

# Health & Beauty

美容、美体

# ■ S 空间



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## 美容、美体

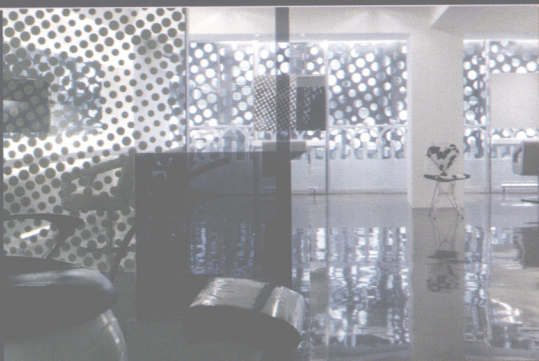
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# Preface

by Mhairi FitzPatrick

## About Mhairi FitzPatrick

After graduating from Glasgow University and spending 2 years in medical research Mhairi FitzPatrick decided to change careers and started in a nascent health and fitness industry in the mid eighties on the gym floor as an instructor. After a career moving up through club management she ended up as Brand Manager for Granada Health & Fitness in 1998 before leaving and co-founding ARK Leisure Management with Andy Kay in 1999. They created a successful corporate fitness contract management business over the next 7 years before taking a step up in investment terms and opening their first 37° on the south bank next to Tower Bridge in May 2006, followed by the second 37° in Olympia, December 2007.





## HEALTH & BEAUTY DESIGN

The gold rush of the UK fitness market in the mid nineties to early 2000's brought a lot of players into the market and the significant expansion of major chains.

One thing these chains had in common was a generic approach to branding and design that left a trail of red, white and blue signage and MDF box type designs scattered over the landscape with members crammed as tightly as possible.

No longer are our target market happy with a load of machines plonked down in a room with badly laid out changing rooms that start to look tired after six months. They want to walk in and feel that their health club reflects their choices in other areas of their life; it should be something that makes them feel more positive just by being there...and running on a treadmill might just be made that bit more bearable.

Today's customer now casts a critical eye over the form and function of the facility key to them in their buying decision. For some it may be the number of treadmills, for others the size of the free weights area and the pool is subject to questions now on type of disinfectant (Is it chlorine? Is it ozone?). The layout and standard of the changing rooms are also very important (particularly in city-based clubs) and can be a secondary driver in the buying decision.

The streaming out of the product in the studio programmes and especially the growth of holistic classes is another aspect of customer driven design. The studio must now reflect the nature of the class; for yoga and Pilates it should be warm and have low level lighting, the colour and tone of the walls should not jar with the calm feelings induced. For higher energy classes the colour needs to be vibrant and a goose bump inducing 16° temperature is the order of the day.

Also in line with customer demand is the ever more important provision of beauty treatments. Fitness and beauty have traditionally attracted different customers however the expectation now with health club target market is that the beauty experience will be convenient and professional. This has made the design of this area a key consideration whereas before a converted back room would have sufficed as a tick in the box. All in all the major players in the industry have to meet the demands of an ever more educated marketplace or face the consequences.

Mhairi FitzPatrick, 2008





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## Bodies, Tokyo

Emmanuelle Moureaux Architecture & Design

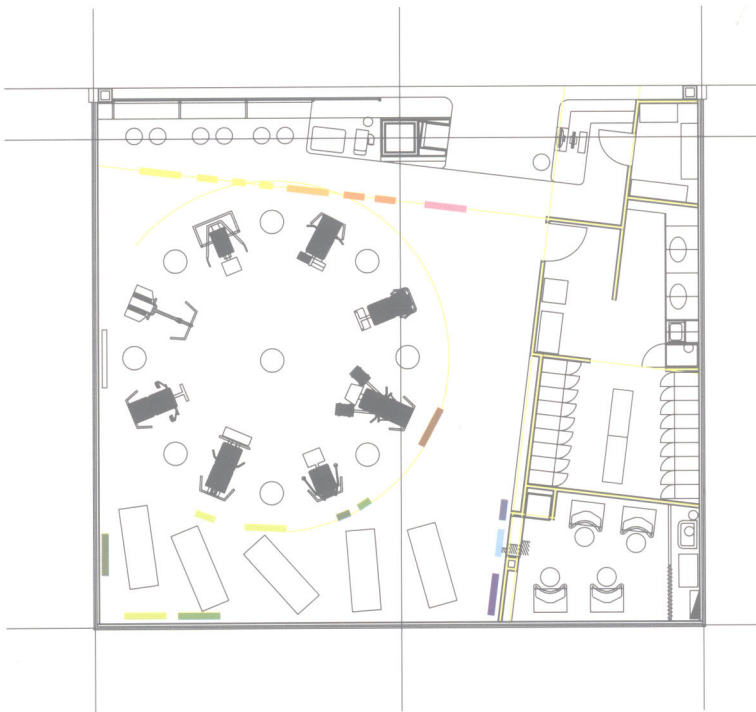
- Tokyo, Japan
- 145 sq.m.

Eye catching colours of yellow, pink, and green are added to the original corporate palette of orange.





Elevation



Floor Plan

"Bodies" is a women-only fitness centre with studios located at various department stores, shopping malls, and station buildings in the main cities of Japan. The client wanted to create a brand new image by redesigning everything from the interior to the graphics. Eye catching colours of yellow, pink, and green were added to the original corporate palette of orange. "Shikiri" - Emmanuelle Moureaux's colourful partition creation, was applied in the fitness studios using a soft material and colours of felt. Hung from the ceiling, the "felt shikiri" adds subtle privacy to the studio and helps people relax in the workout area.













Emmanuelle Moureaux's colorful "shikiri" partitions add subtle privacy to the studio.



