Project Description

The recently opened club in Raffles Place, Singapore belonging to the Virgin Active fitness club chain is the first of its kind in Asia. The arrival of this new fitness philosophy demands a particularly striking statement. It was important to create a design that was intimately related to this city’s unique culture whilst simultaneously reflecting the branding that is important to the parent company, Virgin.

Virgin Active’s goal as a brand is clearly defined: to improve the lives of club members through regular activity and exercise. Realistic workout goals and targeted exercises are meant to leave guests feeling better at the end of the day, improve their appearance in the short and long term and, consequently, make them happier overall. A visit to the club is meant to offer a singular experience in every respect – regardless of a visitor’s goals when he or she first stepped through the club’s doors.

The conceptual decision was taken to assign a completely individual identity to each type of activity and the corresponding equipment, whether geared towards strength training, endurance, or simply wellness. At the same time, the Virgin brand is evident throughout the entire club. Visitors repeatedly encounter the forms and colours of the logo whether in the workout spaces or the employees’ uniforms.

The lighting concept aims to create an energetic, highly motivational and yet still comfortable space in which one feels at ease and is able to relax. Given the breadth of offerings from pilates to boxing, the lighting is tailored to each and every type of sport or activity and its typical dynamic. Indirect light fixtures are additionally located throughout the club space, providing broadly distributed and pleasant illumination.

Related Products

VELA EVO
suspended

FRAME 60 trim
system
VIRGIN ACTIVE GYM
PUBLIC PROJECT

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