

EMPOWER



Aiming to increase exercise participation for women, Empower focuses on bringing a sense of belonging into women's physical activity within Newcastle with its 3 main focal points: participation, learning, and social. Located in the city centre of Newcastle, exercise participation is a challenge for this city, meaning Empower will thrive and create great future possibilities for this area.

The brand addresses issues surrounding women's exercise participation and focuses on the engagement within a smaller community. With "over 700,000 more inactive women than men in England" (Sport England), Empower aims combat this number and create a haven for women to take part in activities whilst also forming lifelong bonds with peers - it is a place women look forward to visiting rather than dread. The business has been founded on an in-depth analysis of women's sport which has been implemented in a strategical design scheme to highlight the importance of physical activity within everyday life.

The target audience includes women of all ages, however focuses on mothers, aiming to break down the barriers they face when trying to exercise postpartum e.g. childcare, body issues and knowledge. This ensures the gym facility is accessible to the mothers within the community, unlike surrounding gyms.



CONCEPT MODEL

The concept of movement allows for the interior to connect with its intended use. The design flows from one space to another, emulating exercise movements. Through this concept, Empower's design will inspire its customers to be dynamic.

By using natural materials, the design will complement the concept, and matching this with circular designs, such as curved walls, will create an aesthetic space, inspired by the concept model.



EMPOWER DESIGN GUIDE

THE EMPOWER EXPERIENCE



1. BOOK CLASS/GYM ON APP



2. ENTER INTERIOR WITH A WARM WELCOME



3. HAVE A CONSULTATION WITH STAFF IF NEEDED/BOOKED



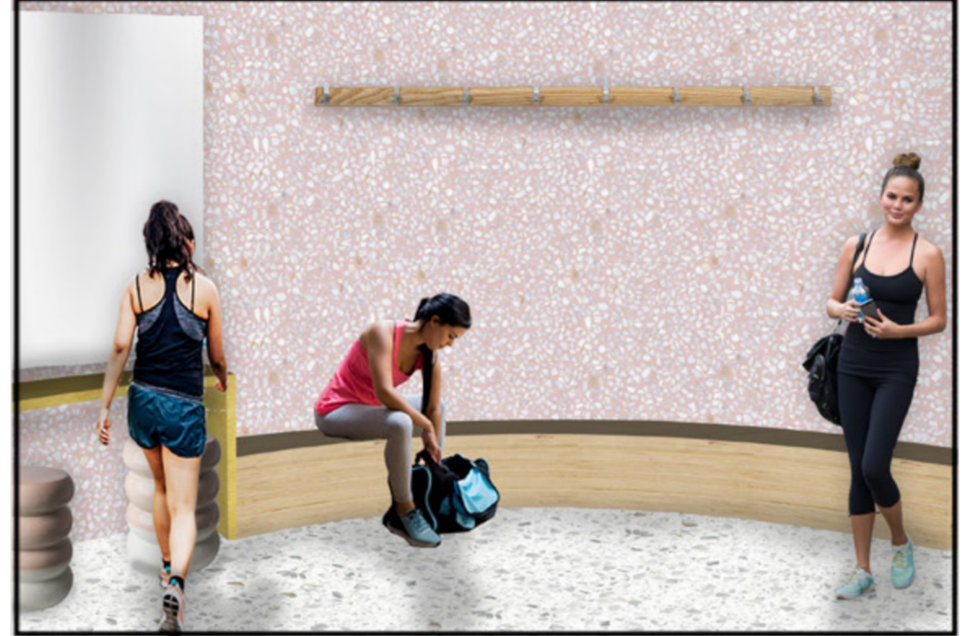
BASEMENT GYM SPACE



4. SIT AND WAIT FOR WORKOUT FRIEND



5. DROP CHILD OFF AT CRECHE



6. GET CHANGED



FIRST FLOOR ACTIVITY AREA



7. WORKOUT



8. SHOWER



9. GRAB A POST WORKOUT DRINK



THE ENTRANCE

The Empower experience is all about combatting that societal battle between women and sports. The brand philosophy surrounds the facility being a 'quick hit' meaning it is easy for a user to get in, get changed, work out and then cool off, as the main clientele for Empower are busy mothers/women who need to fit it into their schedules. The story board conveys the Empower experience and pulls together the brand story highlighting what women should expect when they become a member in a room by room diagram.

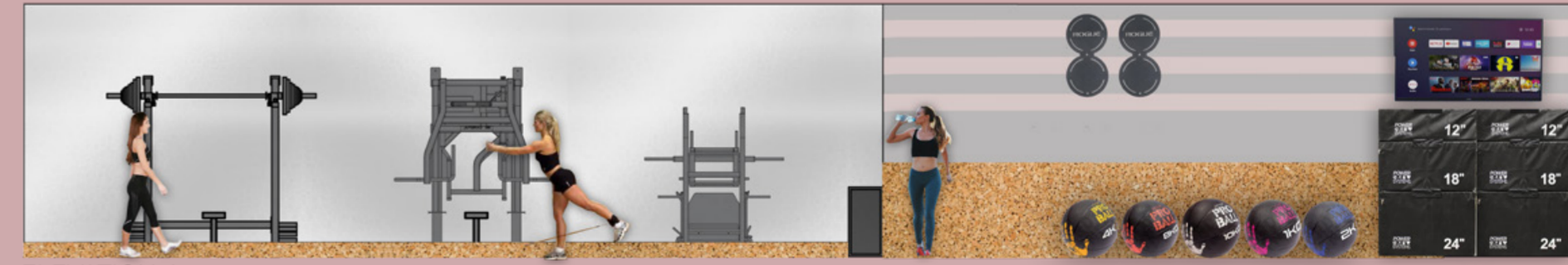
Empower has created unique selling points within its interior rooms such as a creche and consultation room, spaces that are normally missing from regular gyms but much needed. The creche provides rest-bite for postpartum mothers, who wish to gain fitness after giving birth as research undertaken throughout development highlighted how childcare was one of the main barriers that stopped postpartum mothers going back to the gym after giving birth. Building on this research of the barriers postpartum mothers face when trying to exercise, lack of knowledge noted as a barrier, therefore creating a consultation room where mothers (or any customer) could privately discuss their issues or knowledge gaps with trained staff allows Empower users to feel less intimidated by what they don't know and more empowered by what they do and learn.



BASEMENT GYM AREA

THE EMPOWER GYM

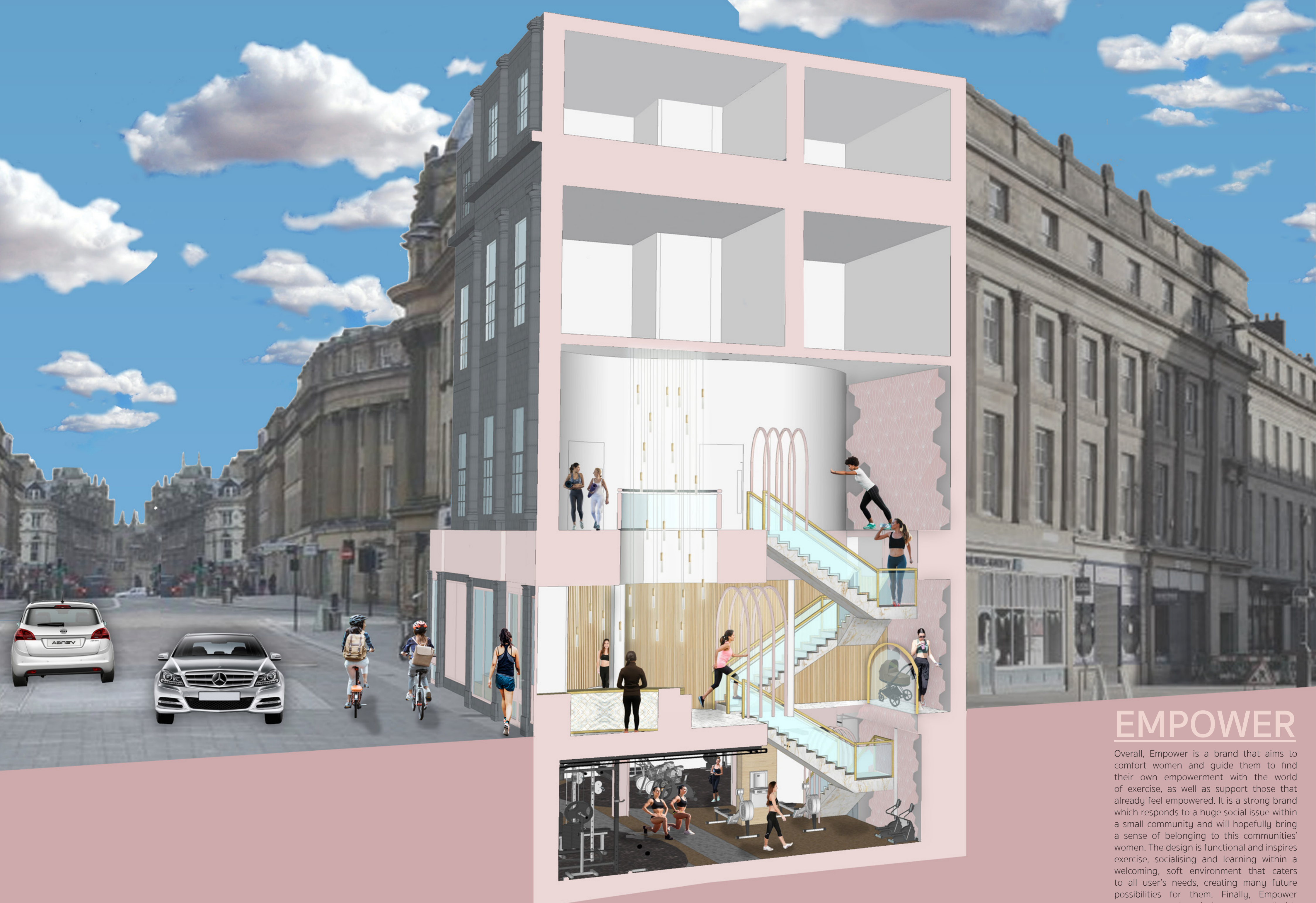
The basement provides a functional gym area. A more relaxed gym setting where women can undertake structured classes or independent exercise. This floor offers traditional equipment such as a free weights, treadmills and cross-trainers but also more modern equipment such as weight stations and a sprint track, meaning there is something for everyone. Natural materials and a calming colour palette allow for an inviting environment rather than a daunting one, which aims to reduce that gym intimidation.



ELEVATION A



ELEVATION B



EMPOWER

Overall, Empower is a brand that aims to comfort women and guide them to find their own empowerment with the world of exercise, as well as support those that already feel empowered. It is a strong brand which responds to a huge social issue within a small community and will hopefully bring a sense of belonging to this communities' women. The design is functional and inspires exercise, socialising and learning within a welcoming, soft environment that caters to all user's needs, creating many future possibilities for them. Finally, Empower encourages and reminds users that all girls can!

SECTIONAL PERSPECTIVE