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## After 50 years, Greenberg Glusker moves to a new location

**By Nicole Tyau**

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**A**fter 50 years at 1900 Avenue of the Stars in Century City, Greenberg Glusker Fields Claman & Machtinger LLP has moved.

“There was a lot of nostalgia, but as much as we had that, there was also a lot of excitement,” said managing partner Bob Baradaran.

The firm moved one block over to the Century Plaza Towers development. On the 26th floor, Baradaran said the firm now has the space to accommodate its 100 attorneys and more to come.

“In the last in the last five years, we’ve grown by around 25%,” Baradaran said. “I had two first-year associates in a conference room the last month of our former office because we were just so out of space.”

Harvey R. Friedman has been with Greenberg Glusker since 1966, four years before the firm moved into 1900 Avenue of the Stars from its original home at the Perpetual Savings and Loan building on Wilshire

Boulevard in Beverly Hills. He remembers moving into Century City when there were just four buildings and less than 10 Greenberg Glusker attorneys.

“We were one of the first law firm tenants to move into Century City,” Friedman said. “It was very different than it is now. It was just beginning to be developed.”

Greenberg’s space at Avenue of the Stars changed over the years. With the age of digitization, the firm downsized and reduced the size of its once-massive law library. Though that change gave the firm more room for attorneys, Greenberg Glusker still outgrew the space.

Baradaran said the firm started considering a move two years ago. The firm thought about renovating its Avenue of the Stars space but ultimately decided to start fresh.

“Doing a move or remodel in your existing space is much messier and more disruptive and painful than going and doing a fresh buildout somewhere else and just picking up your toothbrush and going to the new location,” he said.

Friedman said though he felt the nostalgia of leaving an office he spent 50 years working in, the whole firm feels the excitement in the new office’s potential.

“It’s hard to explain this, but ... there’s an excitement that people feel walking around here that we just didn’t feel toward the end of our stay at 1900 Avenue of the Stars,” Friedman said. “I have a feeling that excitement is going to persist for quite a long time.”

Though the former Avenue of the Stars office is still visible from the Century Plaza Towers, Baradaran said and his colleagues are not looking back. He sees the new space as a place for the next generation of Greenberg lawyers to make their mark.

“For the first 50 years we were somewhere, and now we’ve made the transition from the founders to the next generation to my generation, and this is going to be the new space for my group and a couple to follow,” Baradaran said. “It’s a new place we’re going to make really new memories.”

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