

# The pursuit of Wellness

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DANIELA D'ERRICO\_ ARCHITECTS AND INTERIORS





By 2060, world population is expected to increase by about

**2.67 billion people**

By 2050, **70% world population**  
will live and work in urban environments



An aerial, high-angle photograph of a dense urban environment, showing a complex grid of streets and numerous buildings. The perspective is looking down from a high altitude, creating a sense of scale and density. The colors are muted, with various shades of brown, grey, and blue dominating the scene.

By 2060, global building floor area will increase by

**230 billion m<sup>2</sup>**

About 40% in the next 15 years

Urban environments are responsible for the

**75%** global gas emissions





**80%** Environmental products impact  
is defined during the design stage

Embodied Carbon will be responsible for **almost**  
**half** of total new construction emissions between now  
and 2050

**ARCHITECT = LEAD ACTOR**

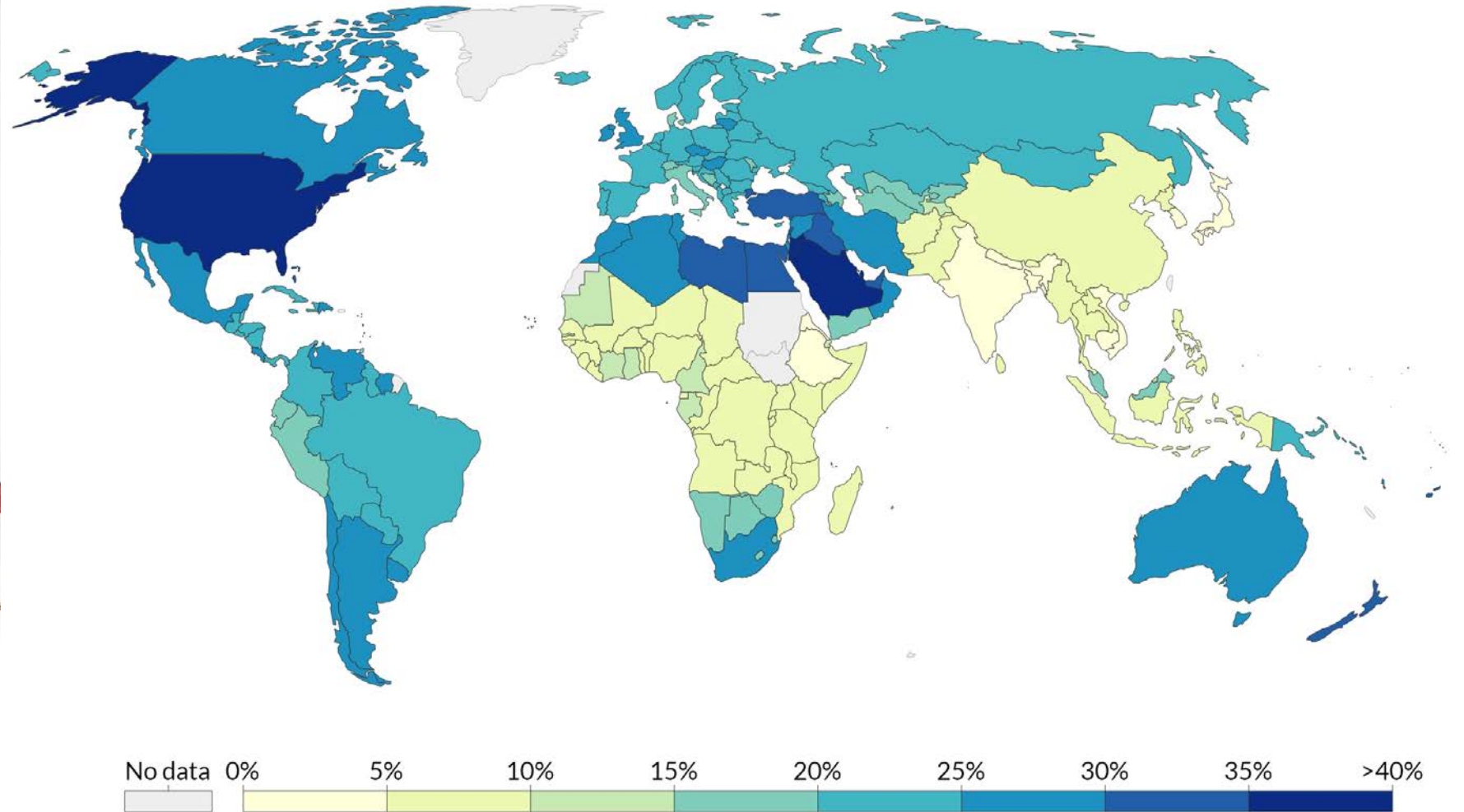


# 1983 - TECHNOGYM THE WELLNESS COMPANY

Alessandri's family garage



# MISSION: HELP PEOPLE LIVE BETTER



Prevalence of obesity \_ World Health Organization (WHO)



# MISSION: WELLNESS LIFESTYLE



- Culture of prevention and sustainability
- Healthy people, healthy planet

## WELLNESS FOUNDATION

- Wellness® as a social and economic opportunity

# WELLNESS LIFESTYLE REAL ESTATE



**\$134 billion** industry in 2017,  
projected to reach **\$197 billion** by 2022

- Minimizing **environmental impacts** on human health.
- Supporting behavior change and **healthier lifestyles**
- Fostering a sense of place, **community** and belonging





# **HEALTH CONSCIOUS TRAVELERS SPEND 130% MORE THAN THE AVERAGE GLOBAL TOURIST**

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GLOBAL WELLNESS  
SUMMIT



# TOTAL WELLNESS SOLUTION

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Apps, Devices  
& Content



Interior  
Design



Marketing  
Support  
& Branding



Smart  
Equipment



Financial  
Services



After  
Sales



Remarketing



Programs  
& Education

- **Health Risk Assessment**
- **Body Analysis**
- **Nutrition**
- **Wellness Seminars**



# INTERIOR DESIGN SERVICE

The image shows a contemporary gym or fitness center. In the foreground, a black Technogym treadmill is positioned on a light-colored circular rug. To the left, there are several other exercise machines, including a rowing machine and a multi-station gym machine. In the center, a black leather sofa sits on a circular rug, flanked by two large black exercise balls with yellow bands. A potted plant stands next to the sofa. The background features large windows that offer a view of a city skyline at night. The overall design is clean, modern, and functional.

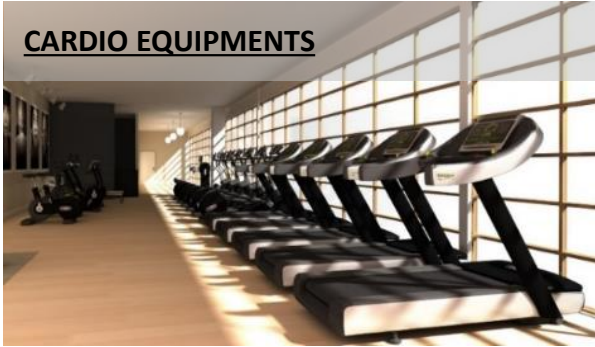
Customers can understand quickly and clearly the distribution of space through a layout provided by the interior designer in collaboration with an Interior Design specialist.

The more effort architects put in detailing the spaces, the more our idea will influence final users.

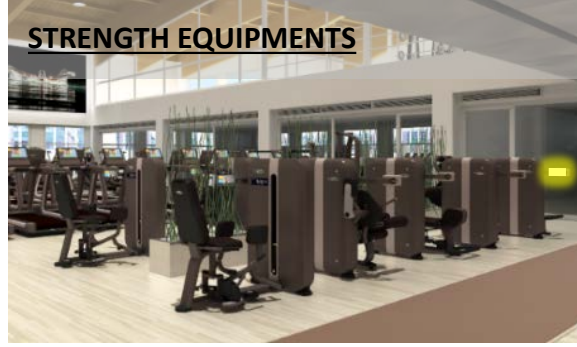


# GOLDEN RULES

CARDIO EQUIPMENTS



STRENGTH EQUIPMENTS



LIGHT DIRECTION



COOLING MACHINES



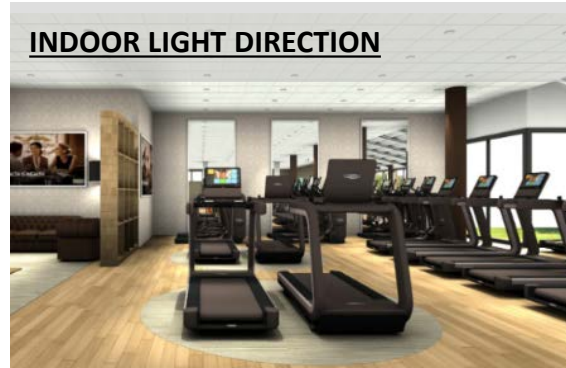
DISTANCE BETWEEN CARDIO MACHINES



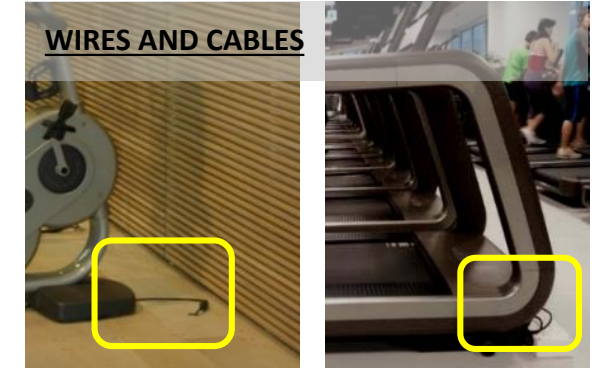
COMUNICATION IMAGES



INDOOR LIGHT DIRECTION



WIRES AND CABLES



UNUSUAL POSITIONING



HOW MANY MACHINES IN THE SPACE?



MINIMUM CEILING HEIGHT:

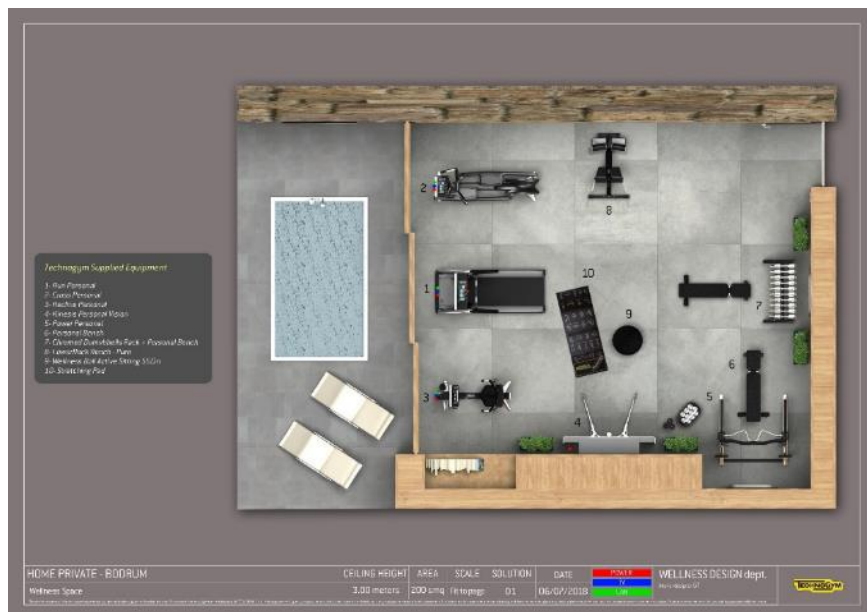


BREAK THE SPACE MONOTONY





The Technogym Interior Design specialist will examine the Architect's plan and create a proposal for the distribution of Technogym products in a 2D color plan with list of all products and power to the customer in the proposal. The 3D perspective is a useful instrument to display a preview of the final result. It's easy to show the customer the characteristics of the different areas.













# TECHNOGYM INTERIOR DESIGN

A private wellness corner, a complete gym, a specialized fitness studio. Whatever your project is, its challenges will be specifically related to the area it will fit, and the people that will use it. We are here to help you.

## Design your own gym

Welcome to **Technogym interior design**, a comprehensive hub of resources and tailored services to help you plan the perfect space for physical fitness and mental well-being. Download 2D and 3D models of our equipment and see how they fit into your ambiance. Seek advice from our team of designers. With thousands of fitness and wellness areas created over the years, you can count on our experience.





### DOWNLOAD AREA

Browse our complete library containing 2D and 3D models (dwg/max/3ds).

[Log in to download >](#)



### PRINTED MATERIALS

Explore posters and images for print, as well as product catalogues and brochures.

[Log in to download >](#)

## A high quality project for every need

We take each single customer project in the same consideration as one of our Technogym Showrooms. Whether it's a **house**, a **hotel**, a **gym** or a **medical centre**, in each layout we take care of every detail, the final result being a showcase of Technogym's expertise.

HOSPITALITY AND  
RESIDENTIAL

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HOME AND YACHT

[Discover](#)

CLUB AND STUDIO

[Discover](#)

HEALTH, CORPORATE  
AND PERFORMANCE

[Discover](#)



“It’s a lot harder to sell a lifestyle than workout equipment. Equipment is tangible. You can see it and try it . It has a function and a purpose that is easy to understand. A lifestyle, is a combination of habits and attitudes, a culture. Changing culture is a long and complex job. It involves trying to explain a concept that needs deep understanding before it can sink in. ”

**NERIO ALESSANDRI**



# THANK YOU

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**The Wellness Company**