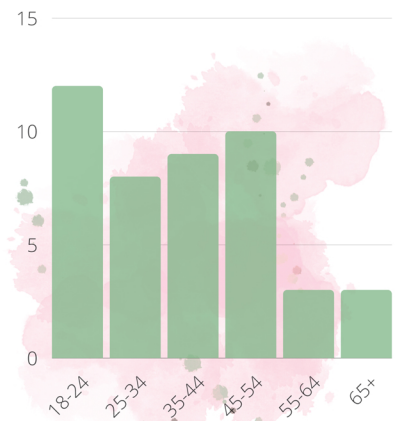


KEY RESEARCH FINDINGS



Q9. What would be helpful in a mental wellness space, that develops your confidence to exercise?

private spaces
 trained staff
 smaller zones
 wellness education
 support
 calm spaces
 meditation
 awareness in gyms
 gyms with guidance
 gp offer discount



More than
1 IN 4
 would prefer to have an injection, than visit a gym.

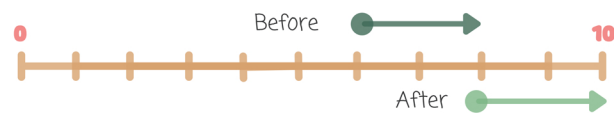
REDEFINING THE BARRIERS

Gym / Exercise fear is prominent in the UK.

Mental health is preventing people from exercising.

There are high obesity and depression cases in the UK.

I did a survey which covered a wide age range.



After a small 30 minute exercise session, All participants had an improved mood.



DESIGN BRIEF

To create a social innovation in health and wellness. It will tackle gym fear with therapy, nature, education and modern technology. To transition from a sedentary to an active gym lifestyle with confidence-building activities.

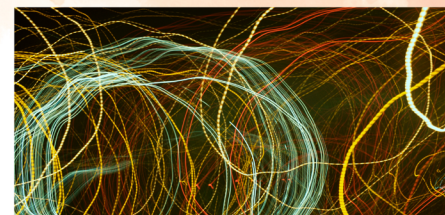
The focus will be on the mental health side of exercise and the barriers it causes, more specifically in a gym environment.

CONCEPT

The process of exposing the patient slowly and methodically to more and more raw aspects of those experiences.



GRADUATED EXPOSURE



The Users

Struggler



Ryan, 18

Loves video games

Struggles to socialise

A homebody

Succeeder



Shelly, 24

Has a plant obsession

Has little spare time

A workaholic

Reformer

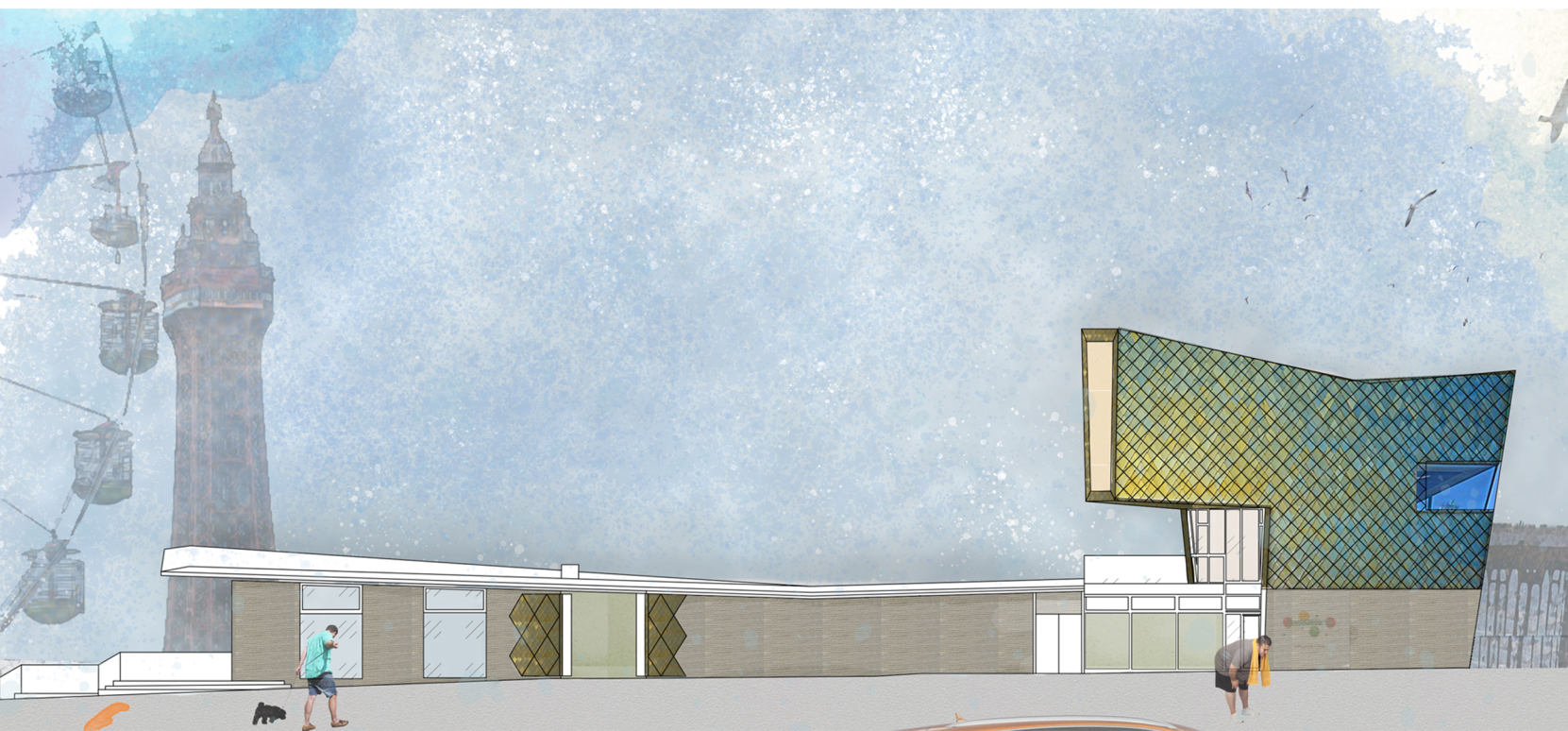


Daniel, 39

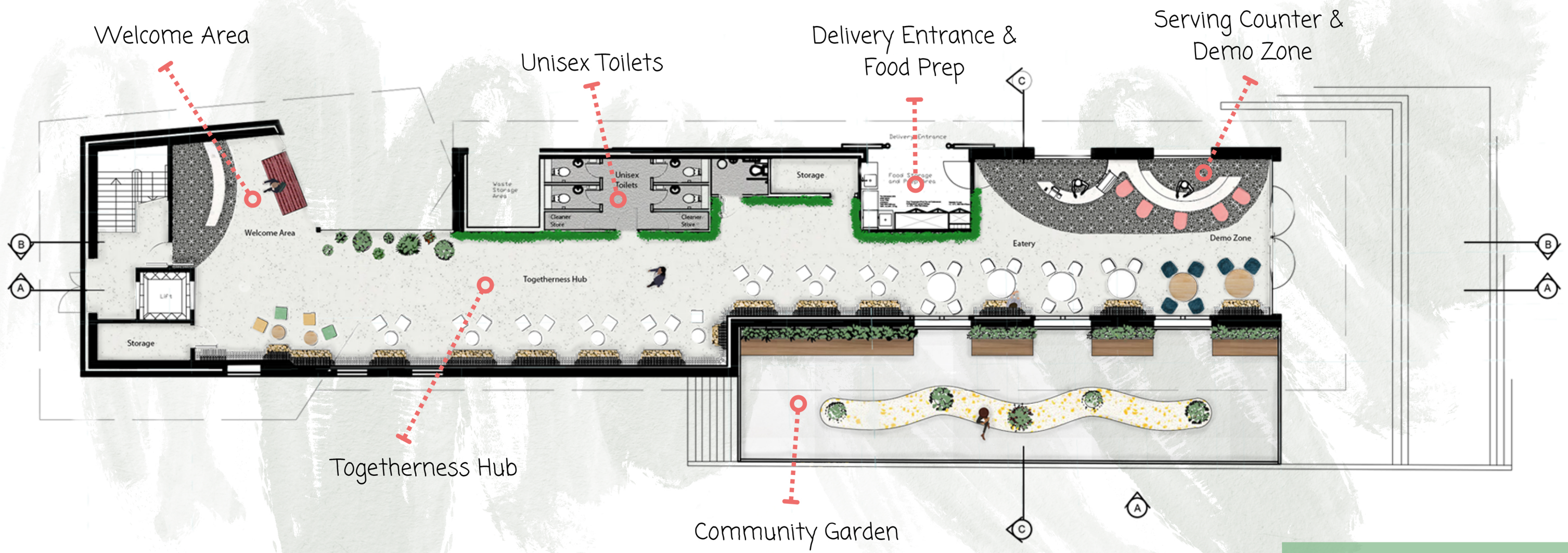
Enjoys having treats

Has no self-care

Sedentary



BLACKPOOL



GROUND FLOOR

Floor Finishes



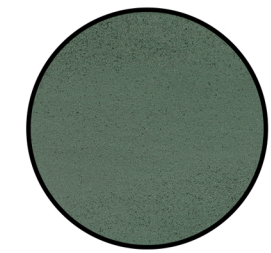
Vinyl



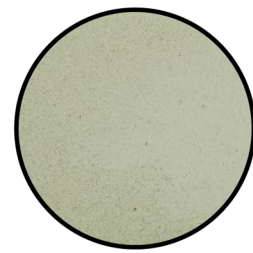
Porcelain Tile



Summer Artificial Plant Wall

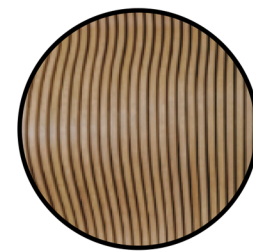


Dark Green Clay



Light Green Clay

Built-In Seating



Plywood



Squishy Sticks

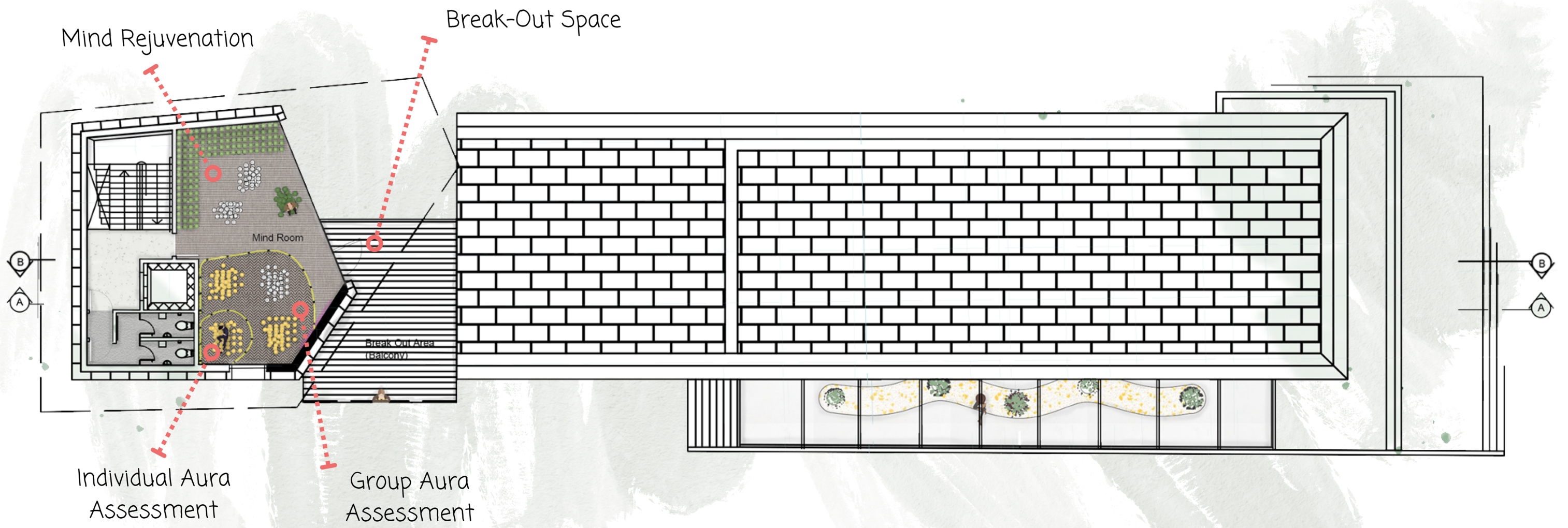
Lighting



Vegetation Pendant

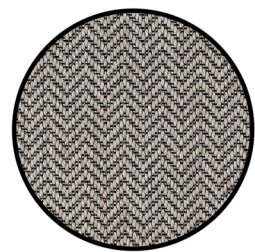


Moon Pendant

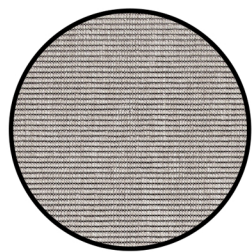


FIRST FLOOR

Floor Finishes



Herringbone Carpet



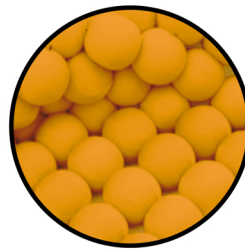
Striped Carpet

Wall Finishes

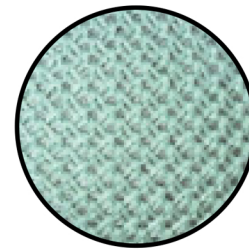


Nude Clay

Furnishings

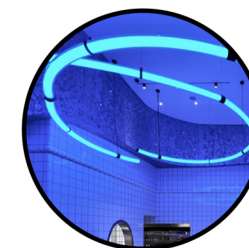


Foam Balls



Acoustic Curtains

Lighting



Tube LED



Aura



LED Lettering

Built-In Seating
For Consultations

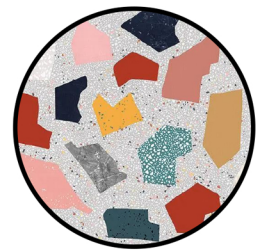
Play Room Circuit



Staff Room

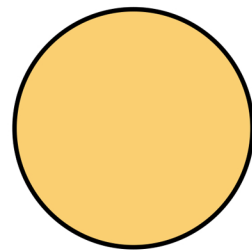
SECOND FLOOR

Floor Finish



Custom Pattern Vinyl

Wall Finishes



Honey Yellow Paint



Blackboard Paint

Furnishings

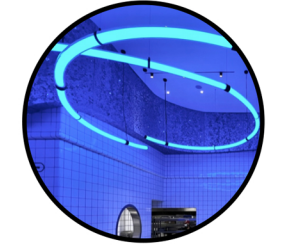


Upholstery Fabric

Lighting



Moon Pendant



Tube LED Lighting