



## Press release

**Title**                    **New jewel in the crown as ‘King of Gyms’ expands at Nova Victoria**  
**From**                    **Landsec**  
**Date**                    **4 August 2021**

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**Nova Victoria**, Landsec’s transformative mixed-use development in Central London, has announced that **1Rebel**, dubbed the ‘King of Gyms’ by GQ Magazine, is to increase its current footprint in the Nova scheme to 7,426 sq ft, by expanding into an adjacent space this summer. 1Rebel will use this additional space to introduce the Reshape concept to the Nova community.

Largely due to having the most advanced audio-visual system ever seen outside the music industry, since opening at Nova in 2018, 1Rebel has garnered a strong client base from the destination’s office workers and residents. During the pandemic, 1Rebel also developed the ‘Rebel in your Ear’ concept from the Nova studio, which enabled it to offer its revered workouts at a time when gyms could open but group exercise was forbidden.

Now, in keeping with 1Rebel’s forward-thinking customer-centric approach, 1Rebel plans to expand out of the pandemic and introduce its halo Reshape concept to Nova. 1Rebel’s Reshape is a dynamic and explosive workout where users split their time between treadmills and strength-based equipment or bodyweight exercises.

Nick Bates, Landsec’s Portfolio Director, commented: “1Rebel has been a great success since opening here nearly three years ago – it is a unique offer that goes down well with our office customers, residents, and visitors from further afield. The fact they are taking more space, alongside what is already the largest ride studio in London, and introducing a new element to their offer in Victoria is a testament to their strength and pull as a fitness brand. It also exemplifies confidence in Nova, following the easing of restrictions, as we see our guests from Victoria, across London and beyond, returning to this vibrant hub.”

Giles Dean, Co-Founder of 1Rebel, added: “We are so happy to welcome our customers back to 1Rebel Nova and, having listened to our customers who have wanted to see Reshape at Nova for some time, have great pleasure in this announcement. Like every 1Rebel concept, Reshape is experiential and explosive. It is designed to deliver positive physical and mental results in a design-led environment. Reshape at Nova is something we are so excited about and we eagerly await the opening later this summer.”

Nova Victoria is a new development in the heart of London, a stone’s throw away from one of the city’s busiest and most accessible stations. The 480,000 sq ft of office space and 170 apartments are well catered to, with an experiential and F&B-led offer on the ground floor covering 80,000 sq ft. Nova brings together several of London’s best and favourite dining brands, including the likes of Bone Daddies, Sticks’n’Sushi and Rail House Café, which, with increasing leisure and competitive socialising presence from 1Rebel and Flight Club, ensures there is something for the lunch, post-work, and weekend crowds.



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**About Landsec**

At Landsec, we build and invest in buildings, spaces and partnerships to create sustainable places, connect communities and realise potential. We are one of the largest real estate companies in Europe, with a £10.8 billion portfolio of retail, leisure, workspace and residential hubs. Landsec is shaping a better future by leading our industry on environmental and social sustainability while delivering value for our shareholders, great experiences for our guests and positive change for our communities.

Find out more at [landsec.com](https://www.landsec.com)

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