White Provisions meat-packing building to include retail/showroom space, restaurant space and 98 condo units.

Other retail tenants include Knoll Inc., a furniture and textiles designer/manufacturer that is relocating its showroom, West Egg Cafe, also relocating, and children's clothing store The Seed Factory, said Michael Phillips, a White Provision partner.

The first phase of the project, which includes most of the retail space, is expected to open in November, he said. The new residential and remaining retail will open in spring 2009, he said.

Adding Room & Board to the tenant mix shows "the evolution of the neighborhood as a design area," Phillips said.



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