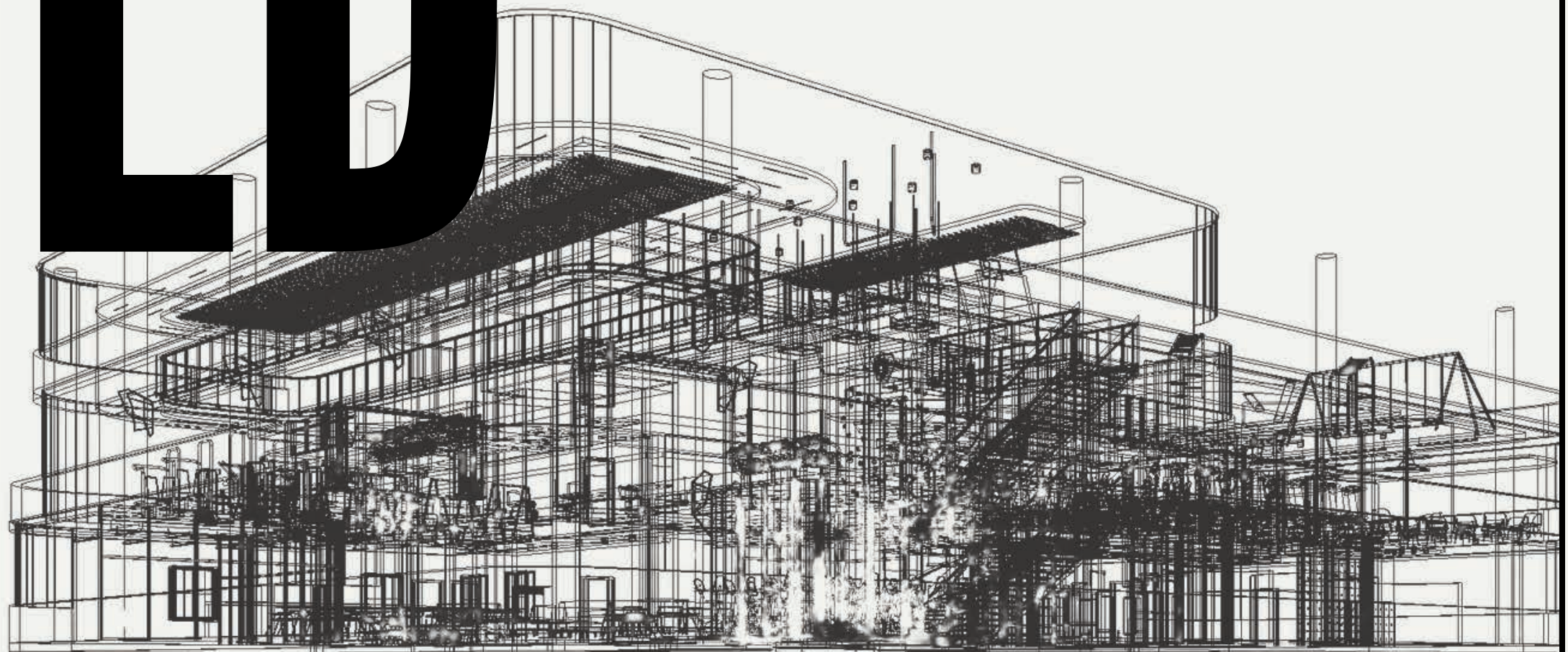


A DESIGN SOLUTION BY  
ANNA LAURA EVERHART, NASM-CPT  
NYSID 2020

# BUILD



Rebuilding Women's Health + Fitness





"Women need iron.  
**Iron teaches us how strong we can be."**

*Stefi Cohen, world powerlifting recordholder*



# WOMEN'S FITNESS IS A LOT MORE **BADASS**

---

Case studies prove it: the everywoman is moving from the stationary bike to the squat rack.

But it's not all about becoming physically tough. The new age of women's fitness strengthens Physical Health, Mental Health, Social Health.

There should be a place for that.

**BUILD** redefines what femininity looks like.

BUILD is Your Body Under Construction, inspired by the tough grit it takes to build the city.

It's **New York**:  
concrete + iron, grass + open air

It's **nostalgia**: a basketball hitting  
blacktop under a single street lamp

It's the **new feminine fitness**:  
bye-bye bubblegum pop bullshit

# 512 W 22ND ST

An up-and-coming neighborhood, a riverfront view, a Cookfox building: 512 W 22nd St is the perfect storm for a successful fitness center.

With the influx of commercial real estate and the revived popularity of Manhattan's High Line and Hudson Yards, what was once no-man's land is now the hottest 9-to-5 neighborhood. A 24 hour fitness center in your working neighborhood is the key to jump-starting your day, or unwinding after clocking out.

The building, obtaining LEED certification, boasts a 24 hour doorman and a private elevator vestibule available for lease. Can we call dibs?



IN CHELSEA

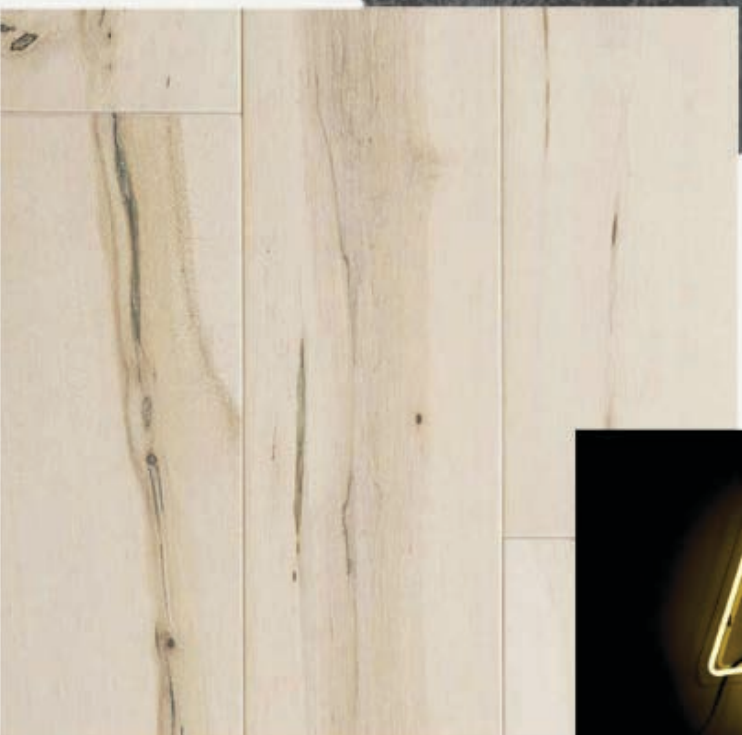
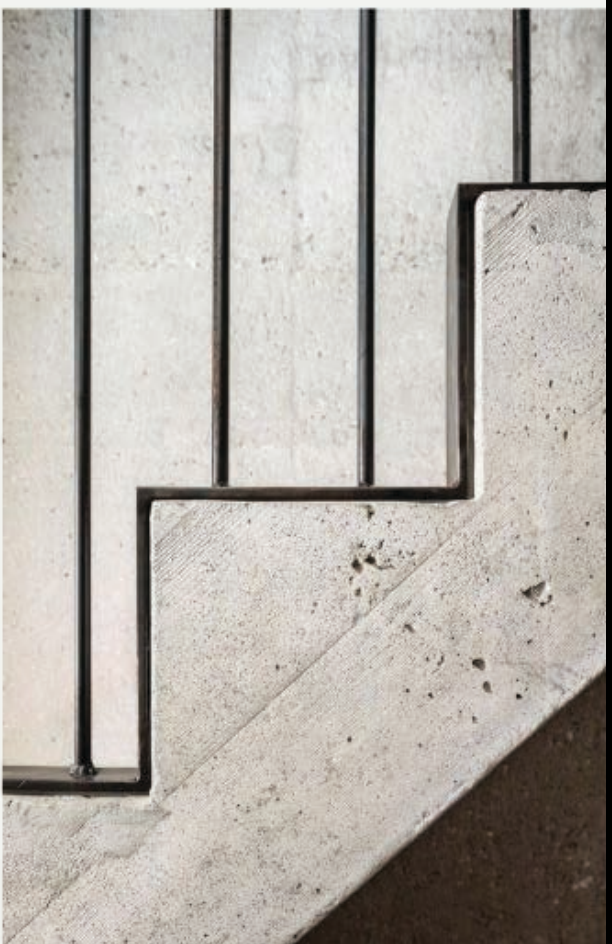


# IN IMAGES

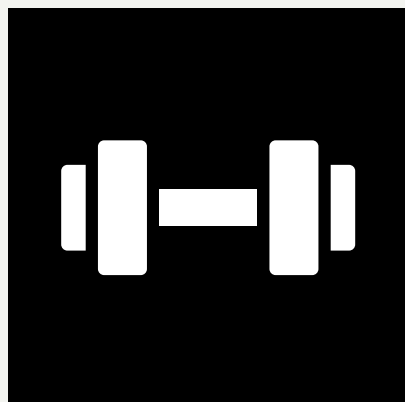




# IN TEXTURES

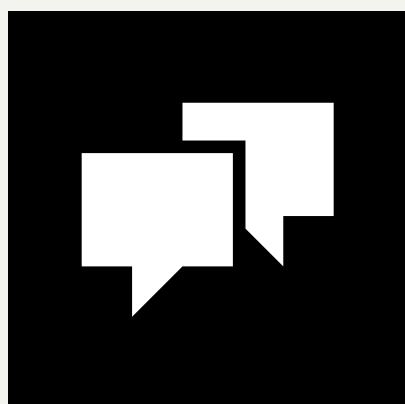






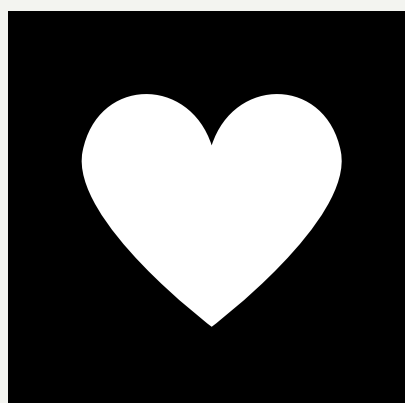
## Physical Health

The ideal fitness center caters to all **modalities**: all types of functional exercise. Weightlifting, cardio, and plyometric exercise have their own identifiable environment here.



## Mental Health

Physical health is only one part of fitness, and your mental health can fluctuate as you start a new physical health plan. We meet that need with Chat and Group Chat **therapy**.

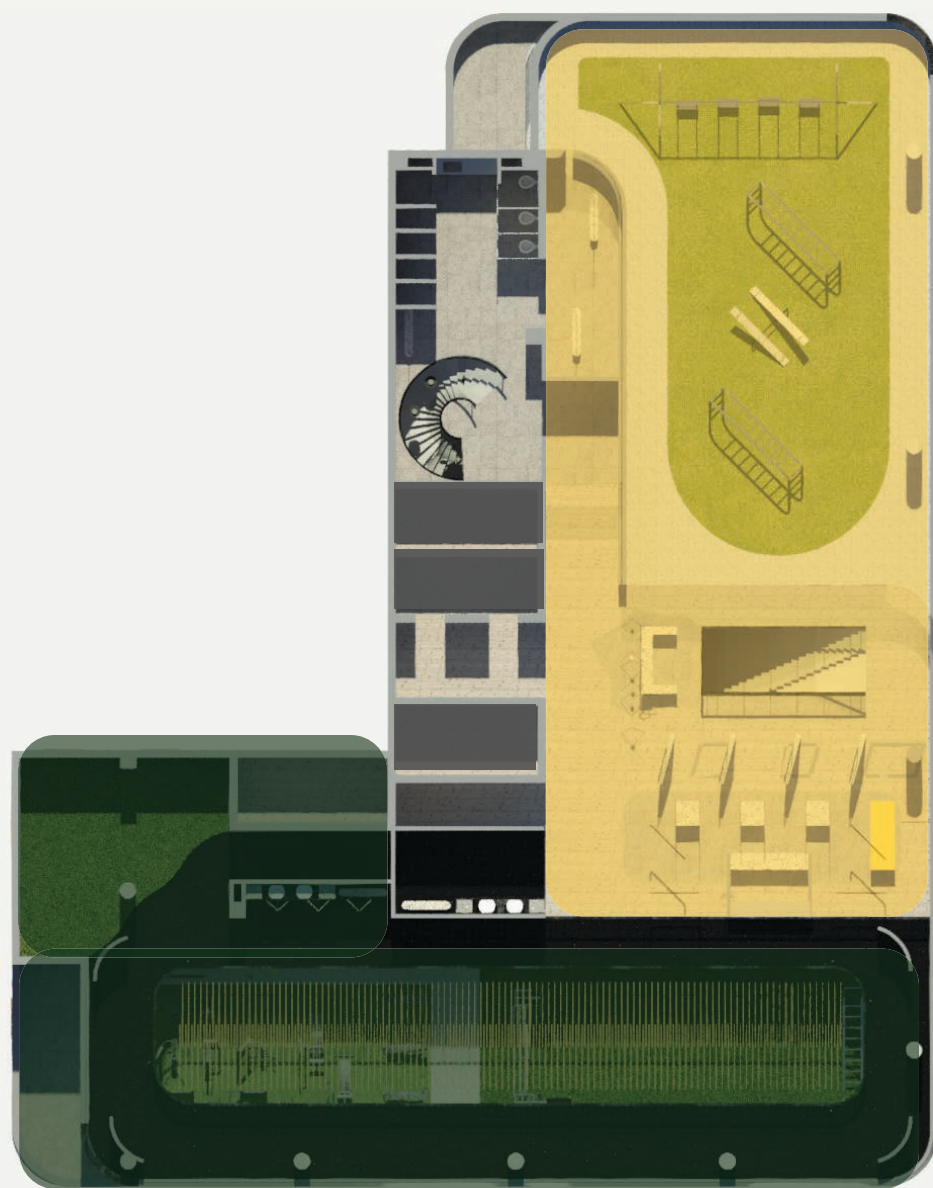


## Social Health

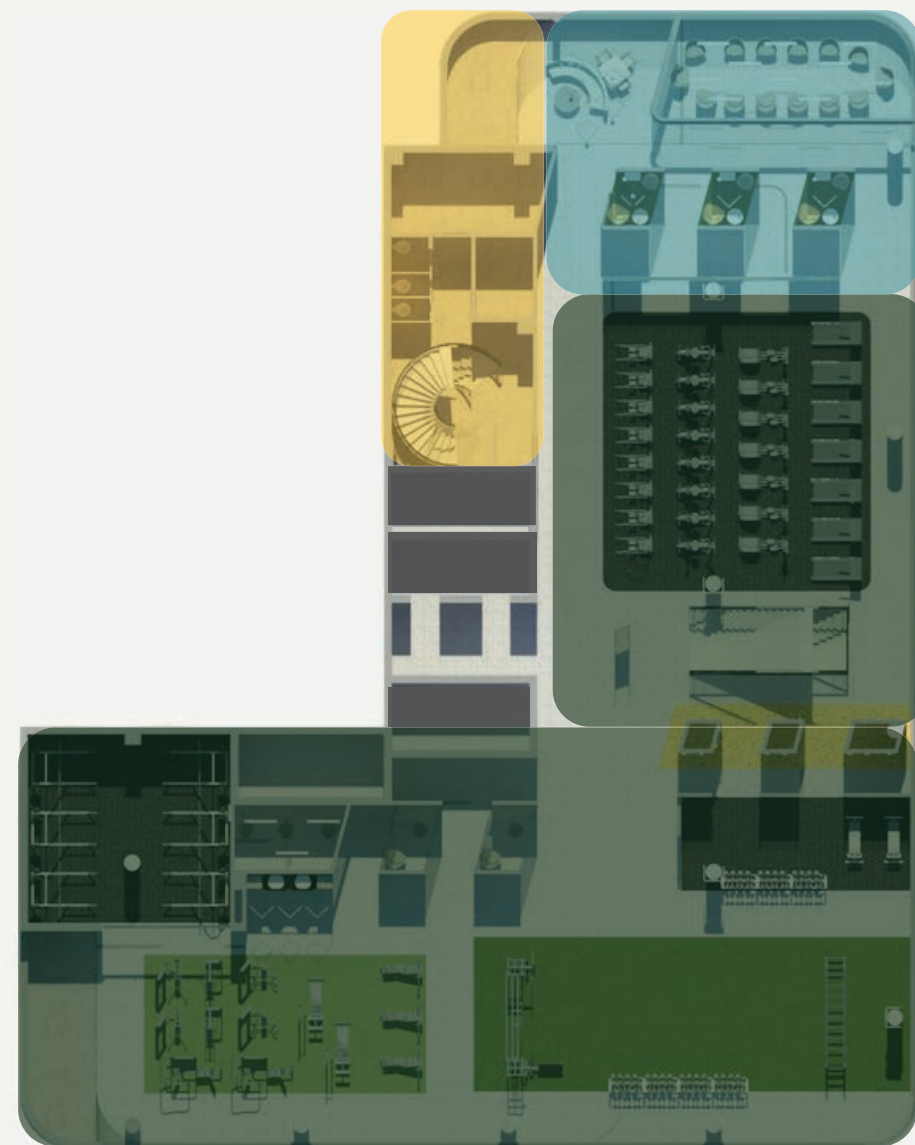
Find your **girl gang**. With amenities like the Member Lounge, outdoor Jungle Gym, and public seminar center, social health is now an accessible part of total fitness.

**TOTAL**  
**FITNESS.**  
**TOTAL**  
**HEALTH.**





11th Floor



10th Floor



9th Floor



## PHYSICAL HEALTH

Weightlifting, cardio, plyo, or group class areas



## MENTAL HEALTH

Chat therapy booths, Group Chat therapy, yoga

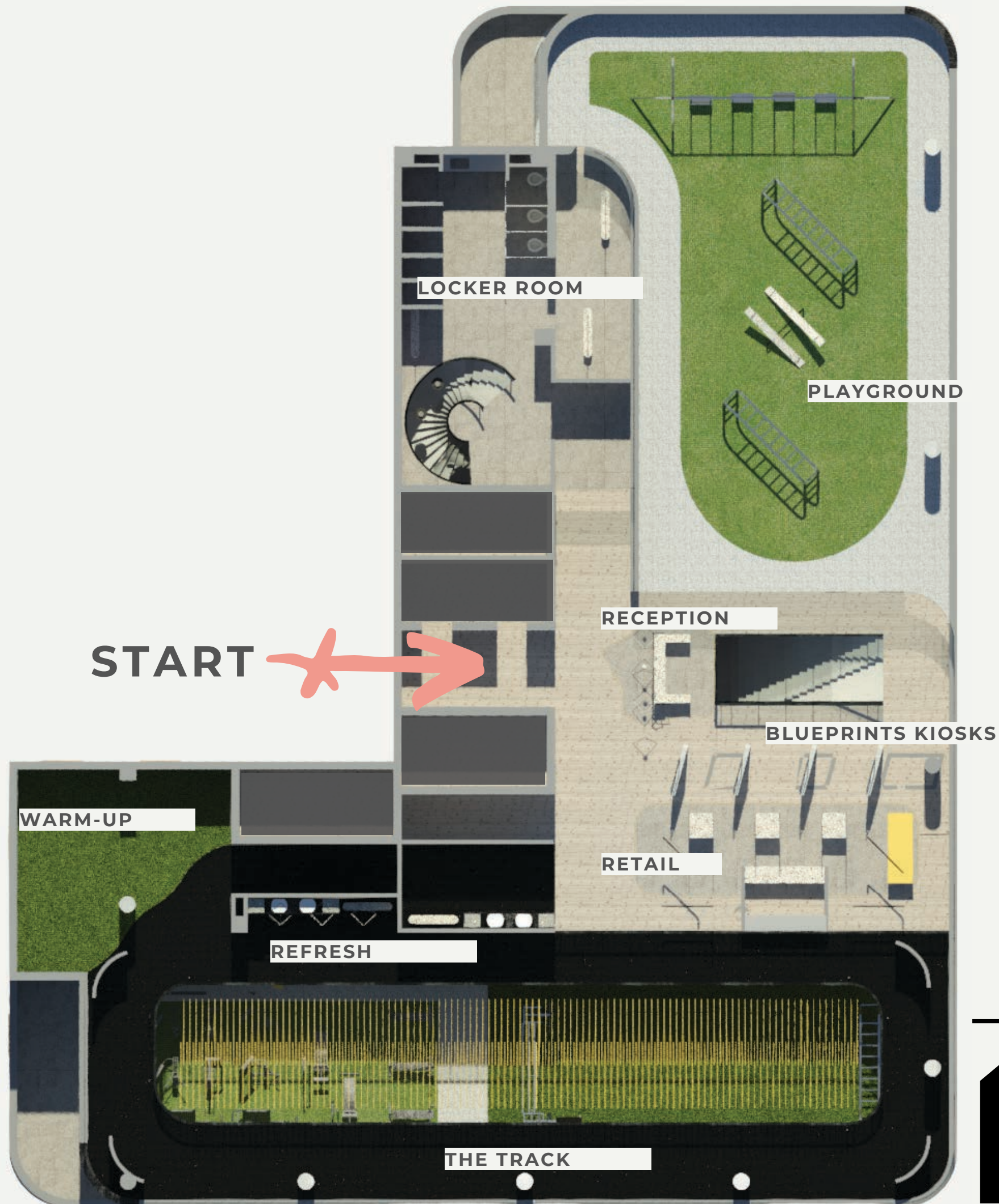


## SOCIAL HEALTH

Playground, Sauna, Member Lounge + more

# KEY PLAN





## WELCOME TO BUILD

Start at the reception desk. New here? Try the Fitness Blueprints kiosks to the right and build your own workout plan. Further right: BUILD retail shop.

Locker Rooms are to the left of reception. Get suited up and head to the Warm-Up Green, then try a quick jog on The Track. The Track features directional motion graphics at each corner, giving you something to keep you motivated.

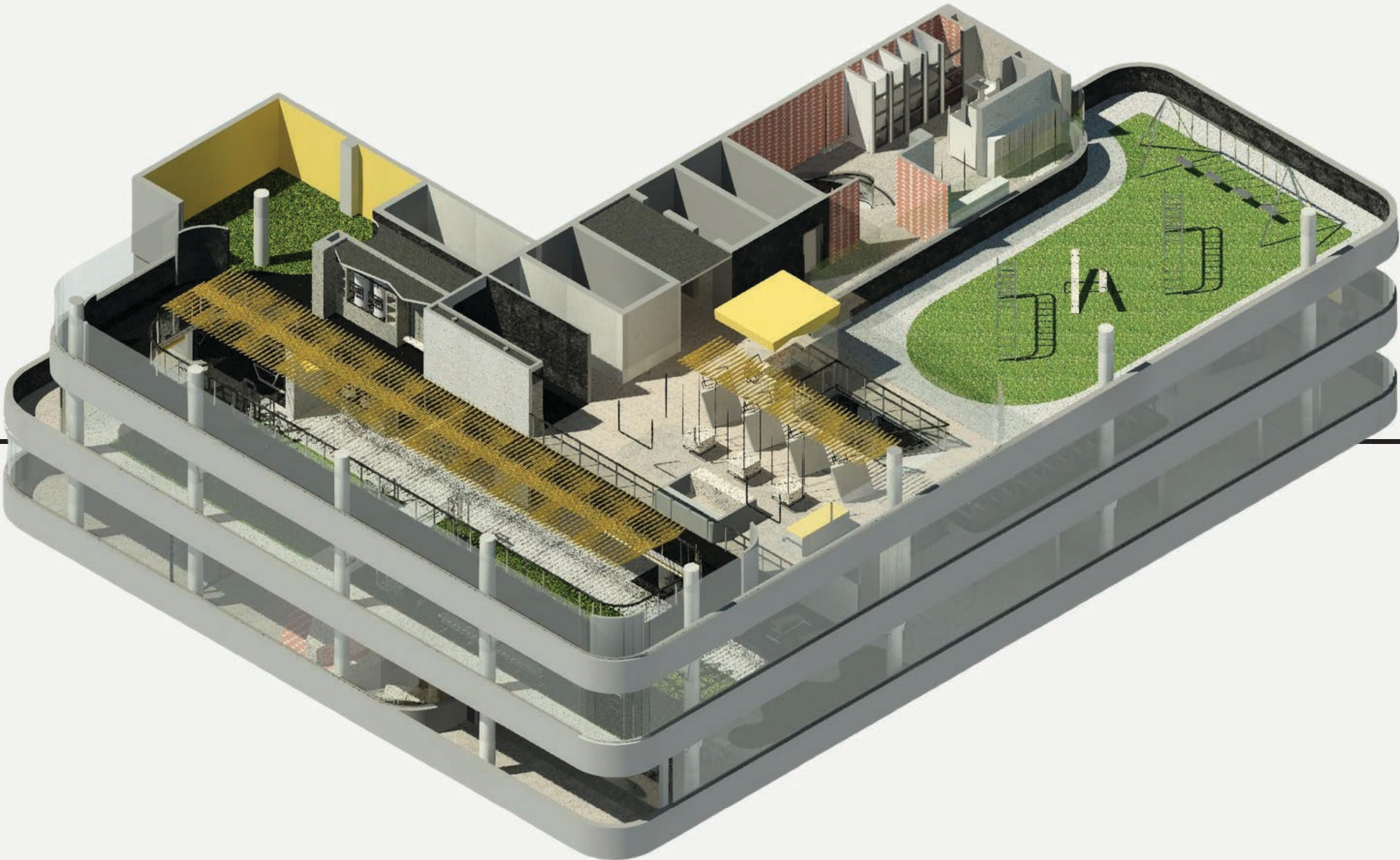
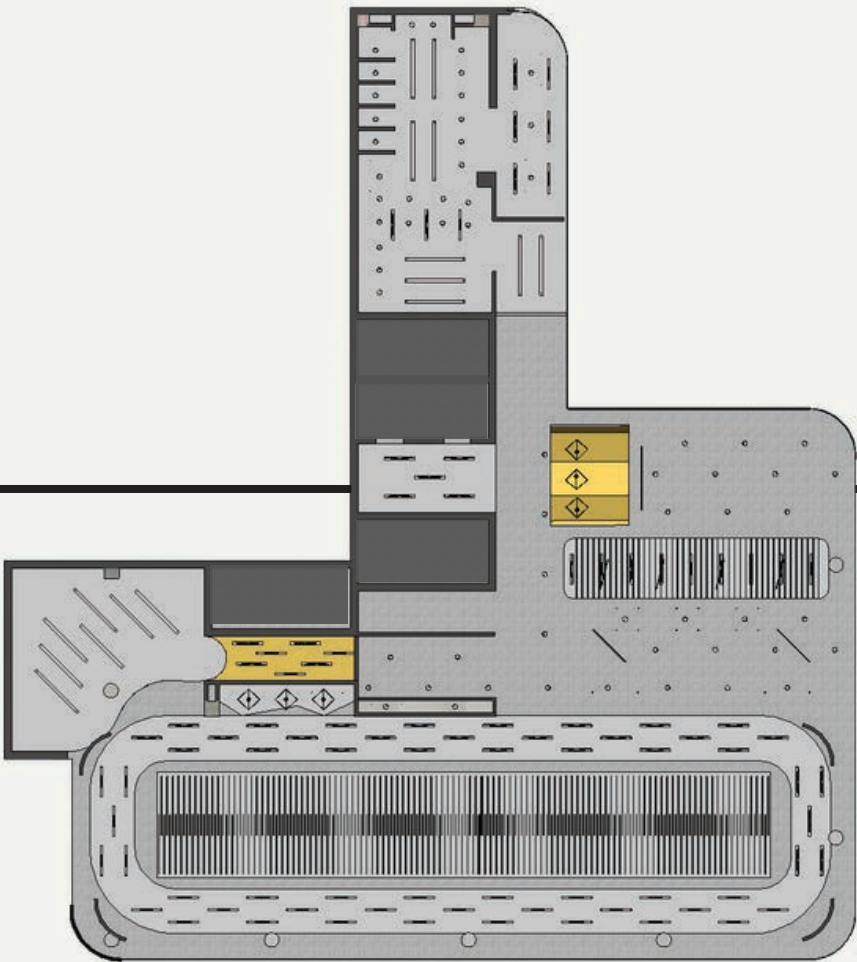
Cool off at the Track's Refresh station with towels, beverages, and mobility equipment. Feeling energized? The terrace is just like your favorite Brooklyn playground. No kids allowed.



11TH FLOOR: ENTRY LEVEL



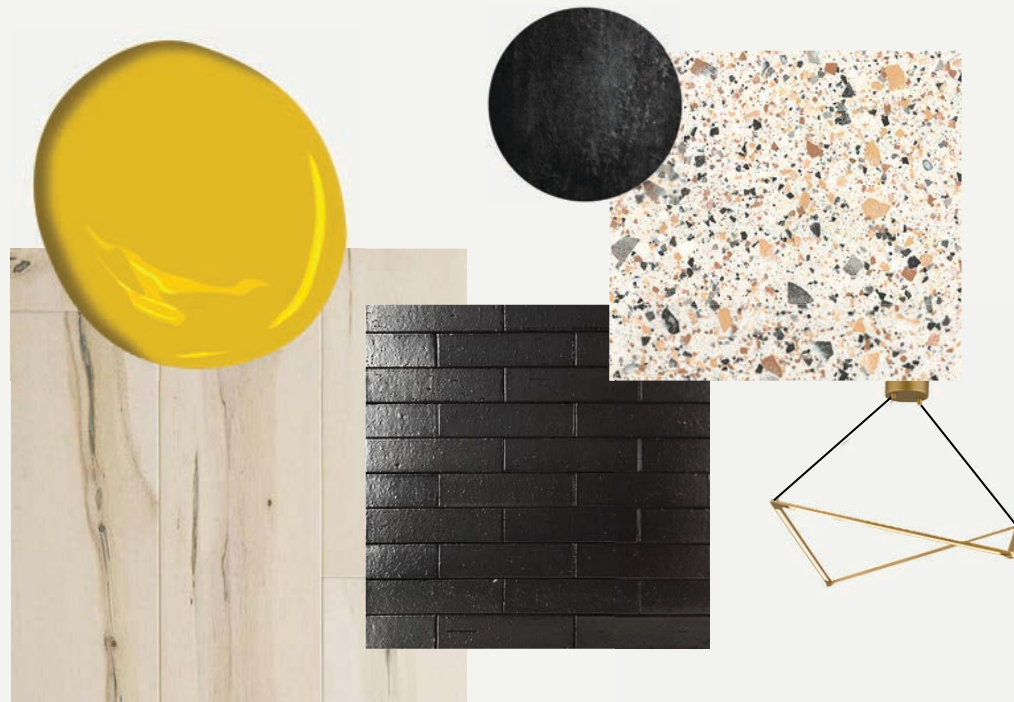
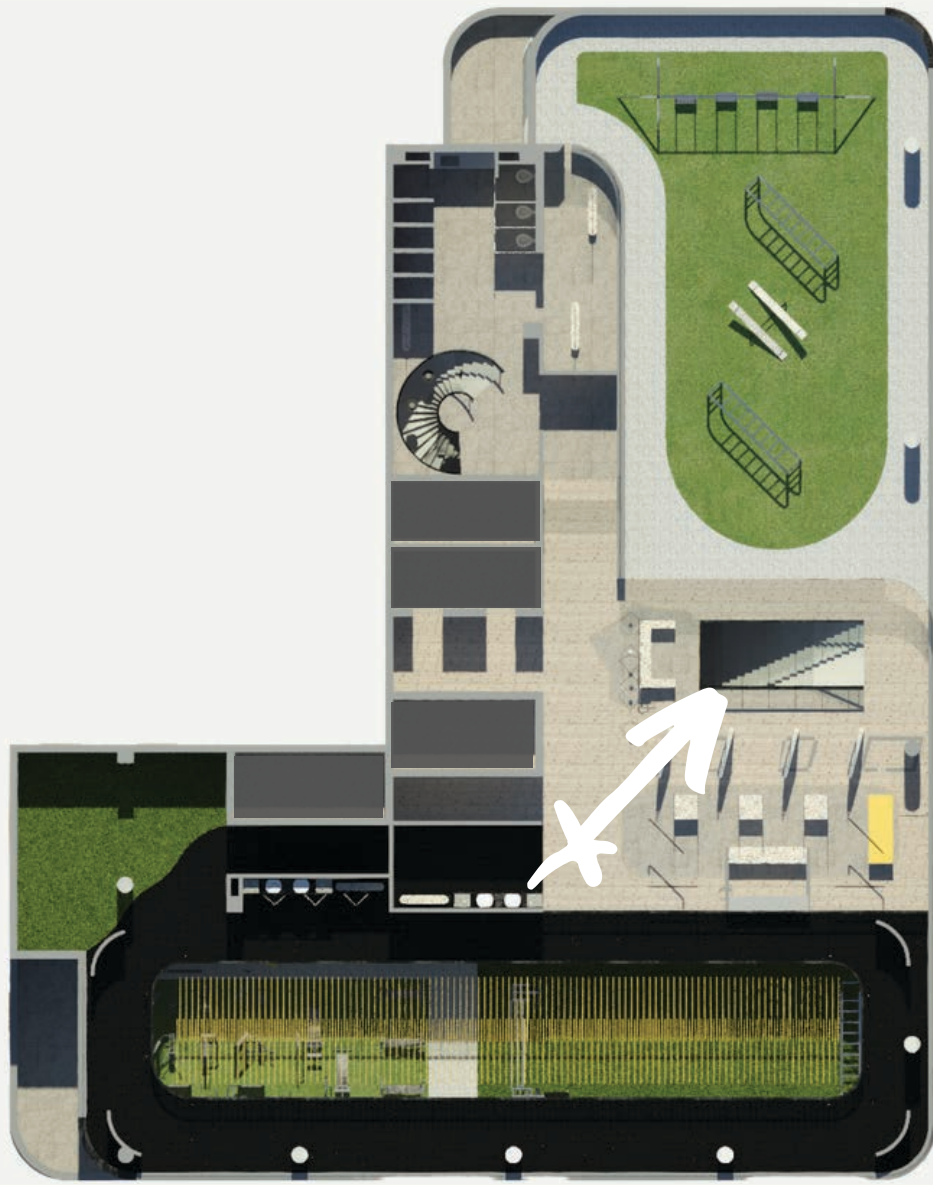
**REFLECTED CEILING PLAN**



**AXONOMETRIC VIEW**



# ENTRY + RETAIL





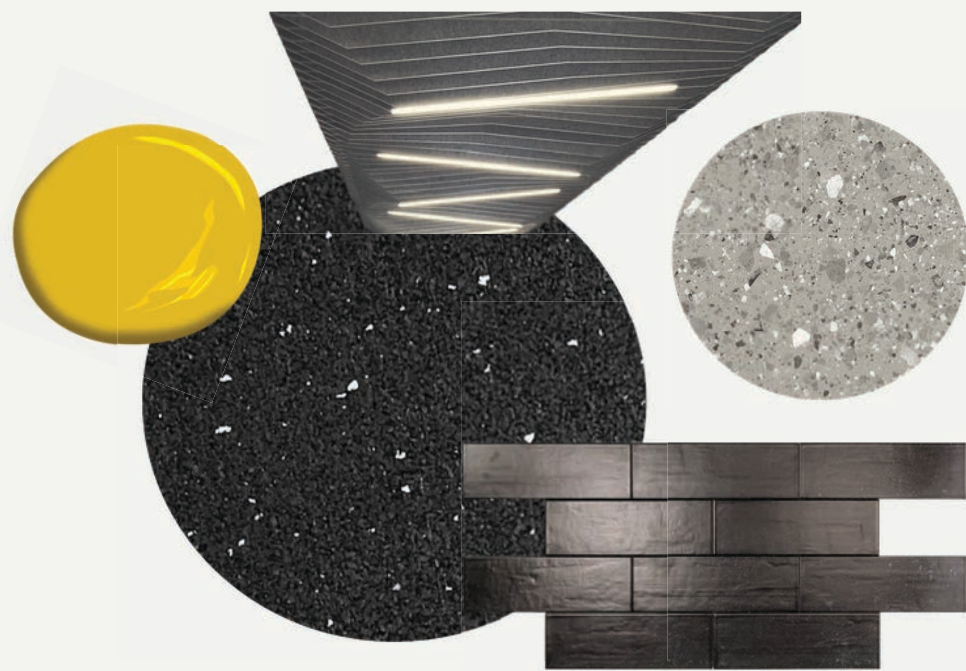


# REFRESH STATION





# THE TRACK + REFRESH







# LET'S GET STARTED

The 10th Floor houses the most Physical Health space. This is the hub. This is Grand Central.

You can access via the elevator, central stair, or locker room stair (which will open privately into the Sauna). Come down the central stair and look to your right: The Fast Lane is the zone for fast-paced cardio equipment, including its own Refresh Station.

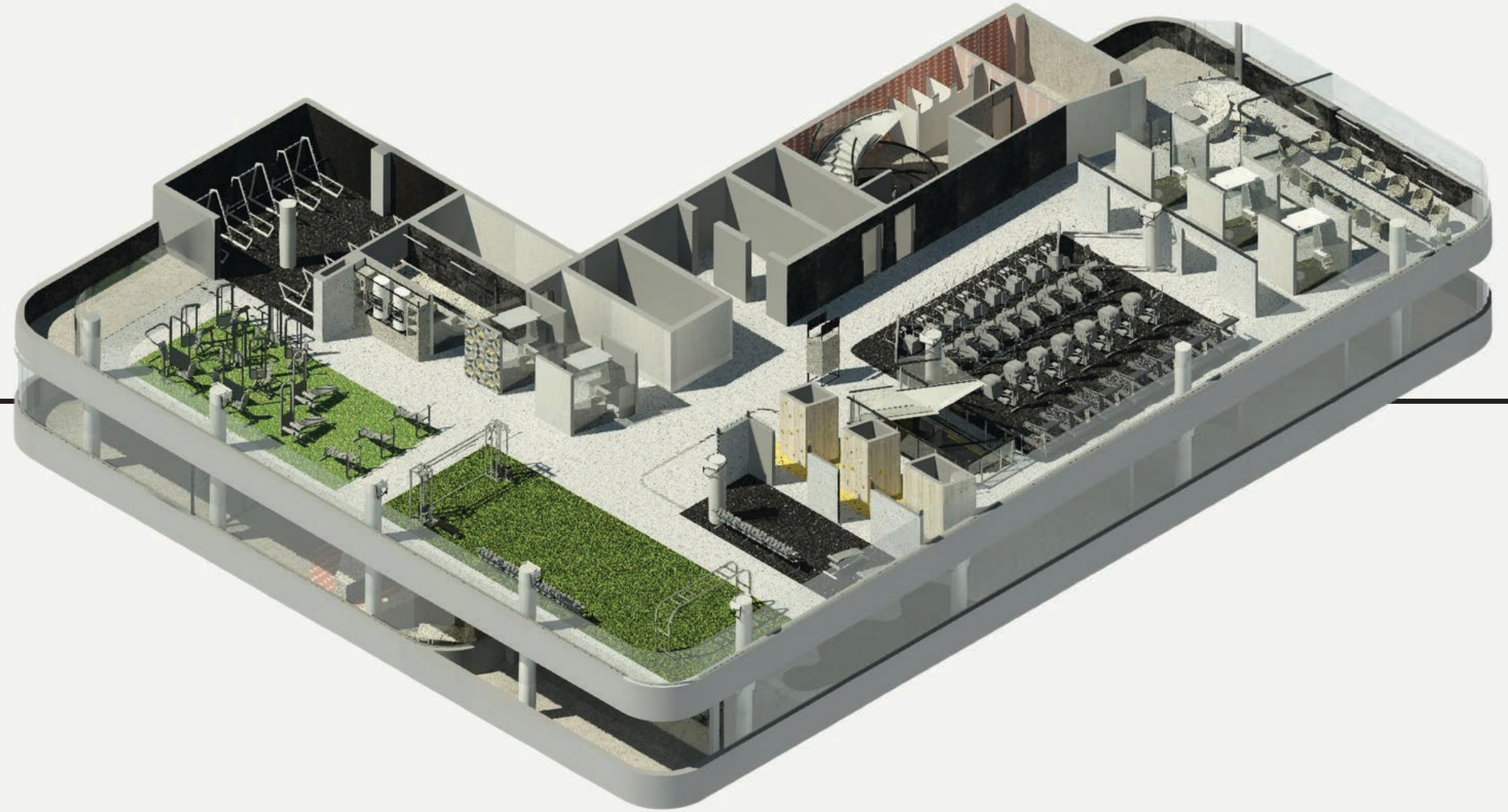
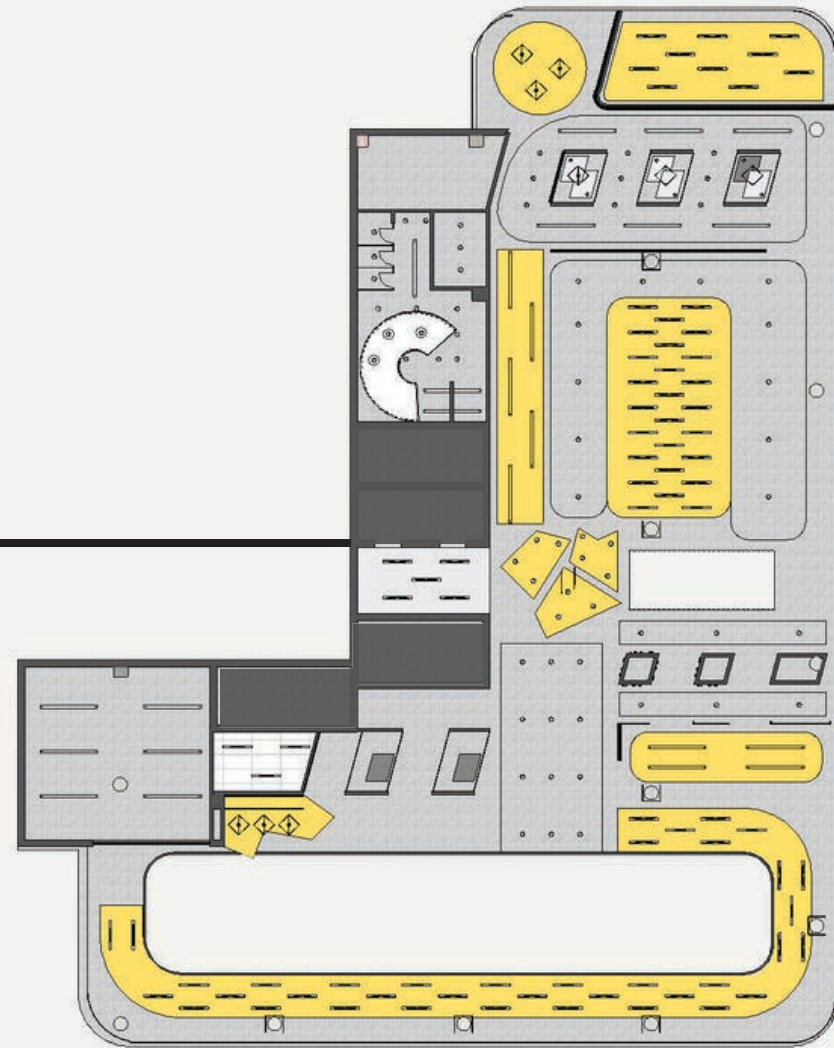
Behind the Fast Lane partition you'll find Chat Rooms: personal space for easy chat therapy, reserved on any BUILD kiosk. 1 large Group Chat room at the back hosts lite group therapy.

To the south: The Climb (rock climbing), Warm-Up (mirrored + dumbbells), and our 3 Weightlifting Modality centers. The Green focuses on big-space Olympic lifting styles. To the right: The Factory, with machines for Bodybuilding types. In the corner: The Garage, the heavyweight Powerlifting focus area.

10TH FLOOR: FOCUSED FITNESS



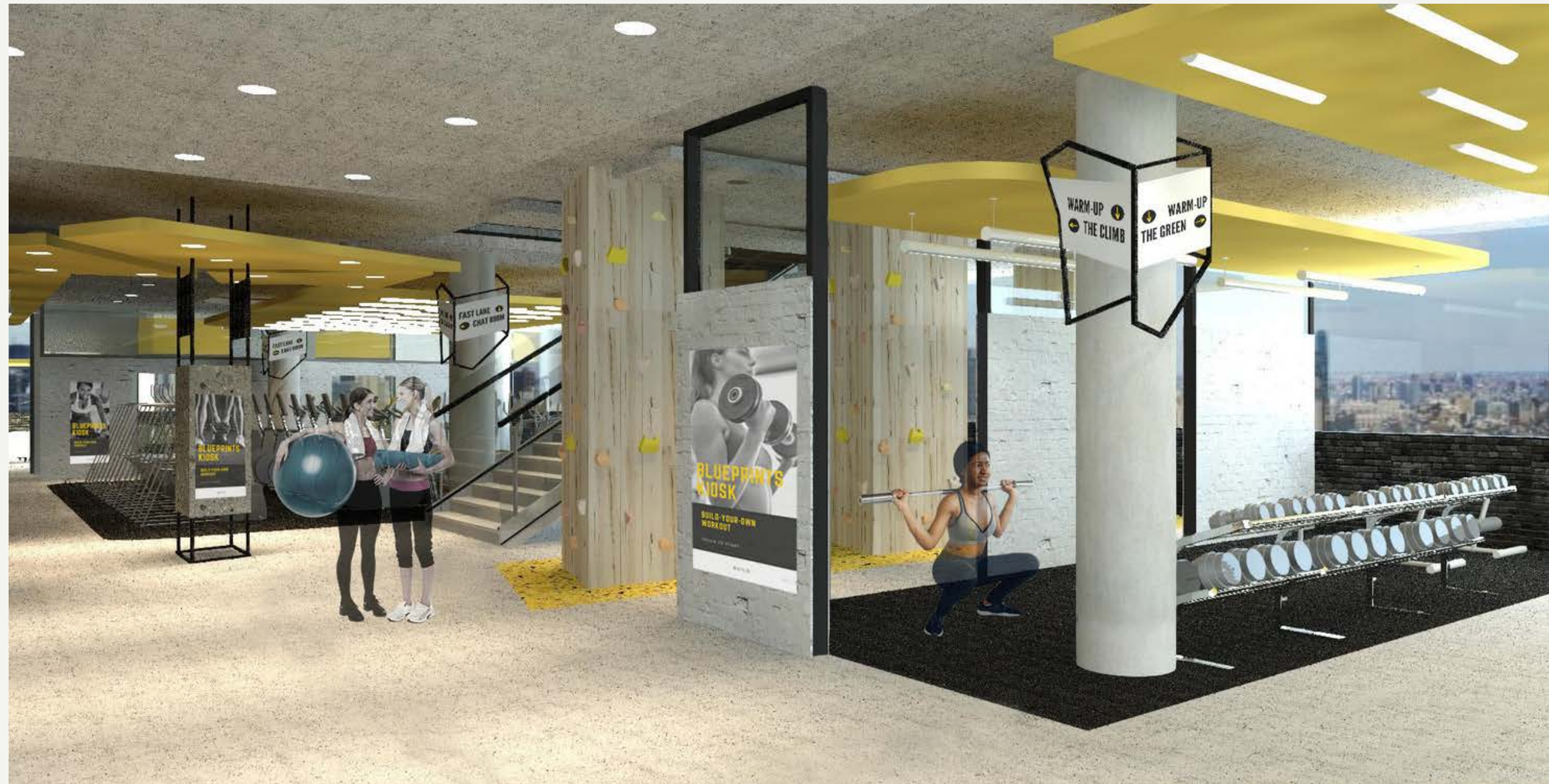
**REFLECTED CEILING PLAN**



**AXONOMETRIC VIEW**



# THE CLIMB / WARM-UP



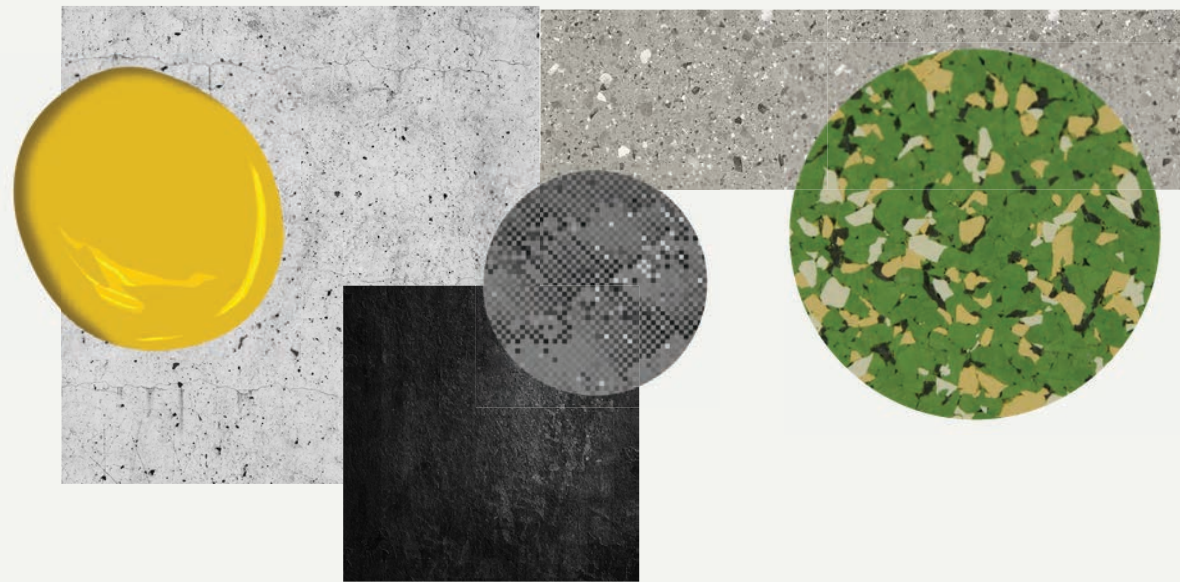


# THE GREEN



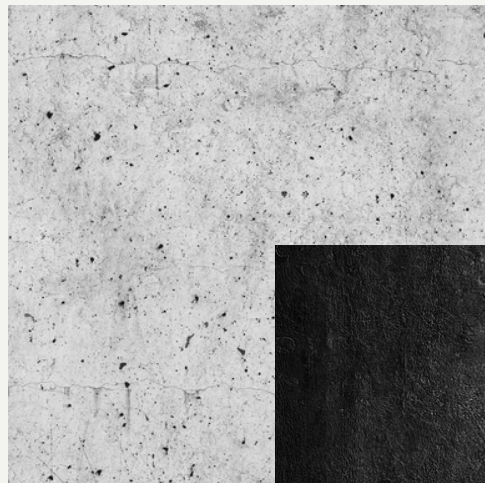


# THE FACTORY + GARAGE



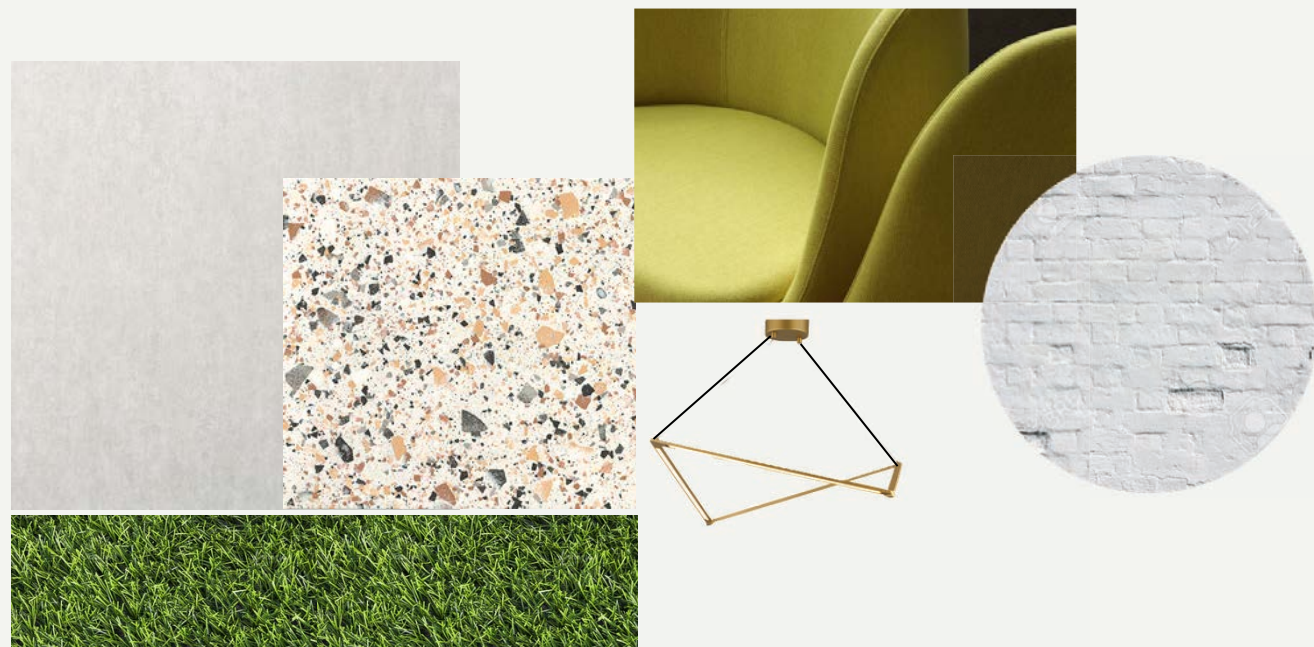


# THE FAST LANE / CIRCULATION





# CHAT ROOM







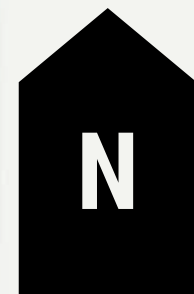
## A LOT TO EXPLORE

Health is a community-driven journey. You can start yours on the 9th Floor.

Physical Health meets Social Health in our group class studios: The Ring (Boxing), The Bike Lane (Cycling), and a mixed-use studio offer regular classes- schedule yours at any BUILD Kiosk. Solo stretching? Try an empty Move Pod or a space on the Hills, our dynamic indoor green space.

Mental Health finds a space on the 9th floor in the sunlit Yoga Studios to the North, but the Seminar Flex space at the South also promotes mental health by hosting continuing education classes and wellness expos.

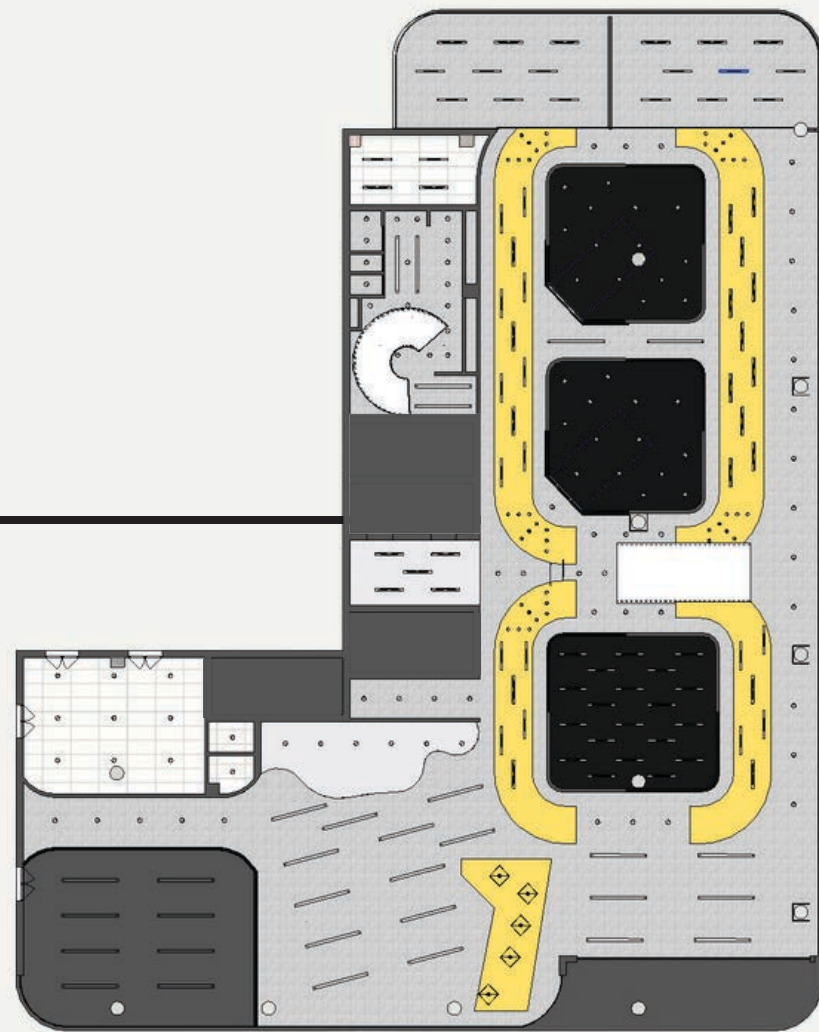
Most of all, Social Health calls the 9th floor home, with a communal Member Lounge that opens to the Terrace. Try a custom smoothie in the Nutrition Lab and share your recipe with a friend!



## 9TH FLOOR: YOUR NEW COMMUNITY



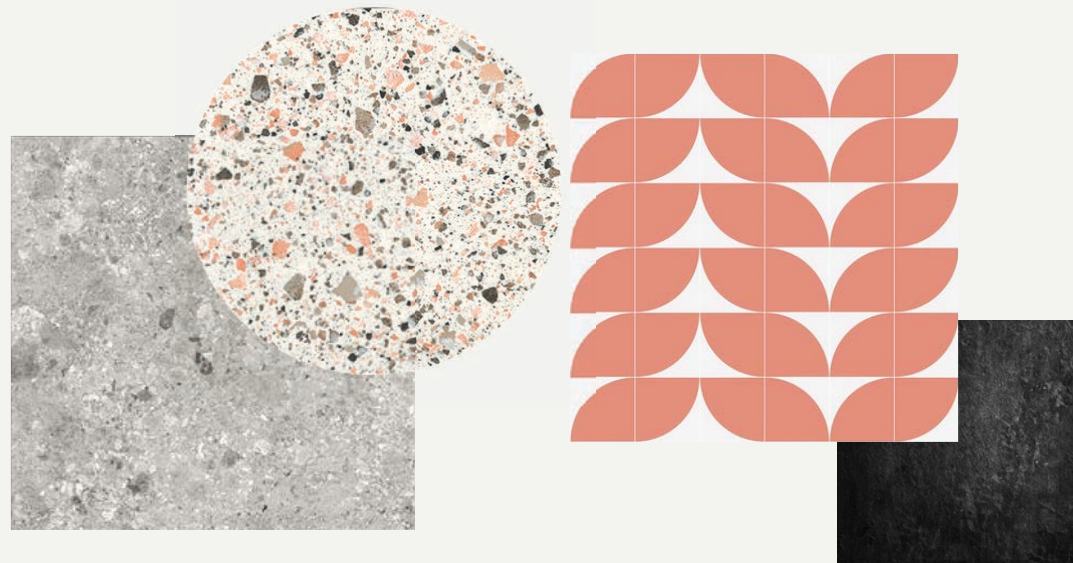
## REFLECTED CEILING PLAN



## AXONOMETRIC VIEW



# LOCKER ROOM



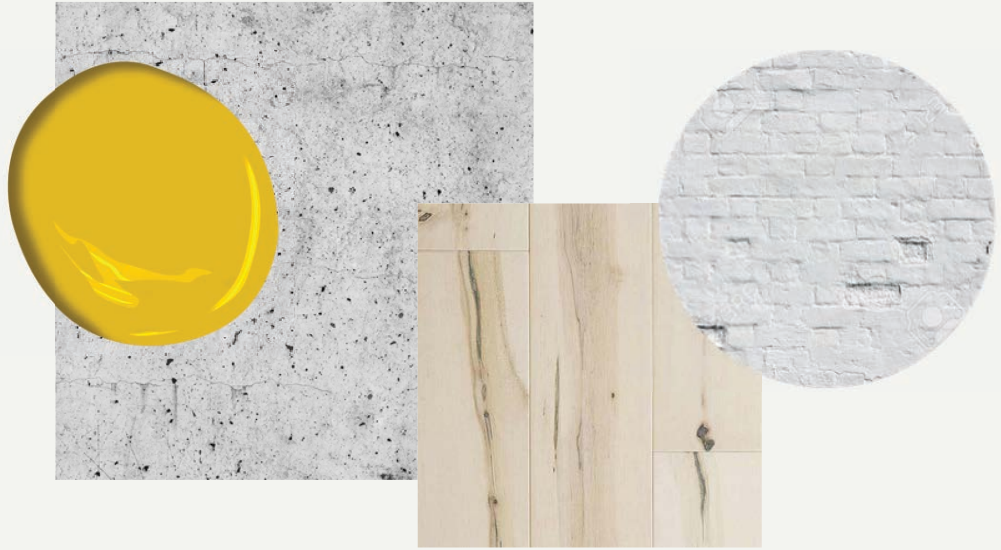


# THE RING



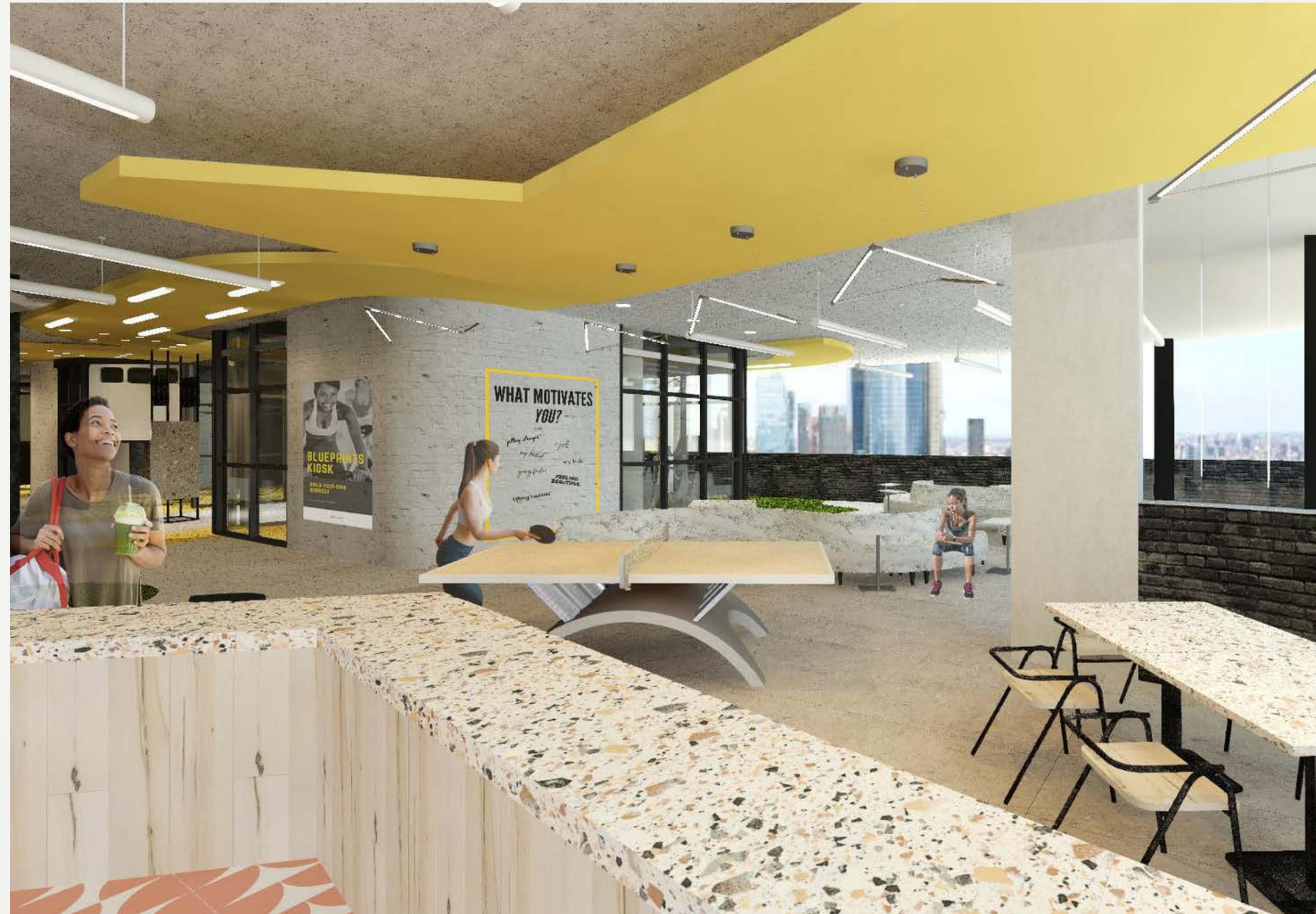
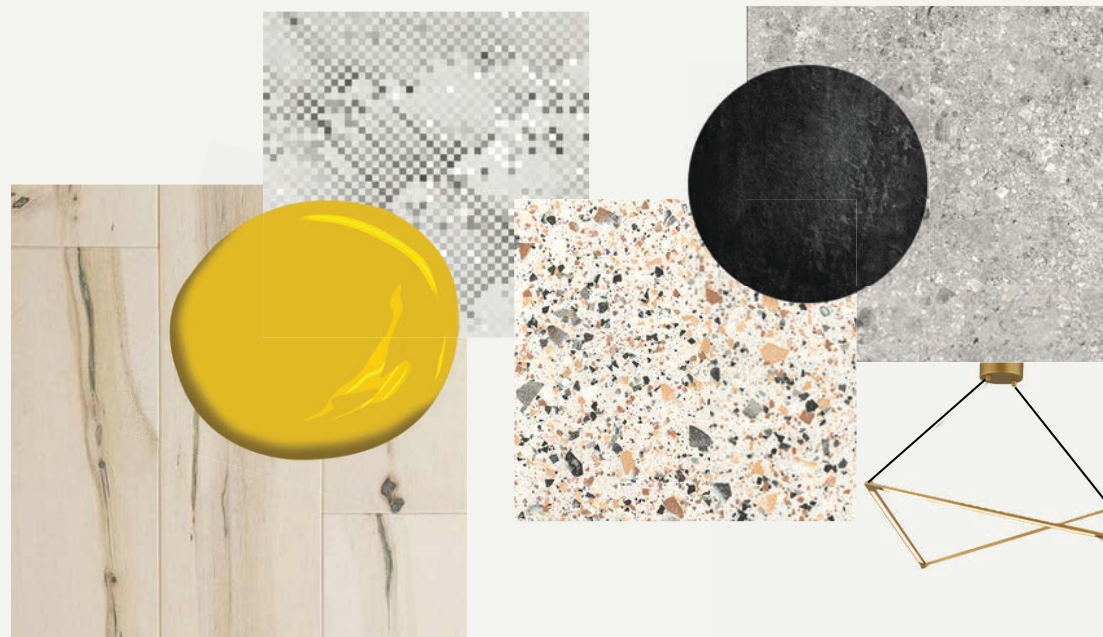


# MOVE POD





# NUTRITION LAB / MEMBER LOUNGE





11TH  
Playground  
10TH  
Group Chat / Chat  
9TH  
Yoga

11TH  
Playground  
10TH  
The Fast Lane  
9TH  
Studio / The Ring

11TH  
Kiosks / Retail  
10TH  
The Climb / Warm Up  
9TH  
The Bike Lane

11TH  
The Track  
10TH  
The Green  
9TH  
Member Lounge

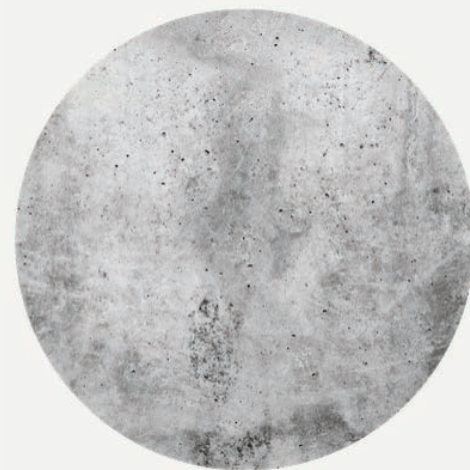




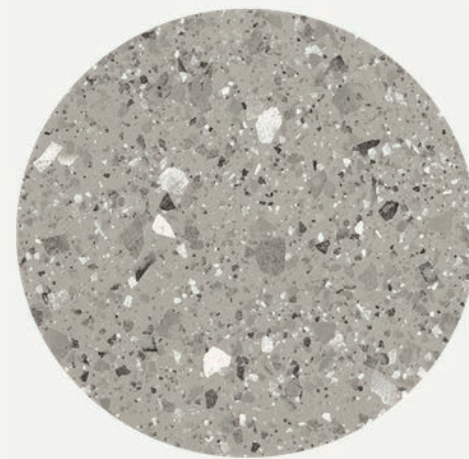
# BUILD BRAND STANDARDS



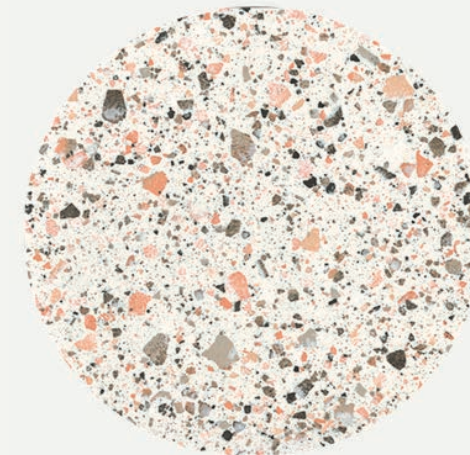
**Signature Yellow**  
Custom  
#FFCC00



**Concrete**  
Custom wethered stain



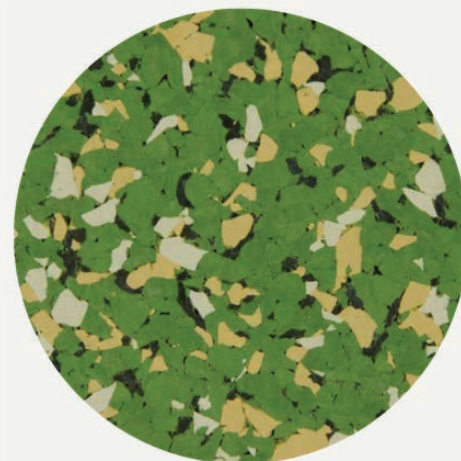
**Porcelain Tile**  
Creative Materials Corp  
Ceppo di Gre  
12" x 24"



**Terrazzo Slab**  
Tectura Designs  
Custom to match Creative  
Materials Corp Frammento  
in Peach Graphite



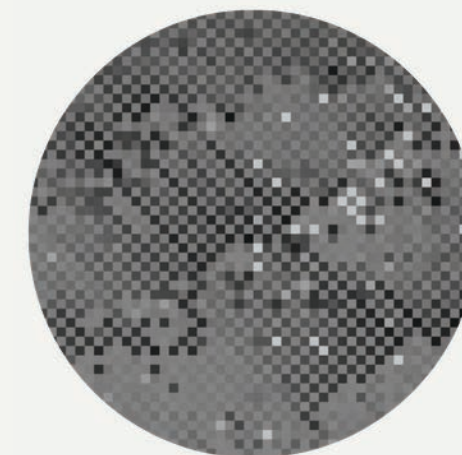
**Rubber Flooring**  
Fitness Flooring  
Flex  
Gray



**Rubber Flooring**  
To Market  
Atmosphere  
Phoenix in custom color  
blend



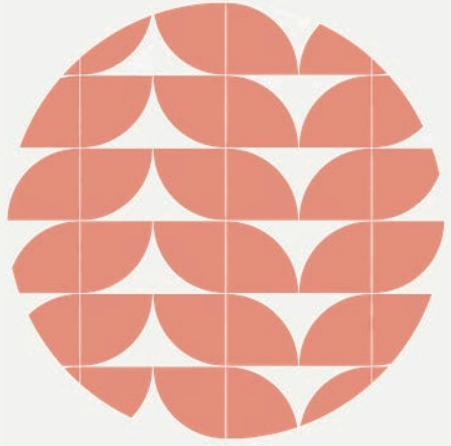
**Brick Veneer**  
Mutual Materials  
Slimbrick  
Black Onyx  
2-1/2" x 7-1/2"



**Upholstery**  
Designtex  
Bitdrift  
White Charcoal  
Poly finish



# BUILD BRAND STANDARDS



**Porcelain Tile**  
Tilebar  
Stacey Garcia Maddox  
Deco  
Coral



**Turf Flooring**  
Ecore Commercial  
FITturf Plus



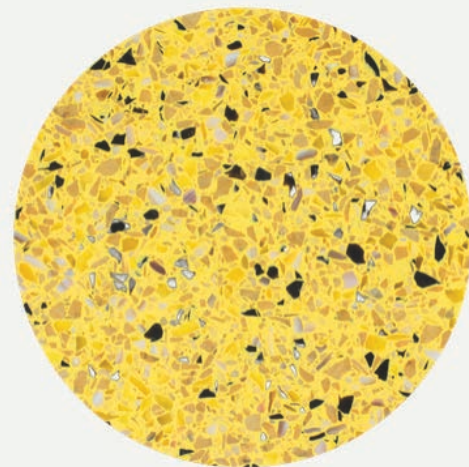
**Metal Sheet**  
Custom  
Weathered black iron  
texture



**LVT**  
Armstrong  
Natural Creations  
Classics  
Kennesaw Oak



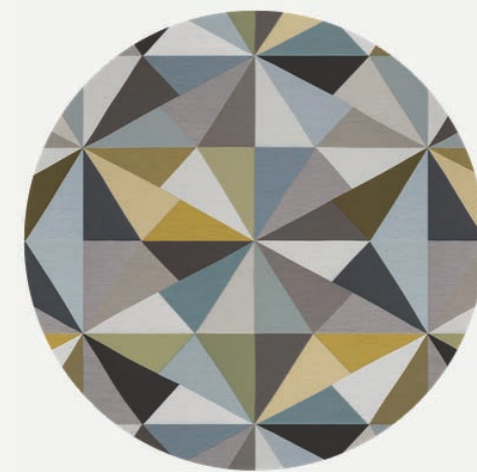
**Upholstery**  
Designtex  
Bitdrift  
Basalt  
Poly finish



**Rubber Flooring**  
To Market  
Atmosphere  
Phoenix in custom color  
blend



**Rubber Flooring**  
To Market  
Atmosphere  
Custom color blend



**Wallcovering**  
Maharam  
Paul Smith  
Citrine



## BYE-BYE BOUTIQUE

Industry professionals project that the pandemic will hit boutique gyms the hardest. Why? Small class size, high rates, and close quarters may deter potential clients.

## LIKE CLOCKWORK

Like your local grocery store admitting one group of people every 15 minutes, having people sign in to the gym at 30-minute intervals allows staff to clean right behind each group.

## MAX CAPACITY

Gym equipment has BEEN distanced. They've always been spaced for circulation and personal space. They don't have the real estate to move things further apart, so they'll simply allow less people in. Expect amendments to building class capacities.

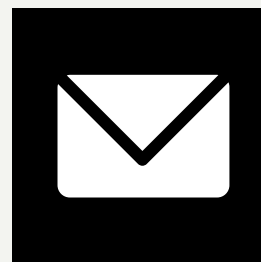
# POST- PANDEMIC PROJECTIONS



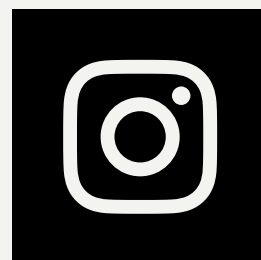
# THANK YOU



[LINKEDIN.COM/ANNALAURAEVERHART](https://www.linkedin.com/company/annalauraeveryhart)



[ANNALAURA.EVERHART@GMAIL.COM](mailto:ANNALAURA.EVERHART@GMAIL.COM)



[@BUILDBYANNA](https://www.instagram.com/buildbyanna)