



Tapestry by Hilton-Nashville, TN

Hotel Equities and Tapestry Collection by Hilton Unveil Plans for Iconic United Artists Tower on Music Row

Tapestry Collection by Hilton to preserve landmark's historic significance, transforming famed UA Tower into vibrant hotel accommodations in the lively downtown Nashville market

Atlanta, GA and McLean, VA – (October 09, 2018) [Hotel Equities](#) (HE), the hospitality industry's premier hotel management and development company, and [Tapestry Collection by Hilton](#), revealed plans to transform Nashville's iconic United Artists Tower into an upscale, 185-room boutique hotel under Tapestry Collection by Hilton brand. The property, owned by Sai Ram 009 LLC, is located at 50 Music Square West in the heart of Nashville's famed *Music Row* in close proximity to music titans [BMI](#), ASCAP, SESAC, CMA and [Curb Records](#) to name a few.

Music Row's famed United Artists Tower was originally constructed in 1974 by two members of Elvis Presley's backup band, The Jordanaires, and served as office and recording studio space for decades. At nine-stories tall, it remains the tallest building on Music Row, affording 360 degree views of Music City. Transformation of the 56,700 square foot building is scheduled to begin by the end of this year.

The new Tapestry Collection hotel will fall into Hotel Equities' full-service and resort division of hotels. The firm manages premium hotel brands throughout the U.S. and Canada with asset classes ranging from suburban, urban upscale boutique and resort-style hotels.

"We are proud to partner with this ownership group and Hilton," said Joe Reardon, Sr. VP of Business Development for HE. "During initial conversations about the project, we were impressed with the passion and enthusiasm the owners displayed in regard to preserving the unique and important history of the building. We felt aligned with them right away and share in their excitement to bring the new hotel to Music Row."

Tapestry Collection by Hilton prides itself on offering the best of both worlds. Each hotel maintains its individual spirit, while providing the reassurance of the Hilton name and award-winning [Hilton Honors](#) program. The hotel will provide sleek and trendy guest rooms and spectacular views of Nashville from its 360-degree rooftop bar. Additionally, the Music Row location will offer guests a unique experience with indigenous dining and entertainment options.

"We are excited to partner with Hotel Equities to revitalize a building with such a storied past into a vibrant hotel that will be an ideal addition to the growing Tapestry Collection portfolio," said Jenna Hackett, global head, Tapestry Collection by Hilton. "The original style and offerings of this forthcoming hotel will truly encapsulate the spirit of the city and will be one of the first Tapestry Collection properties in the great city of Nashville."

The owners are enthusiastic about revitalizing the property and reinforced the importance of partnering with individuals, like Hotel Equities and Tapestry Collection by Hilton, who share in their desire to provide a unique experience for visiting guests, and to pay homage to the history of the iconic building. The hotel is scheduled to open its doors to guests in 2020.

The hotel will welcome out of town travelers as well as the local music community with its close proximity to historic RCA Studio A and B, Owen Bradley's Quonset Hut and numerous other well-known recording studios.

[Vanderbilt University](#) and [Belmont University](#) are within walking distance of the hotel.

About Hotel Equities:

Hotel Equities (HE) is an Atlanta-based full-scale hotel ownership, management and development firm operating 100+ hotels throughout North America. Frederick W. Cerrone, CHA, serves as Founder and Chairman; Brad Rahinsky serves as President and CEO. For more information, visit www.hotelequities.com.

About Tapestry Collection by Hilton

[Tapestry Collection by Hilton](#), which launched in 2017, is a portfolio of vibrant, upscale hotels that caters to guests seeking value in their independent hotel choices. Every Tapestry Collection property is unique, while each stay is backed by the reassurance of the Hilton name and award-winning [Hilton Honors](#) program. Learn more about Hilton's upscale collection brand at newsroom.hilton.com/tapestry, and connect with Tapestry Collection by Hilton on [Facebook](#), [Instagram](#), and [Twitter](#).

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