



Keystone Secures Lease with Madis Coffee Roasters at The Curtis



Philadelphia, Pa. – Mar. 20, 2025 – Keystone announced today that it has signed a long-term lease agreement with Madis Coffee Roasters of University City for a 4,679-square-foot space at The Curtis, located on Philadelphia’s historic Independence Mall. Set to open on **March 21, 2025**, this new location will offer a unique coffee experience and provide a glimpse into the artistry of coffee roasting.

Madis Coffee Roasters, known for its precision in coffee roasting and strong ties to the community, chose The Curtis for its second location due to the building’s storied publishing history, stunning architecture, and prime location near landmarks like Independence Hall. These factors make it an ideal spot for the brand to connect with a diverse clientele, from local residents to international tourists.

“It’s a privilege to welcome Madis Coffee Roasters to The Curtis, further enriching the cultural fabric of Old City and expanding the mix of tenants in the Independence Mall district,” said Rich Gottlieb, President and COO of Keystone. “This new location blends the historic charm of The Curtis with a modern coffee experience, perfectly aligning with our mission to enhance the vibrancy of this iconic neighborhood.”



The Madis Coffee Roasters space will serve as both a café and a showcase for the coffee roasting process. Recognized for its knowledgeable baristas and expertise in coffee from bean to cup, Madis aims to offer a one-of-a-kind experience, where visitors can learn about the roasting process and explore various brewing techniques.

“We are thrilled to make The Curtis our newest home,” said Eleni Navrosidis of Madis Coffee Roasters. “This space is more than a café; it’s a community hub where we can engage with coffee enthusiasts, share our passion for the craft, and provide an educational experience for our guests. We want every visitor to feel inspired by the complexity of coffee, whether they’re curious about brewing methods, exploring coffee profiles, or learning about the roasting process. Our goal is to make The Curtis a destination where coffee lovers can immerse themselves in both the enjoyment and the education of the craft.”

The Curtis continues to evolve as a cultural and business hub in Old City. With the addition of Madis Coffee Roasters, Keystone reinforces its commitment to creating vibrant, mixed-use spaces that contribute to the dynamic energy of Philadelphia.

About Keystone

Keystone is a vertically integrated commercial real estate development and investment company. It delivers value for investors and tenants by creating mixed-use developments that revitalize neighborhoods, empower people, and drive productivity and collaboration. Headquartered in West Conshohocken, Pennsylvania, its portfolio of iconic projects attracting world-class companies includes 10 million square feet of office and mixed-use properties with 2 million square feet under development and spans locations along the East Coast. Keystone has offices in Philadelphia, and Miami.

For more information, please visit www.keystone.us.

About Madis Coffee Roasters

Madis combines years of expertise, innovation, and traditional methods to ensure quality in every cup. Passionate about craft and community, we offer specialty blends, single origins, handcrafted pour-overs, and freshly roasted beans—available at our cafés, through local partners, and online for home brewers.

Whether you're a regular or a first-time visitor, Madis is a welcoming space for great coffee, delicious bites, and meaningful connections. With locations in University City and Old City, plus our roastery at The Curtis, we're making specialty coffee more accessible to a growing community.

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