



FOR IMMEDIATE RELEASE

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Premium Fitness Club Iconix Coming to Nashville Yards

NASHVILLE, TN – Southwest Value Partners and AEG, joint venture partners and co-developers of the Nashville Yards’ creative office and music venue, today announced an agreement with Iconix Fitness, a high-end wellness and recovery-focused fitness club operator, to open a nearly 40,000 square foot location at Nashville Yards. Iconix Nashville Yards, slated to open in summer 2025, will be a full-service fitness club offering an extensive schedule of innovative and inspirational classes, best-in-class equipment, expert trainers, and the latest in recovery technology.

[Click here to view renderings of Iconix Nashville Yards.](#)

Iconix was founded in 2017 by Kurt Schneider with his family in mind. His children, all fitness enthusiasts, would frequent a variety of local gyms but struggled to find one that met their needs. Iconix is designed to be a welcoming space that places an equal emphasis on fitness and recovery, offering the right mix of classes and equipment in a respectful and supportive environment. Another key component of the Iconix brand is a focus on their member communities. They work to build relationships among members with unique social events and are dedicated to giving back to the communities they call home.

“I was immediately drawn to the quality of life in Nashville and the thoughtful design and development plans for Nashville Yards,” said **Schneider**, who recently relocated to Middle Tennessee with his family. “As our name suggests, Iconix was founded to provide an iconic experience in iconic locations, and I can’t think of a more fitting location than Nashville Yards. Our family, and company, couldn’t be happier to be here.”

Iconix will occupy the entire second floor of Nashville Yards’ centrally located 420,000-square-foot Class A+ creative office building. The club will have a dedicated entry on the ground floor with a retail space offering high-end fitness apparel. A health-focused café with an adjacent patio space will be used to host Iconix’s unique member social events. The club also plans to activate the development’s more than seven acres of open green spaces for special events and classes.

“We share the same vision for healthy living with Kurt and his team at Iconix,” said **Southwest Value Partners Managing Partner Cary Mack**. “Their commitment to the highest-quality fitness experience comfortable to all levels of fitness interest, novice and expert alike, will be another extraordinary asset to our residents, tenants, and visitors.”

Physical recovery will be a central focus of Iconix Nashville Yards. Iconix will integrate its fitness concept, Onix Fitness, a blend of science-backed circuit training and cutting-edge recovery. The 2,500-square-foot recovery area will feature infrared sauna, cold plunge, red light therapy, and compression therapy.

“As an organization that shares our passion for supporting key health and wellness initiatives in the communities where we live and do business, Iconix is the ideal company to partner with and is the perfect complement to our hospitality and entertainment offerings at Nashville Yards,” said **Ted Tanner, Executive Vice President, Real Estate Development, AEG**.

Michael Townsend of Townsend & Associates advised Iconix Fitness on the transaction.

To learn more about Nashville Yards, visit www.nashvilleyards.com.

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About Nashville Yards

Nashville Yards is an 18-acre project located in the heart of downtown Nashville. When complete, the project will be a walkable, urban community featuring high-end hospitality offerings, including the 591-room [luxury Grand Hyatt Nashville](#) and the [newly renovated Union Station Nashville Yards](#); exceptional retail and restaurant options; a world-class [concert venue](#) and entertainment offerings developed in partnership with AEG; and creative and Class-A+ office space anchored by Amazon Nashville and a new multi-tenant office tower that will include the [future headquarters of Pinnacle Financial Partners](#) and [Bass, Berry & Sims](#). The development will also offer 7 acres of open plazas, courtyards, and green spaces. To learn more about Nashville Yards, visit www.nashvilleyards.com or follow @NashvilleYards on [Twitter](#) and [Instagram](#).

About Iconix Fitness

Iconix Fitness was founded in Long Beach, California, with a simple goal in mind: to make our communities happier and healthier. Iconix prides itself on providing members with a pristine environment, tons of indoor and outdoor space, top-of-the-line equipment, fun and diverse group fitness classes, expert trainers, and amazing community events. To learn more about Iconix, visit www.iconixfit.com or follow @IconixFitness on [Instagram](#) and [Facebook](#).

About AEG

Headquartered in Los Angeles, California, AEG is the world's leading sports and live entertainment company. The company operates in the following business segments: Facilities, which through its affiliation with ASM Global, owns, manages or consults with more than 300 preeminent arenas, stadiums, convention centers and performing arts venues around the world; Music through AEG Presents, which is dedicated to all aspects of live contemporary music performances, including producing and promoting global and regional concert tours, music and special events and world-renowned festivals such as the

Coachella Valley Music and Arts Festival; Real Estate, which develops world-class venues, as well as major sports and entertainment districts like Crypto.com Arena and L.A. LIVE, Mercedes Platz in Berlin and The O2 in London; Sports, as the world's largest operator of high-profile sporting events and sports franchises including the LA Kings, LA Galaxy and Eisbären Berlin; and Global Partnerships, which oversees worldwide sales and servicing of sponsorships including naming rights, premium seating and other strategic partnerships. Through its worldwide network of venues, portfolio of powerful sports and music brands and its integrated entertainment districts, AEG entertains more than 160 million guests annually. More information about AEG can be found at www.aegworldwide.com.

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