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WHAT'S THE DEAL

◆ CHELSEA

Artists & Fleas Puts Down Roots in Chelsea Market

Artists & Fleas in Chelsea Market is going from pop-up shop to full-time tenant.

The marketplace for independent artists, designers and high-end vintage sellers has signed a five-year lease to occupy 4,068 square feet in the former loading dock space of Chelsea Market, on the corner of West 15th Street and 10th Avenue.

Tuesday will be the first day for Artists & Fleas, the marketplace's first Manhattan location; in 2003, Ronen Glimer and wife Amy Abrams opened Artists & Fleas in a warehouse on North Sixth Street in Williamsburg.

The couple charge rent in exchange for space and promotion;

the Chelsea Market shop will feature 30 sellers.

"Williamsburg had an edge and we had friends making things," said Mr. Glimer. "So 'Here's something cool to do on weekends' became a business."

Artists & Fleas first opened in Chelsea Market for two weeks in December 2011. Then came two longer stretches in 2012, each for three months. In 2013, the marketplace had what Mr. Glimer described as a "residency"—from June to Jan. 5 of this year.

"We've had open-dialogue throughout," Mr. Glimer said, "and we've benefited from our flexibility."

Chelsea Market owner Jamestown Properties has found that renting space short-term allows both the Georgia-based real-estate firm and the tenant to assess the viability of a deal, said Michael Phillips, Jamestown's chief operating officer.

"You do want to test and see if

they can be successful long-term, whether they bring something unique to it," he said. "If you're figuring out a concept it's hard to commit to a five-year lease."

Other pop-up tenants that have become permanent residents include Doughnuttery, Spices and Tease, Sohha Savory Yogurt and Posman Books, Mr. Phillips said.

Others, such as frozen treats vendor People's Pop's, return on a seasonal basis.

"Some of our space is always going to be temporary," Mr. Phillips said. "We want to keep it as fresh and cutting-edge as it can be."

Carmel Melouney