



**DESIGNING A HIGHLY MOTIVATING CLUB & ENVIRONMENT**



**THE IMPORTANCE OF DESIGN**  
 We are in the motivation business. Whether they know it or not, the most successful fitness facilities on the planet design their environments to meet this fundamental need.

**DESIGN WITH A PURPOSE**  
 Consider how you can play with your environment, architecture, layout, aesthetics, music and lighting to create a feeling of energy, movement, motivation and encourage sociability?  
 The ability to offer highly stimulating environments that deliver “entertainment experiences” is critical for fitness clubs to keep their members engaged. It starts with overall club design and transitions into our our group fitness studios and team training space.



**TRANSFORMING YOUR SPACE**

CONSIDER THE KIND OF CUSTOMER EXPERIENCE YOU WANT TO CREATE, THE KIND OF ENVIRONMENT YOU WOULD WANT TO WORK OUT IN AND BRING YOUR FRIENDS TO.

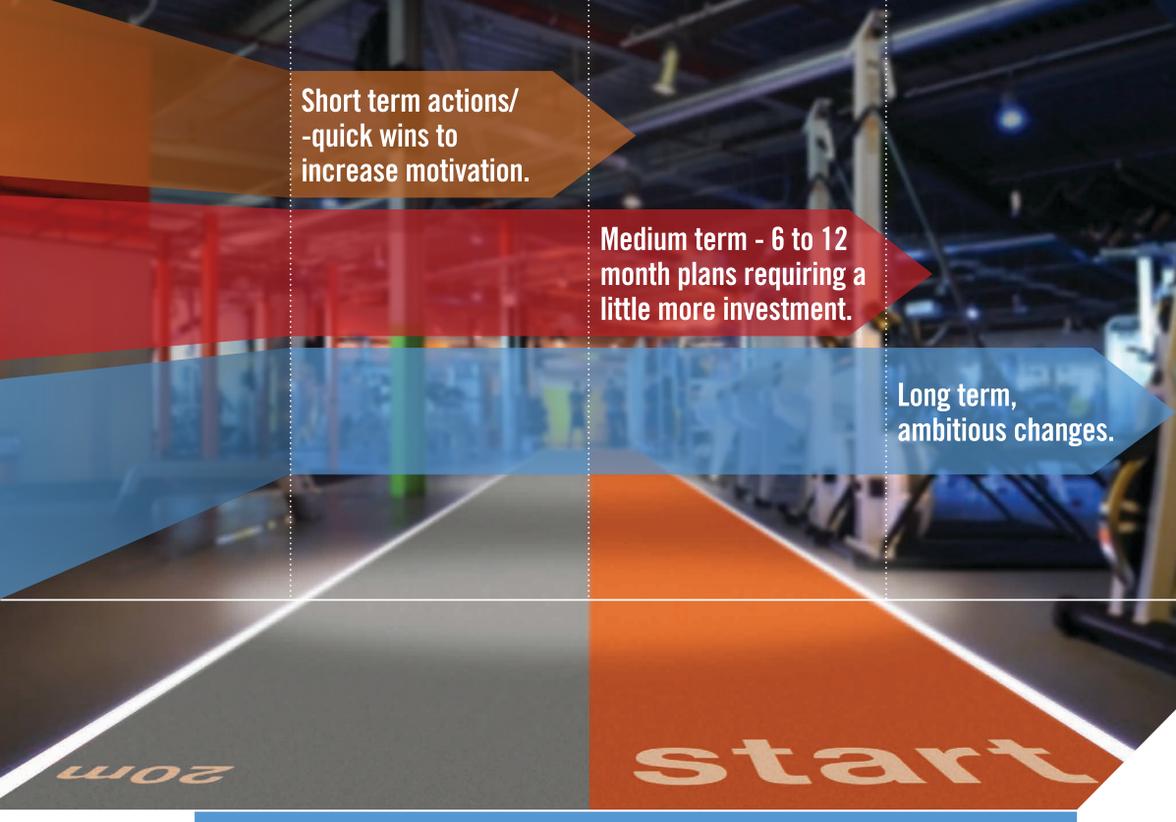
What does it look like?

What kind of energy does it produce?

What does it sound like?

How does it capture you and make you want to stay?

**TAKE A STEP-BY STEP APPROACH**



CONTACT US FOR A FREE CONSULTATION.

“We have to find new ways to make people fall in love with fitness.”  
 LES MILLS, 1968