



First TECHNOGYM Flagship space opens in Milan

The new flagship area offers a complete wellness experience for sports, fitness and health

TECHNOGYM, the Italian leader in the wellness field, is opening its new flagship store in Milano, in **Via Durini, 1** a part of the city now acknowledged as a trendsetter by designers and architects. The new space, designed in collaboration with Studio **Antonio Citterio Patricia Viel Interiors**, covers an area of over **750 square metres**, arranged on 3 floors.

It is the perfect place to experience the Wellness lifestyle in all its aspects: not only can visitors purchase the best products and services for physical exercise, athletic training and rehabilitation, but they can also undergo tests to assess their level of physical performance, obtain a personalised training programme created by experienced personal trainers and participate in training sessions. **TECHNOGYM Milan** will host regular seminars with sports champions, personal trainers and medical experts, on themes ranging from specific sports, such as cycling, running, rowing, triathlon, etc. to health-related issues such as back pain, diabetes or weight control.

In the flagship space you can test TECHNOGYM products, services and digital technologies and learn how to use them with the support of experienced personal trainers, and book lessons on how to start using the products at home. Another goal of TECHNOGYM Milan is to develop partnerships with the best fitness centres, hotels, sports clubs and medical centres in the city, to develop programmes and training activities to be performed at home, at the gym, in hotels or outdoors.

The **ground floor** hosts a **boutique** area offering different training solutions - ranging from the assessment of your fitness level, thanks to an interactive wall specially designed to carry out ability trials, to the display of a number of products available from Technogym.

The **first floor** contains an "**educational**" area, while the **basement** is home to the "**training**" area, where you can test products and wellness technologies.

Nerio Alessandri, Technogym's founder and President, declared: *"Technogym launched the wellness concept over 25 years ago and exported it to the best wellness clubs, hotels, companies, and to private homes and medical centres in more than 100 countries; finally, in Milan, we created the first experiential wellness store - a single project setting the standard for wellness not only for Milan and for Italy, but also worldwide. The concept created in Milan will be extended to our next flagship store in London."*

Pierluigi Alessandri, Technogym's Vice President, added: *"We worked side by side with Antonio Citterio to draw a route, inspired by his architectural know-how and style, through our solutions consisting of products, services and digital content."*

Antonio Citterio commented: *"We thought right from the start that it would be short-sighted to design this space as a simple store. It is a place where you can find an entire range of services, and which makes it possible to capture the essence of the products without having to set up a gym environment or a private home. To design our wellness spaces, we were inspired by the Italian tradition of the Thirties: environments dominated by a single material, where surfaces and lighting combine to form a flexible but highly recognisable background designed to enhance the products on display."*



At TECHNOGYM Milan, the main focus is on the products: **Personal Line**, the Technogym design icon developed in collaboration with Antonio Citterio that combines designer style with the latest technology and includes treadmill, exercise bike, elliptical trainer and Kinesis; **Artis**, Technogym's top-of-the-range collection for users who wish to create their own, highly professional gym equipped with products for cardio, strength and functional training - connected and coordinated in terms of style and design; **MyCycling**, the new Technogym solution for indoor cycling which, thanks to its connectivity features, allows for fully customised training; **Skillmill**, the athletic performance training product launched during the latest Rio 2016 Olympic Games, which combines power, speed, endurance and agility training. And finally, **MyRun**, the interactive treadmill for home use.

The TECHNOGYM Flagship space of Via Durini 1 is open Monday through Saturday from 10 a.m. to 7 p.m. (all day)
Tel. + 39 0276280543

About Technogym

Founded in 1983, Technogym is a world leading international supplier of technology and design driven products and services in the Wellness and Fitness industry. Technogym provides a complete range of cardio, strength and functional equipment alongside a digital cloud based platform allowing consumers to connect with their personal wellness experience anywhere, both on the equipment and via mobile when outdoors. With over 2,000 employees and 14 branches globally, Technogym is present in over 100 countries. More than 65,000 Wellness centers and 200,000 private homes in the world are equipped with Technogym. Technogym was the official supplier for the last six editions of the Olympic Games: Sydney 2000, Athens 2004, Turin 2006, Beijing 2008, London 2012 and Rio 2016.