

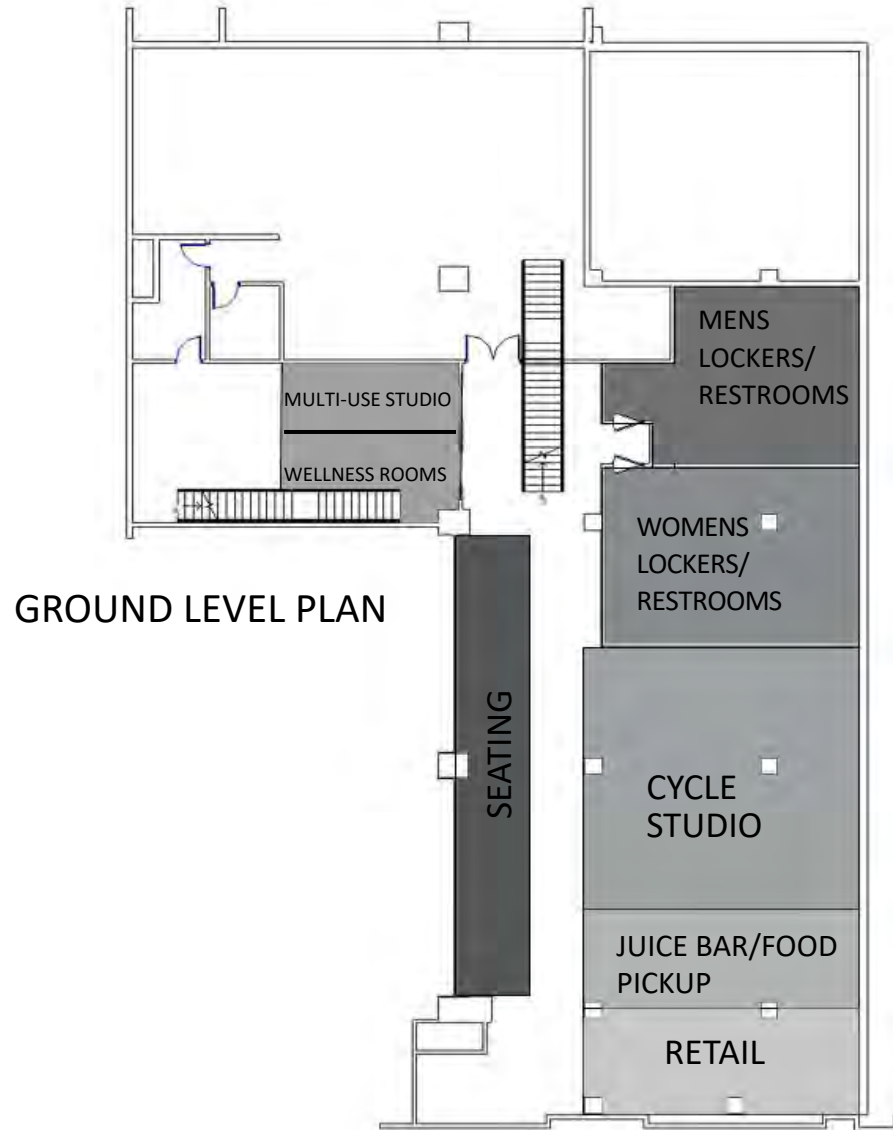
DESIGN APPROACH

Raleigh having recently been listed as the No. 2 spot *globally* for quality of life, we at 4Design spent time researching what a “good” quality of life means to the residents of Raleigh. Often, the answer combined three main elements: stable finances, great friends & family, and good health.

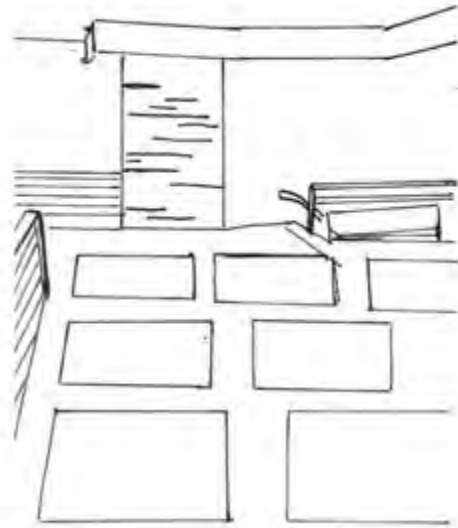
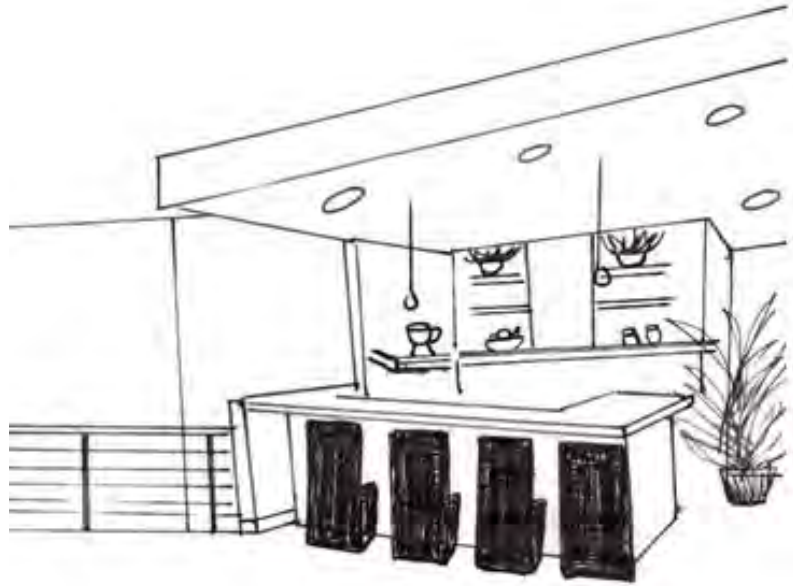
Diving deeper into the last component and understanding the culture of Raleigh, we learned exercise plays a big role in many of the resident’s lives. Wake county being ranked 2nd out of 100 in health with a median household income of 65,000, Raleigh is a fit, health conscious community that has the values and income to support a fitness business. Knowing how active the community is, 4Design was surprised to see no exercise studios located on Fayetteville St. other than the YMCA located a few blocks down. Although YMCA’s are great fitness centers, they lack the ability to provide specialized, group-oriented workouts with variety in which caters to a younger, more agile demographic, while still providing food and spa-like options as well. 4Design plans to introduce into the surrounding community a multi-versatile studio fitness design, known as the Fayetteville St. Fitness Hall that incorporates wellness features and food.

Consisting of more than just workout studios, Fayetteville St. Fitness Hall will house a full-menu similar to Clean EatZ, in which customers can pre-place a variety of meal orders from items made in-house and have the quantity they desire ready for pick-up at a time they requested. Along with a full-meal menu will be a smoothie & protein bar as well as a merchandise corner where members can buy workout gear seen in their classes along with exercise attire. The wellness center will focus on skincare, through facials, massages, and cosmetics. In the area, there is only one specialty exercise studio, The Row House on Mercantile Drive. Because of this, our team feels that this space is in the ideal location to be successful as a multi-studio space that caters to many different exercise needs, along with food and wellness.

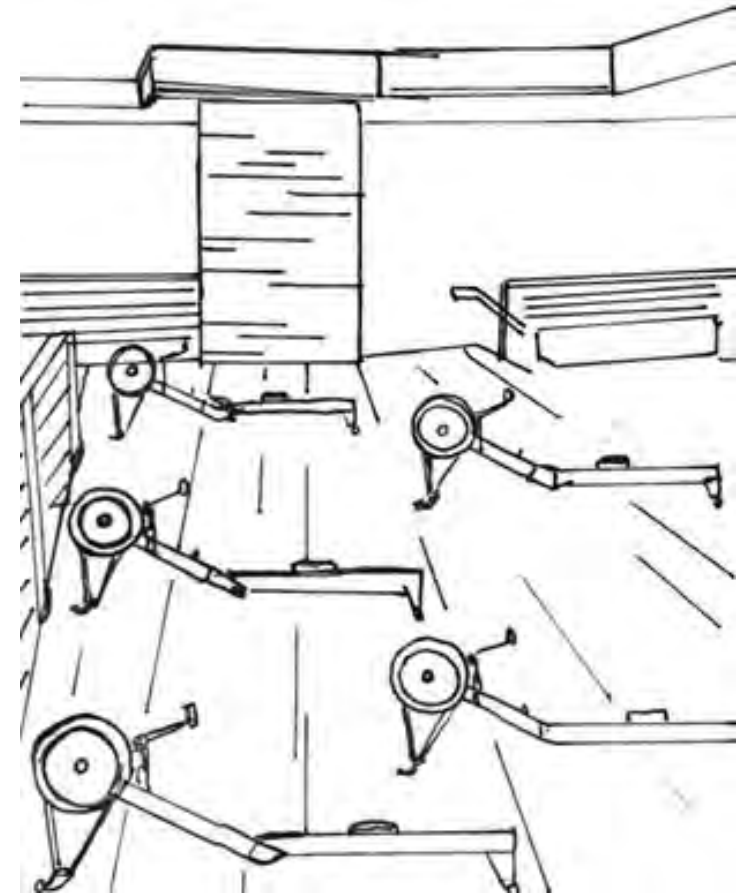
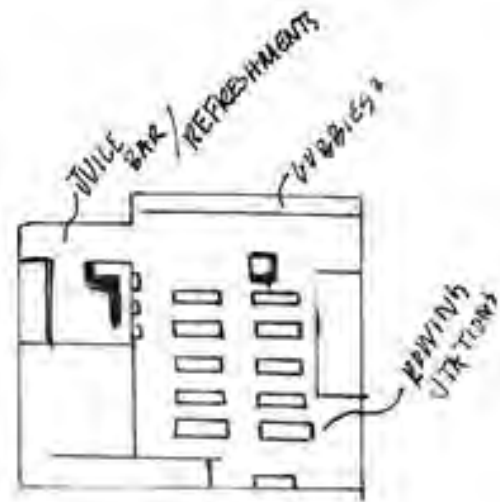
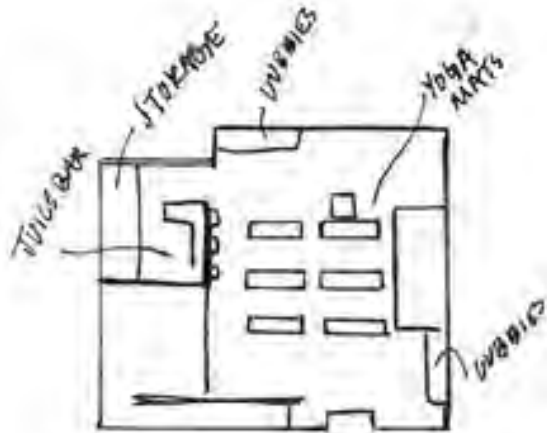
PLANS



DESIGN SKETCHES

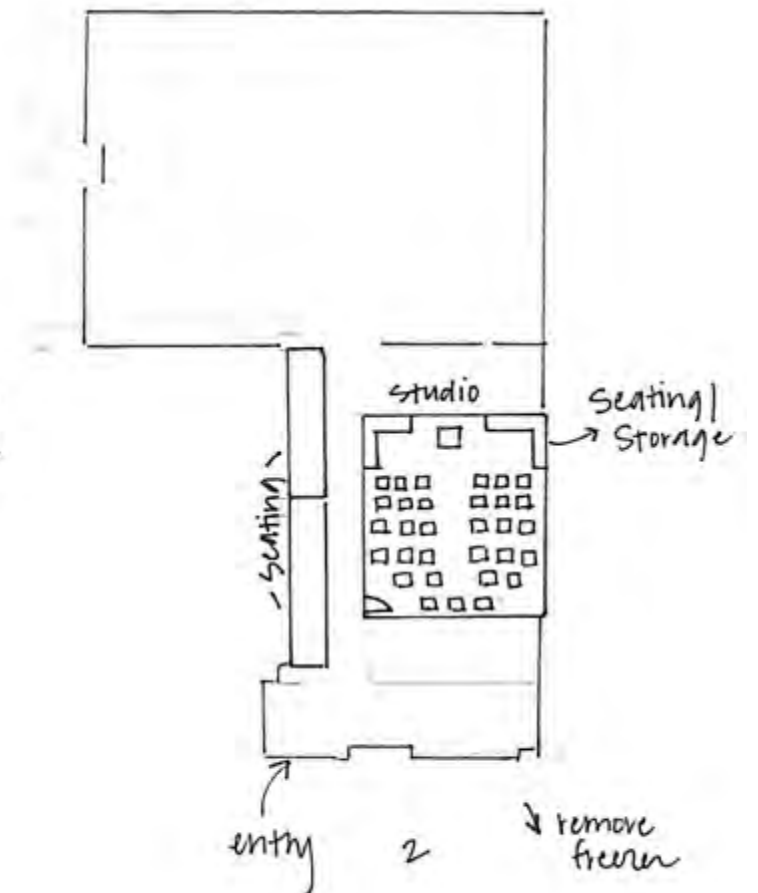
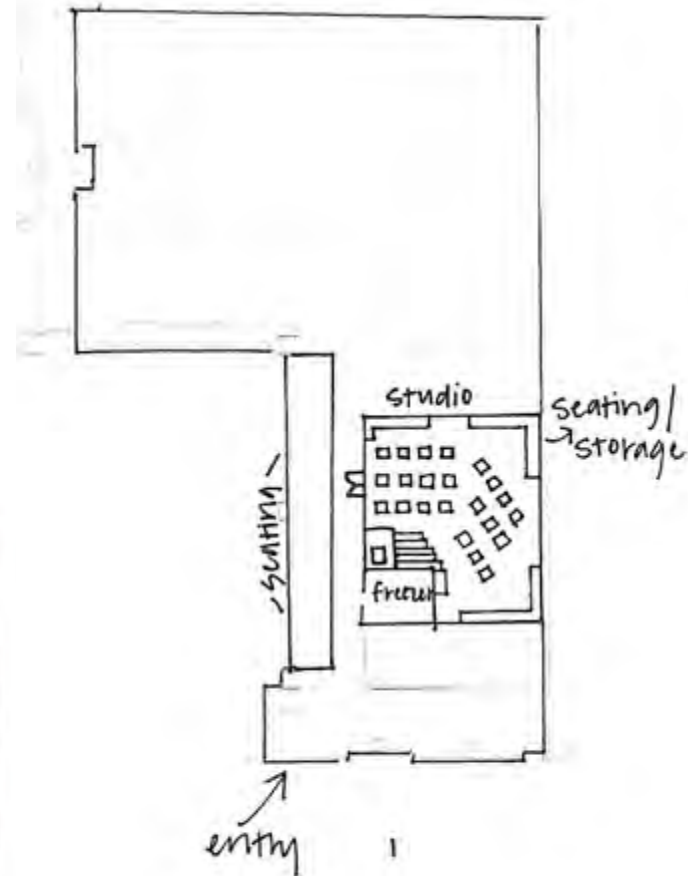


Smaller refreshment bar, bar seating, open workout area with multiple different equipment options



MEZZANINE LEVEL

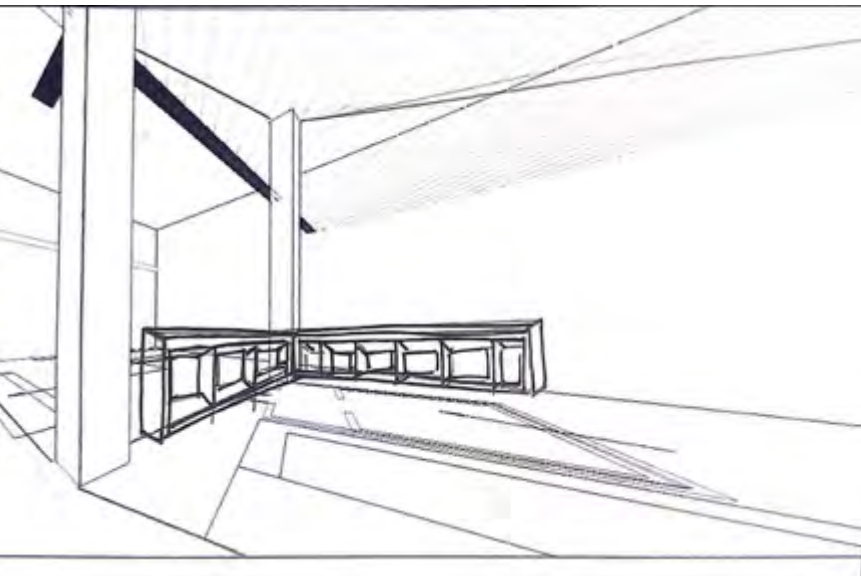
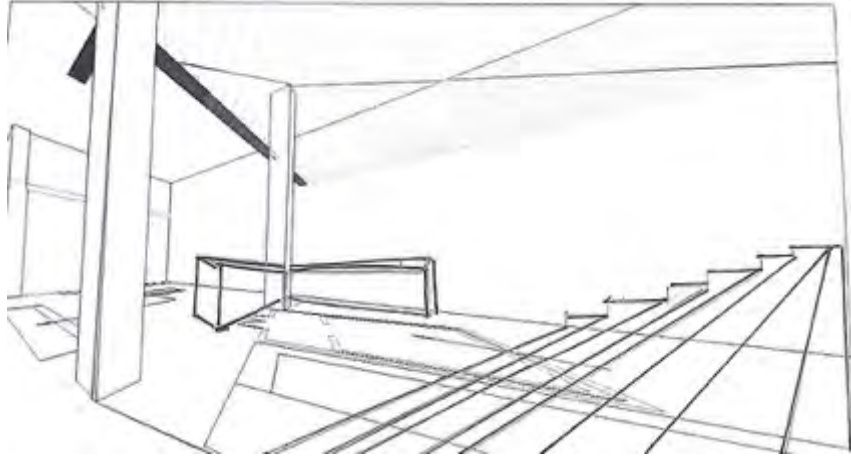
DESIGN SKETCHES



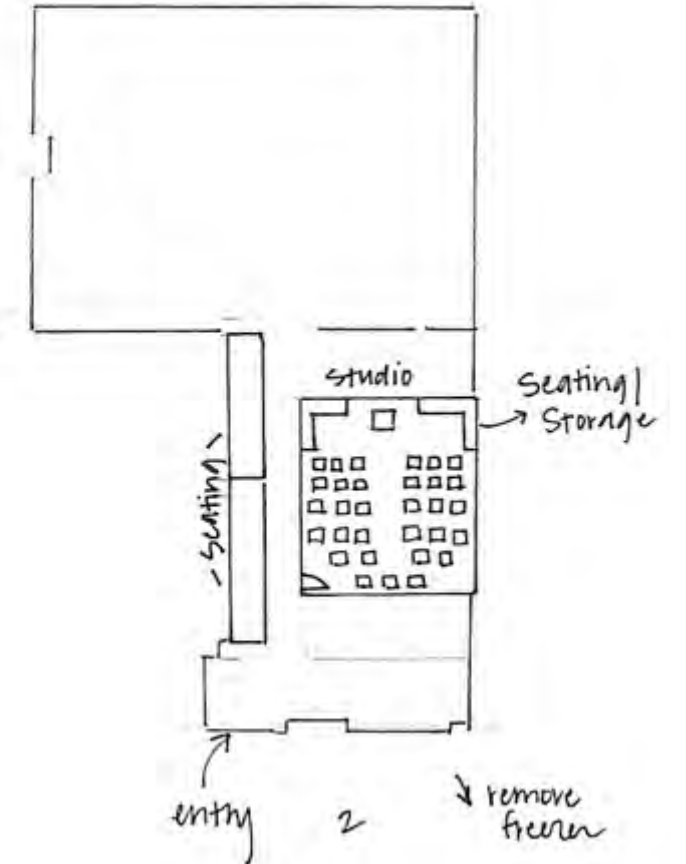
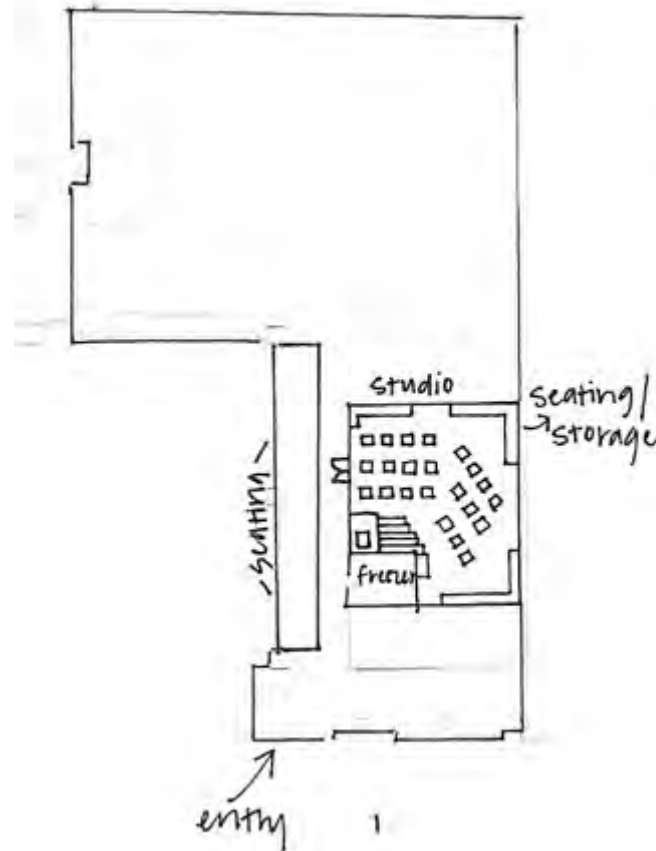
Incorporated mixed seating options such as soft banquette seating, lounge chairs, and bar height tables surrounded by biophilic wall elements

LOUNGE

DESIGN SKETCHES



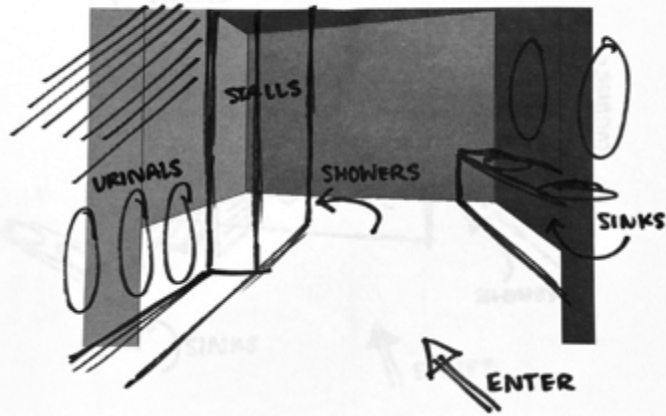
Cubbies that double as seating surrounding low, elevated spin platforms to increase instructor visibility with useable ground floor space also.



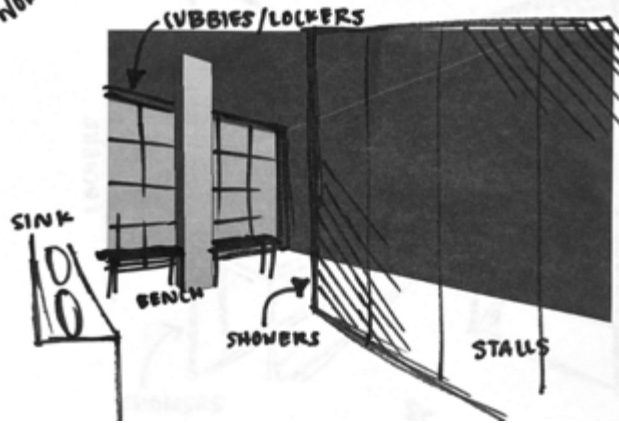
CYCLE STUDIO

DESIGN SKETCHES

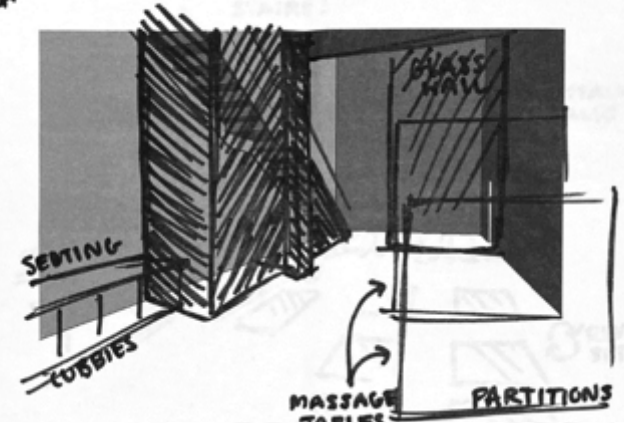
MENS #1



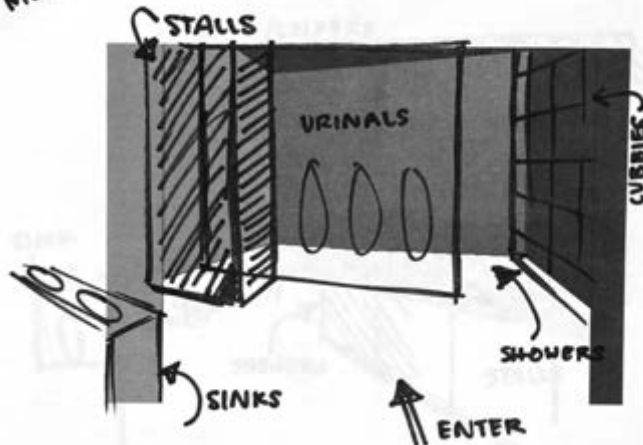
WOMENS #1



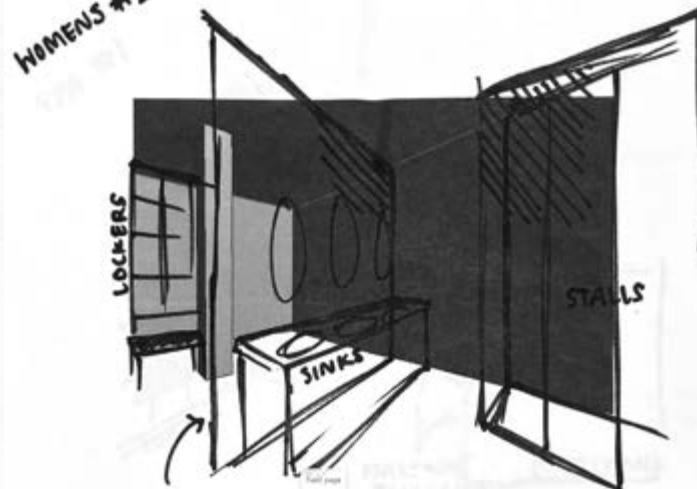
SPA #1



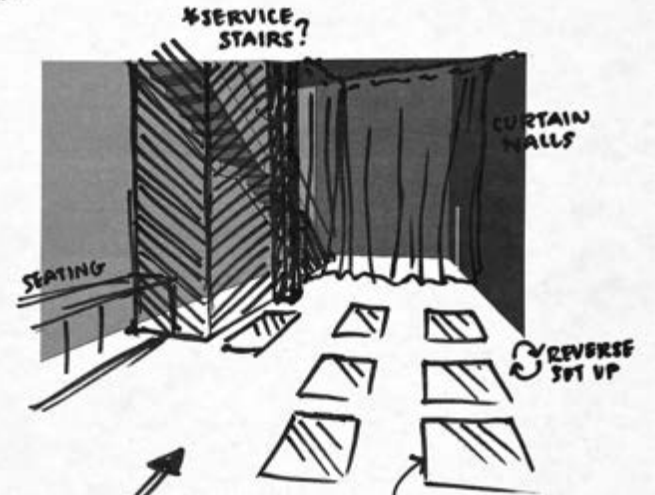
MENS #2



WOMENS #2

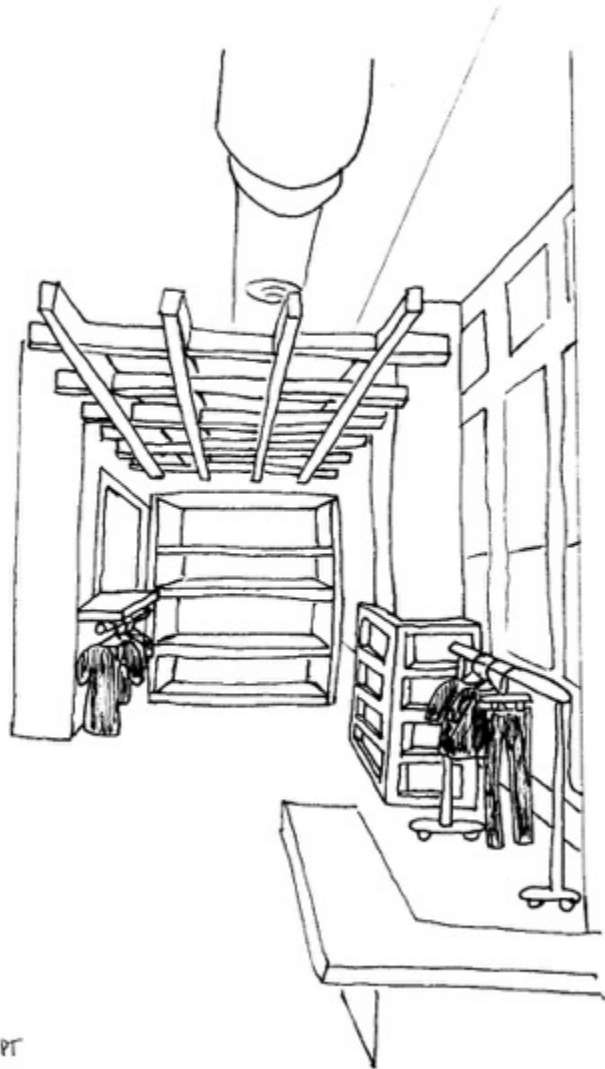


SPA #2

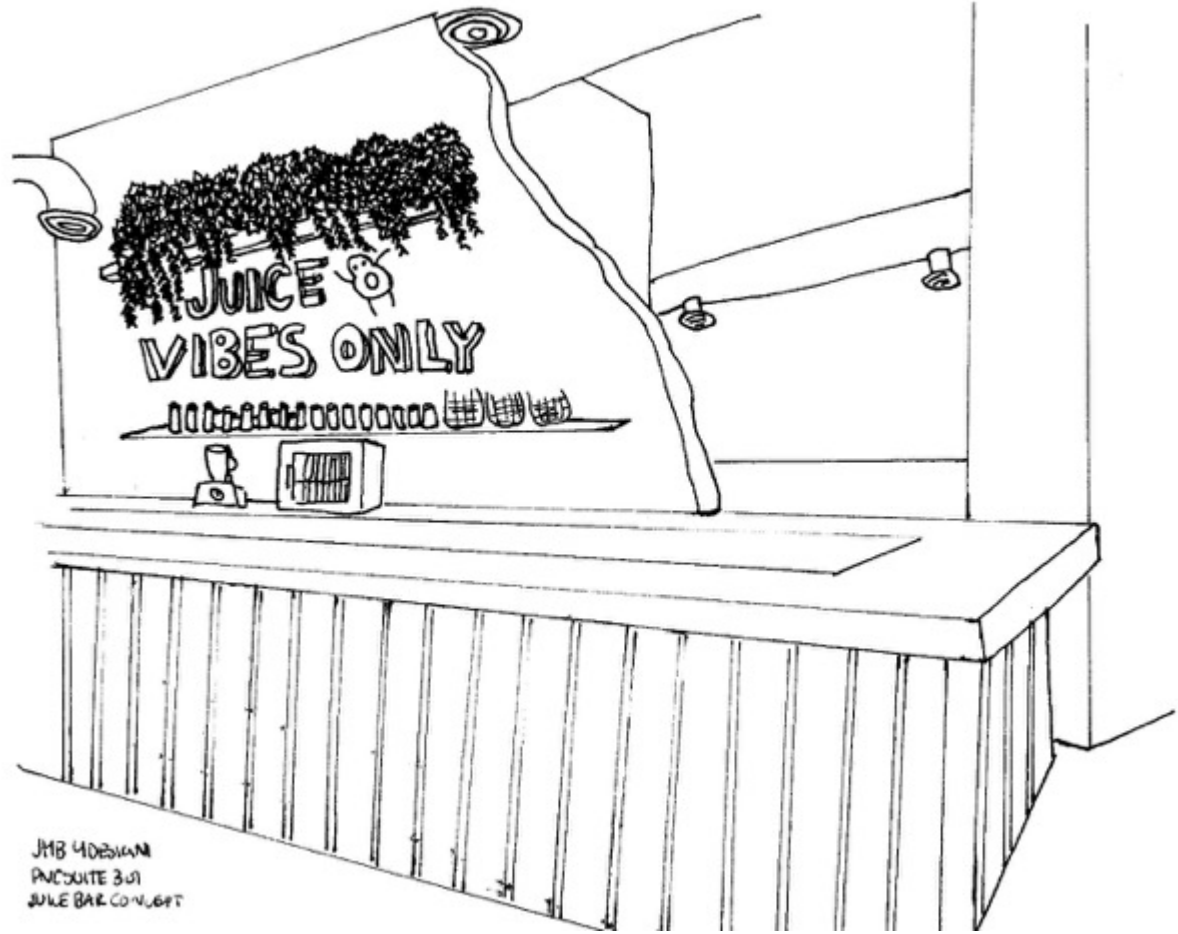


BATHROOM/LOCKER ROOM

DESIGN SKETCHES



JMB 4DESIGN
DIX, SUITE 301
RETAIL SPACE CONCEPT



JMB 4DESIGN
PARCOURSITE 301
JUICE BAR CONCEPT

RETAIL AREA

FINISH & FURNITURE SELECTION

Two separate scheme options were decided upon for the entire space, with two examples shown for each specific room. Material, studio use, and sustainability were taken into consideration while creating each finish palette.

The Neutral scheme focuses on earth-inspired colors and materials such as bamboo wood and linens to promote a sense of calmness, and natural energy. This scheme emphasizes the “wellness” factor of the fitness hall.

The Neon scheme is more monochromatic, focusing on dark colors with an occasional metal and neon accent. This scheme promotes the intensity of the workout space, encouraging fun, interactive exercising to make the users feel motivated and want to participate in the space.

FURNITURE & FINISHES

LOUNGE/RETAIL

NEUTRAL



NEON



LED ceiling lights following main circulation flow, banquette seating

WELLNESS ROOM

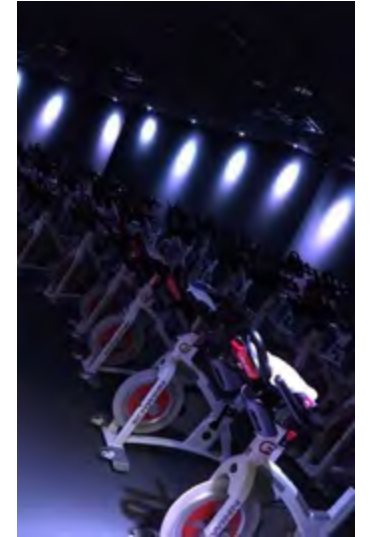
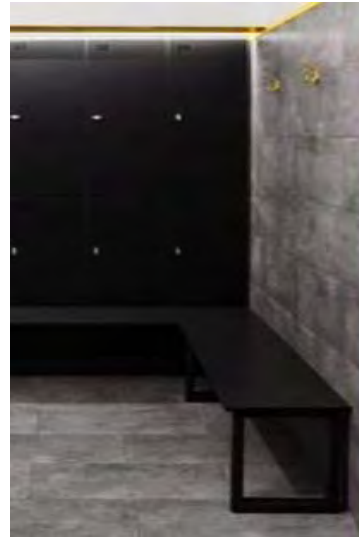
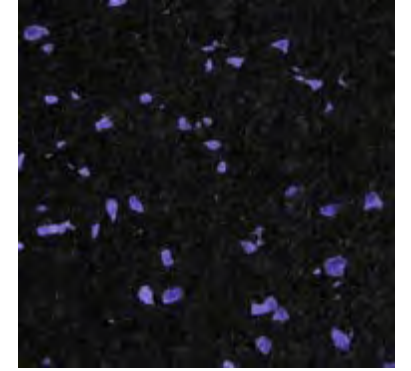
FURNITURE & FINISHES



Soft, direct lighting incorporated with task lighting, lighting colors, greenery, and breathable cotton fabrics.



Darker, intense colors with soft LED accent lighting, neon ceiling detail, and cotton fabric



NEUTRAL

NEON

AERIAL SPORTS/ YOGA STUDIO

FURNITURE & FINISHES

NEUTRAL



NEON

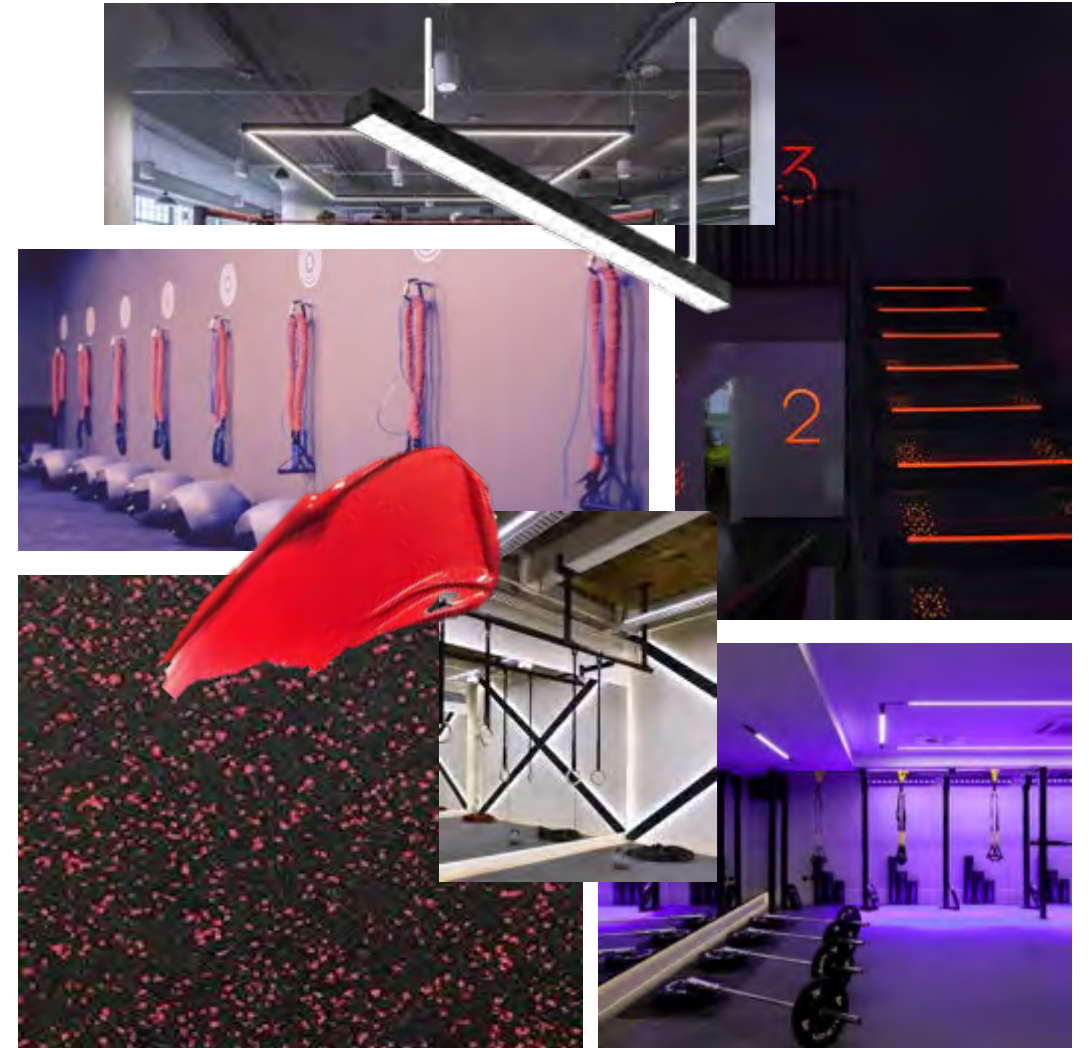


MEZZANINE STUDIO

FURNITURE & FINISHES



NEUTRAL

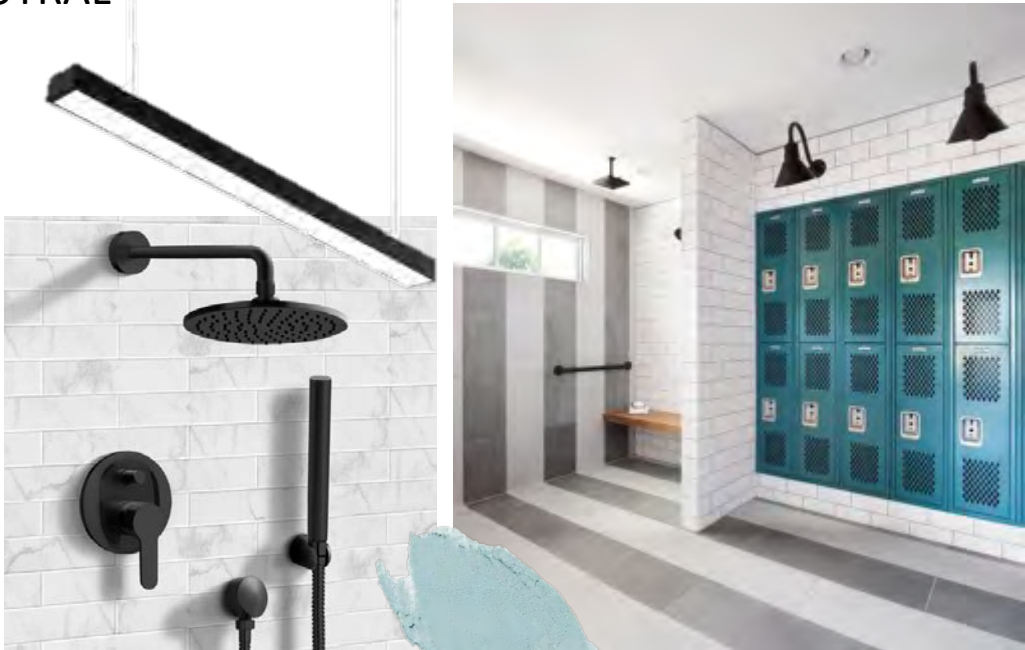


NEON

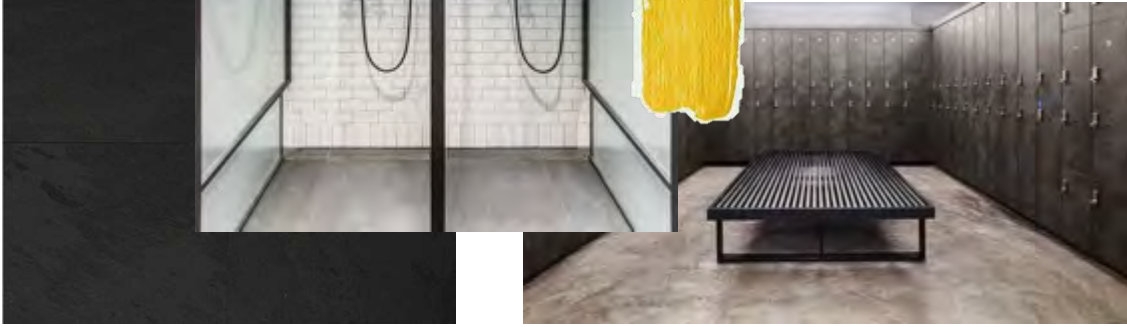
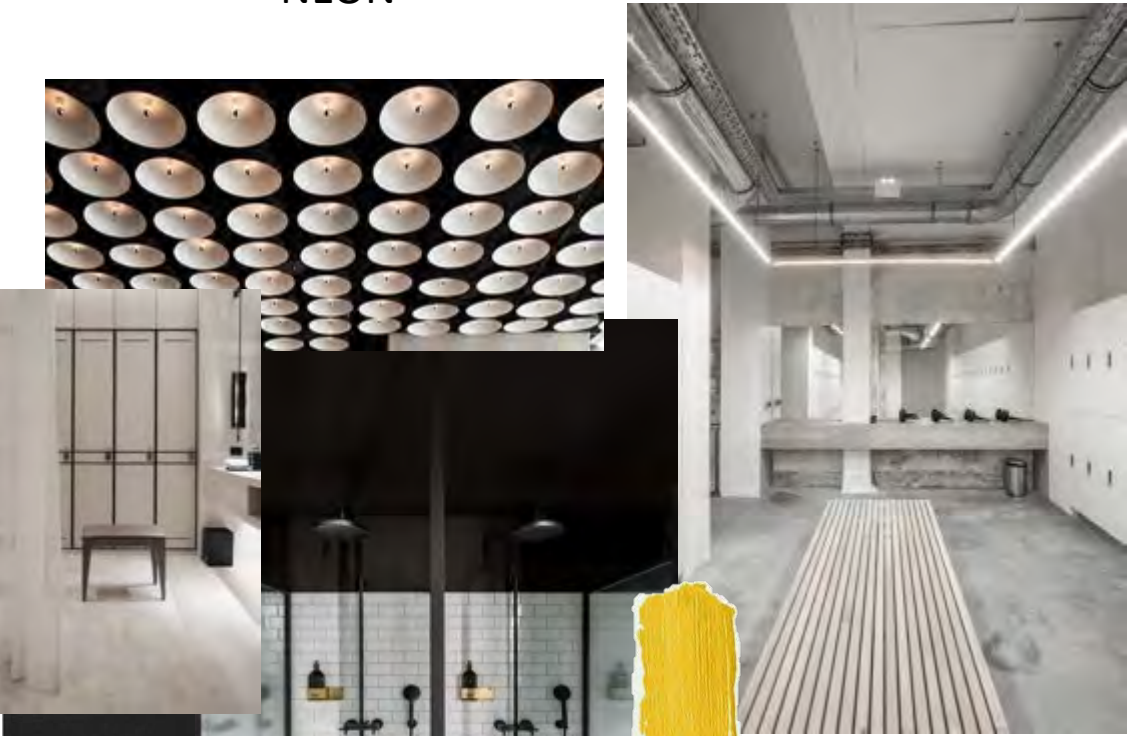
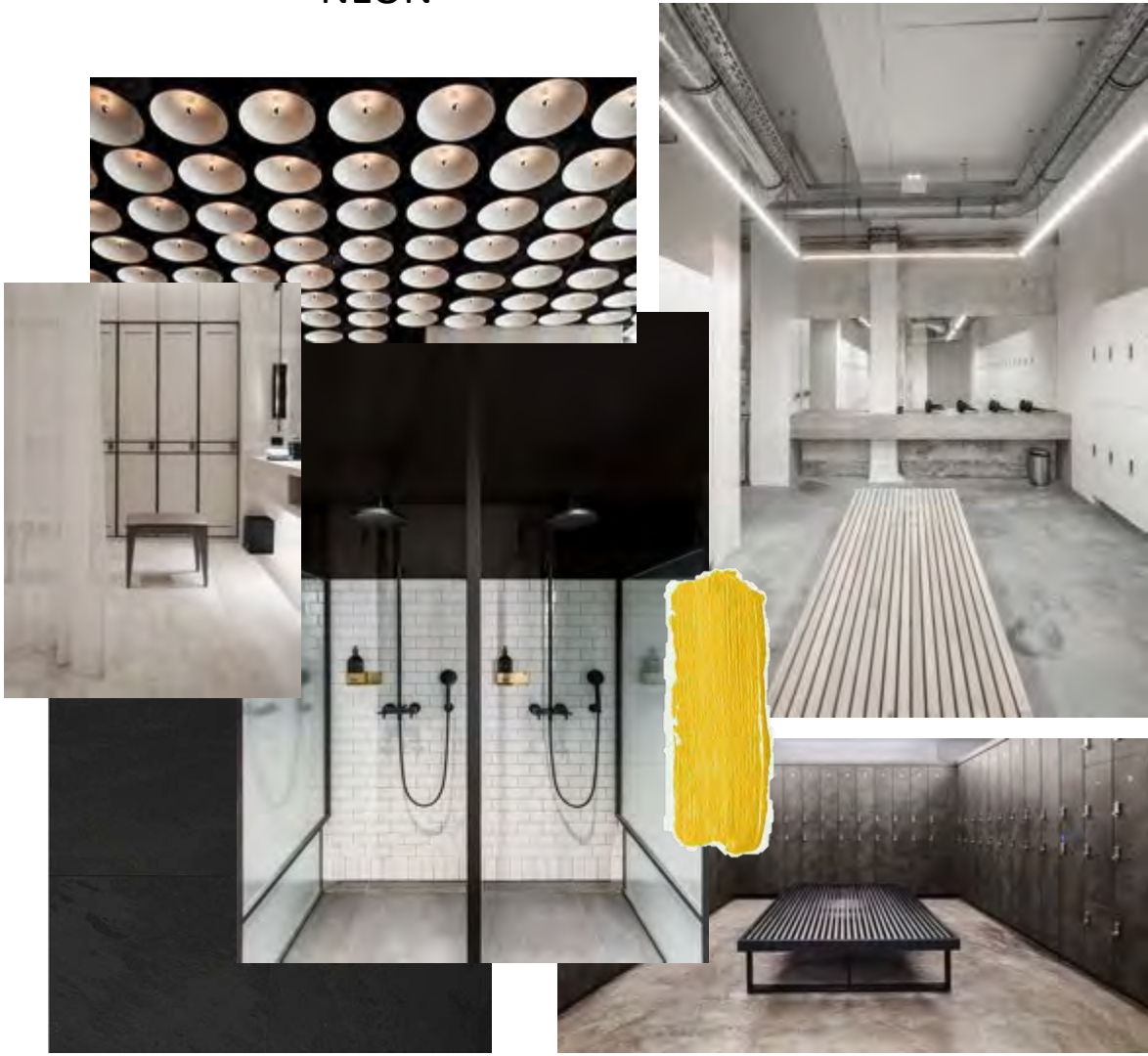
FURNITURE & FINISHES

BATHROOM/LOCKER ROOM

NEUTRAL



NEON



REFINED CONCEPT

Consisting of more than just workout studios, Fayetteville St. Fitness Hall will house a full-menu similar to Clean Eatz, in which customers can pre-place a variety of meal orders from items made in-house and have the quantity they desire ready for pick-up at a time they request. Along with a full-meal menu will be a smoothie & protein bar as well as a merchandise corner where members can buy workout gear seen in their classes along with exercise attire. Having only one specialty exercise studio near-by, 4Design feels Fayetteville St. will find success in this boutique style, multi-studio wellness space that caters to many different exercise and wellness needs, ranging from aerial yoga to spin classes and even facials and massages.