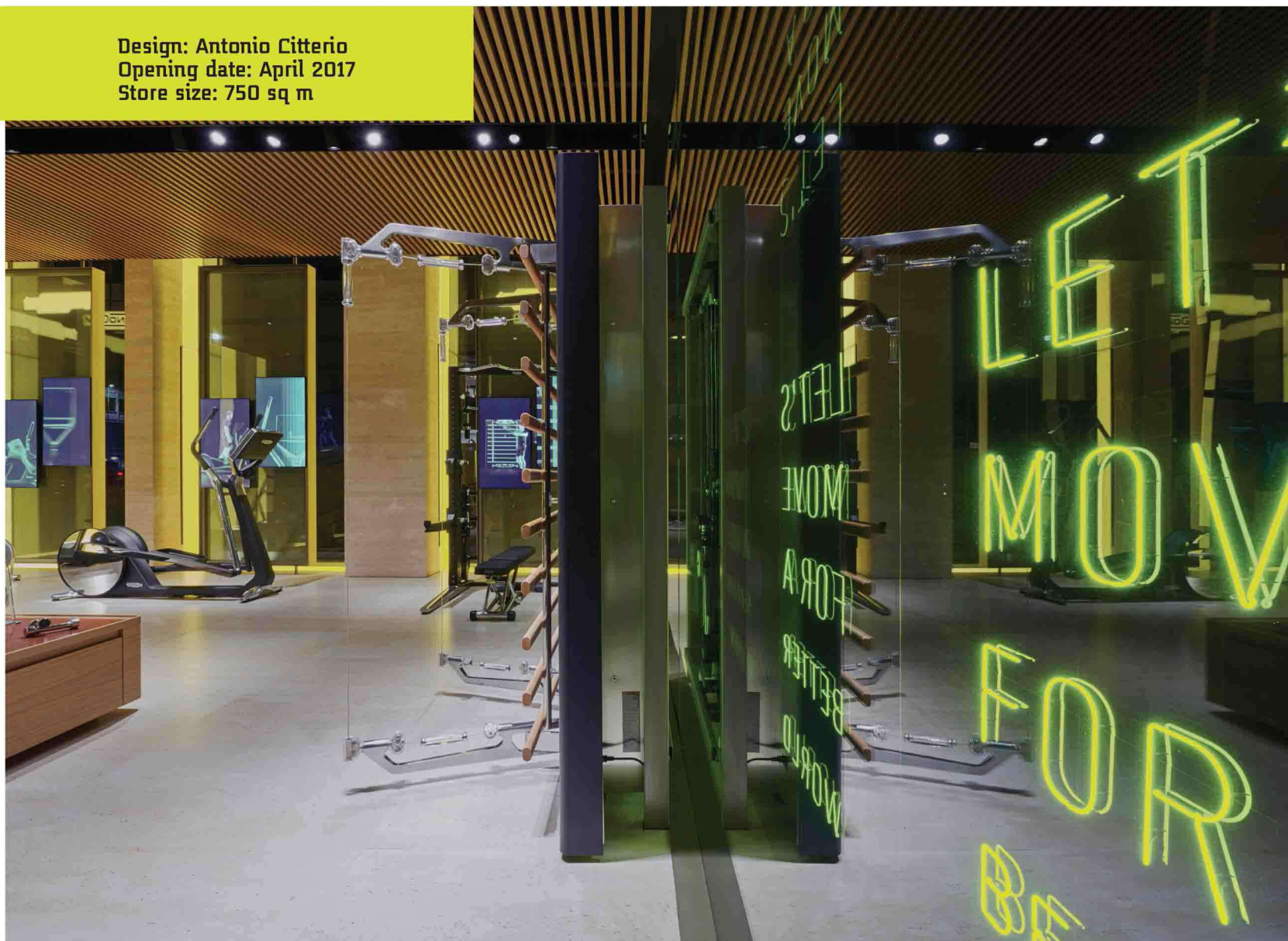


TECHNOGYM

Milan, Italy

Design: Antonio Citterio
Opening date: April 2017
Store size: 750 sq m



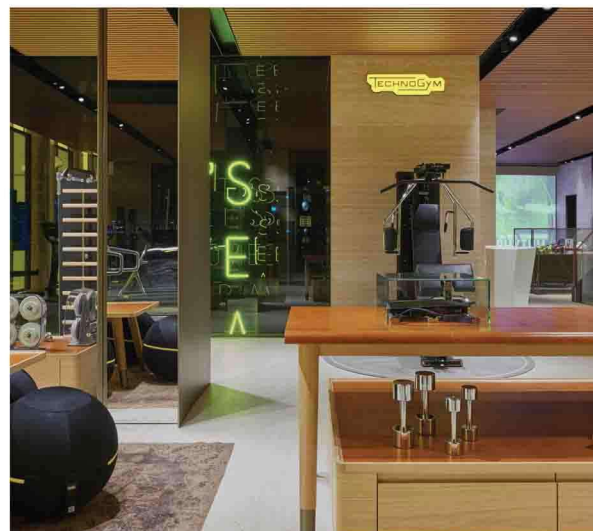
Fitness equipment specialist, TechnoGym launched its first ever fully interactive concept store this month in Milan, to coincide with Salone del Mobile, the world's most significant design fair. Designed in collaboration with Italian architect Antonio Citterio, the 750 sq m space is arranged across three floors and combines a contemporary aesthetic with functionality.

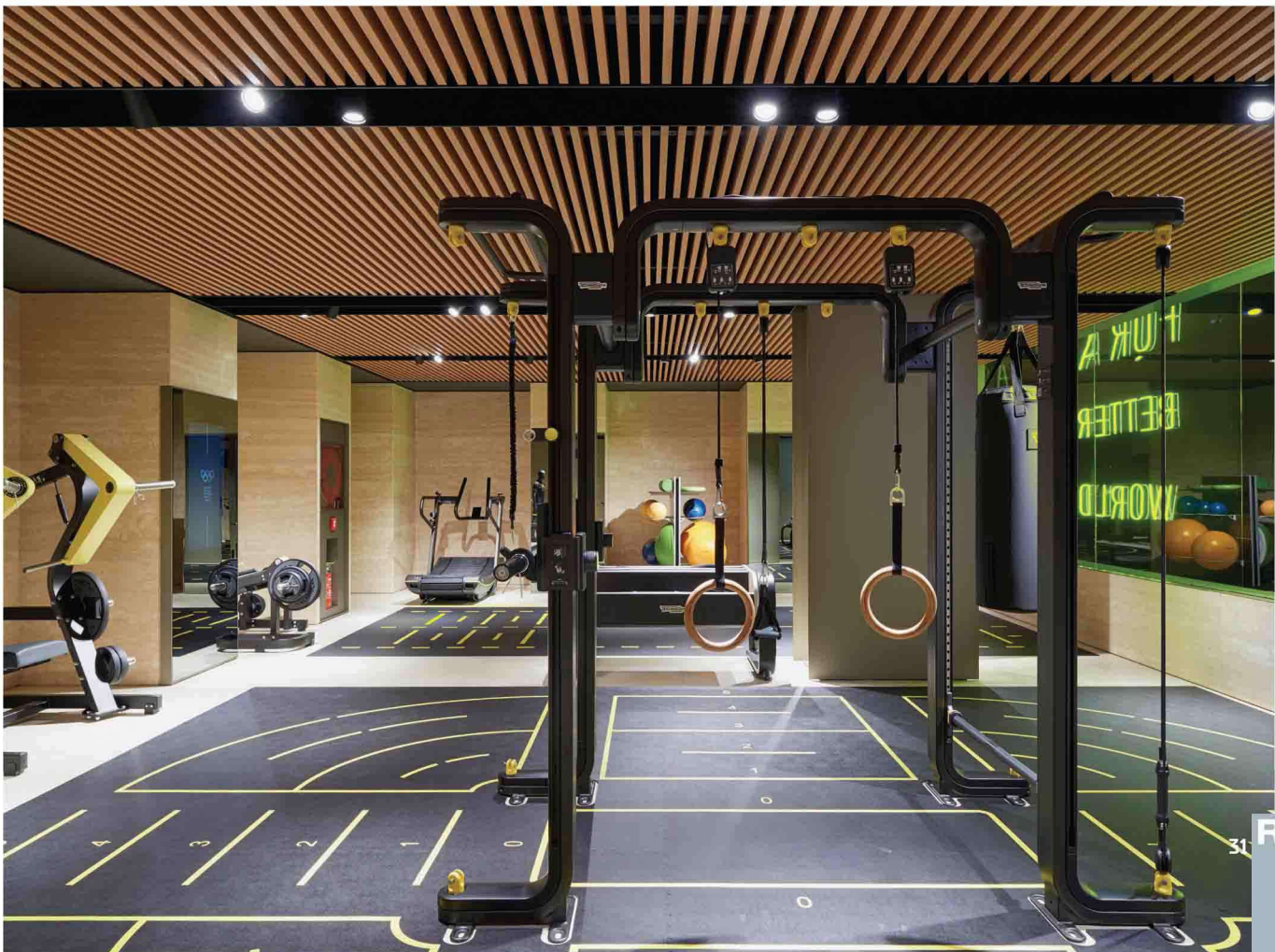
'We launched our wellness concept 25 years ago and have since exported it to the best clubs, hotels, corporations, medical centres and private residence in more than 100 countries,' says Nerio Alessandri, TechnoGym's founder and president. 'Now in Milan, we've created the first experiential store, which will set the

standard for wellness, not only in Italy but across the globe.'

More than just a retail outlet, the space is designed to cater for an increasing demand for the best fitness products and services.

'We thought right from the start that it would be short-sighted to design this space as a simple store,' says Citterio of the project. 'It is a place where you can find an entire range of services, which makes it possible to capture the essence of the products without necessarily having to set up a complete gym environment at home. To design each of the wellness areas in the space, we were inspired by the Italian tradition of the 1930s, where environments >







'IT IS A PLACE WHERE
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were dominated by a single material and where surfaces and lighting combine to form a flexible, but highly recognisable background designed to enhance the products on display.'

Each area of the store explores and highlights key elements of health, well-being and fitness.

The ground floor houses the latest sophisticated products by TechnoGym, including the indoor cycling turbo trainer, MyCycling, and the SkillRow rowing machine, which was unveiled during the Milan Furniture Fair. It also features a unique interactive wall which enables visitors to take part in ability tests in order to assess physical performance. Here, instructors will be on hand to compile specially tailored fitness programmes for individual needs and goals.

The basement is a dedicated space for customers to try out the machines on offer, while the first floor focuses on education, offering classes, training sessions, workshops and product demonstrations.

The wellness company is now seeking premises in London to recreate the concept. **RF**