BASIC-FIT
PRESS RELEASE

Basic-Fit wraps up ADE activation connecting fitness, music and emerging DJ talent

The first Feel Good Club featured CARISTA and LYLO, while 8 rising DJs from ADE Lab On Track, performed at Basic-Fit's Stadhouderskade club during ADE



Photo credit: RACHEL ECCLESTONE

Amsterdam, Monday, 26 October 2026 – Basic-Fit has wrapped up its Amsterdam Dance Event (ADE) activation, bringing together fitness, electronic music and talent through two experiences at its Stadhouderskade club on Saturday, 24 October. The programme combined the first edition of Feel Good Club, headlined by CARISTA

alongside LYLO, with live sets from 8 selected emerging DJs in collaboration with ADE Lab On Track.

Feel Good Club brought live DJ performances into a fitness setting, transforming the Stadhouderskade club into a space for music, movement and community. The daytime event offered a different way to experience ADE, connecting electronic music with fitness beyond traditional club and festival environments, while over 250 attendees[a] joined the experience.
Later in the day, Basic-Fit continued the programme with ADE Lab On Track, giving rising DJs the opportunity to perform live between 16:00 and midnight while members worked out. Through the collaboration, selected talent gained a platform to perform for a new audience, bringing the next generation of electronic music artists into an everyday fitness environment.

Erica van Vonderen-Hahn, Chief Commercial Officer at Basic-Fit said:
"We wanted to bring the energy of ADE into our club and show how naturally fitness and music go together. Working with ADE allowed us to connect with a new audience and to give new talent a stage in an unexpected setting. We're proud of what we created together and see this as the start of more ways to bring music and movement to our members."

ENDS

About Basic-Fit

With more than 2150 clubs and over 6 million memberships, Basic-Fit is the largest fitness operator and franchisor in Europe. On a daily basis, members can work on improving their health and fitness in our clubs. Basic-Fit operates a straightforward membership model and offers a high-quality, value-for-money fitness experience that appeals to the fitness needs of all people who care about their personal health and fitness.

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About the Amsterdam Dance Event Foundation

The Amsterdam Dance Event Foundation is a not-for-profit organisation dedicated to nurturing electronic music, its culture and its industry worldwide. The organisation devotes itself to stimulating development, innovation and talent, gathering the global industry and laying a foundation for future generations. The Amsterdam Dance Event (ADE), an initiative of Buma, has grown into the world's largest and most influential club-based festival and conference for electronic music. The event continues to grow and develop each year, featuring over 3,300 artists throughout 1,200+ events in over 300 venues. The five-day event features every conceivable aspect of electronic music culture, with dedicated conference programming, an extensive Arts & Culture programme, live music and DJ/artist performances, all spread across the city of Amsterdam. More information about ADE can be found here.

ADE – Electronic Music Gathers Here

The Amsterdam Dance Event is organised by The Amsterdam Dance Event Foundation.
Founding partner: BumaStemra | Main partner: Heineken

NOTE TO EDITOR / NOT FOR PUBLICATION

Please find the imagery for the event here.

For more information and press opportunities, contact:

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