



**STICK TO IT.**

**THE NIKE SENIORS HUB  
SWIMMING AGAINST THE CURRENT**

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## THE NIKE SENIORS HUB

### SWIMMING AGAINST THE CURRENT

Inspired by Captain Sir Tom Moore, the Nike Seniors Hub reimagines what it means to age in the 21st century.

The Hub is centred around the metaphor of a motorway - utilising 'slow' and 'fast' lanes as means of catering for varied physical abilities. A 'hard shoulder' is apparent throughout the Hub enabling customers to rest.

Within the Nike Seniolympic Hub, customers are encouraged to swim, see and socialise at their own pace.

The site is the German Gymnasium, Kings Cross, London, adjacent to an existing Nike outlet. This location is ideal for a brand wishing to make an impact on seniors across the UK because of the well-connected train and coach stations within easy walking distance.

The German Gymnasium in its original design and function was a victim of the First World War and anti-German sentiment. Bringing a sports focus back into this impressive site is an act of peace and a means of combatting a more modern prejudice, ageism.

The pandemic has driven more retail sales online and if brands are to bring the audience back to brick and mortar retail sites, they must offer greater engagement with more targeting.

If a mainstream brand like Nike were to successfully trial a seniors store which changed our perceptions of older adults, they could be celebrated as pivotal in the movement towards a more inclusive society and interior design would be more widely recognised for its ability to alter human behaviour.

**70% OF DISPOSABLE INCOME** IS CONTROLLED BY THE OVER 65s

**50% OF THOSE BORN TODAY** WILL LIVE TO **103**

**90% OF MARKETING EXPENDITURE** IS TARGETED AT THE AGE GROUP **UNDER 50**

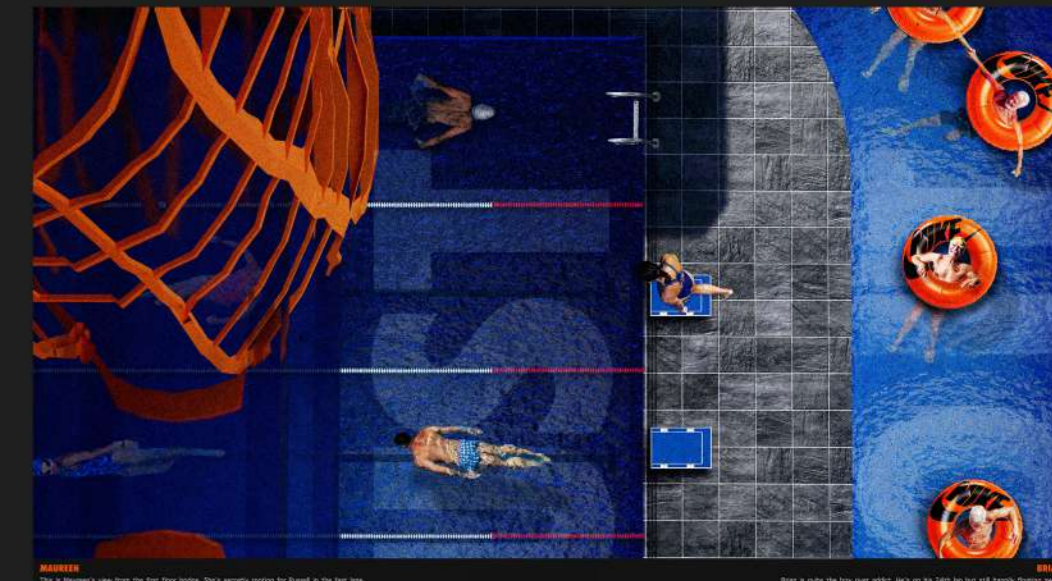
BY **AGE 75**, ABOUT 1 IN 3 MEN AND 1 IN 2 WOMEN DON'T GET **ANY** PHYSICAL ACTIVITY

THE OVER 70s MARKET SECTOR IS PREDICTED TO GROW BY **81%** BY **2030**

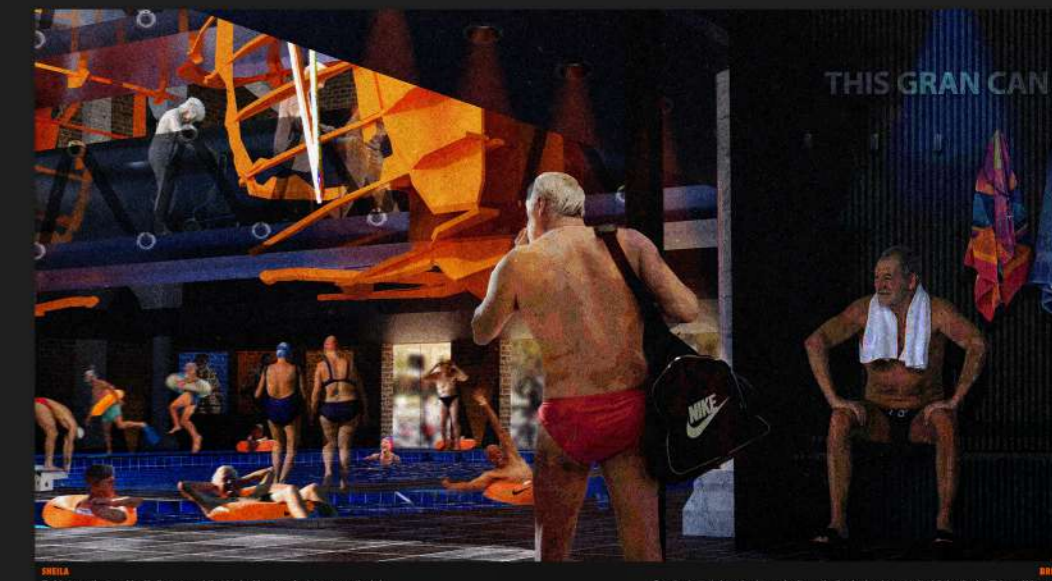


**HELEN & PAT**  
Helen and Pat prefer to stay dry so have been watching from the mezzanine floor. Here, they appreciate the slower pace of life.

**EVELYN**  
Evelyn's been training hard for the Senior Olympics. Swimming in the fast lane pool means noone gets in her way!



**HELEN & PAT**  
This is Helen's view from the first floor bridge. She's currently waiting for Pat in the fast lane.  
**EVELYN**  
Evelyn's quite the fast swimmer. She's on the 200m lap but still needs training time.



**HELEN & PAT**  
Pat's been having the time of his life floating around the 'slow lane' help zone. A helping hand to the day!  
**EVELYN**  
Evelyn has just got changed and is now heading to the 'fast lane' pool to get in the blue, bright, fast lane. Her 100m would be great!



**HELEN & PAT**  
Helen and Pat are enjoying the view of the pool from the mezzanine floor. They're also taking a little break from the pool.  
**EVELYN**  
Evelyn has just got up to the first floor bridge. She's also taking a little break from the pool.

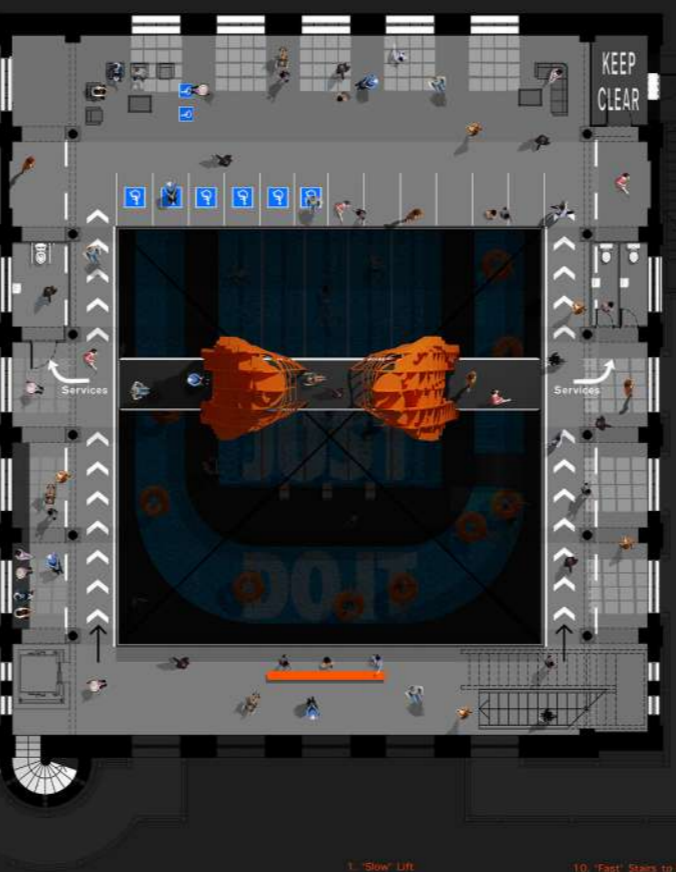
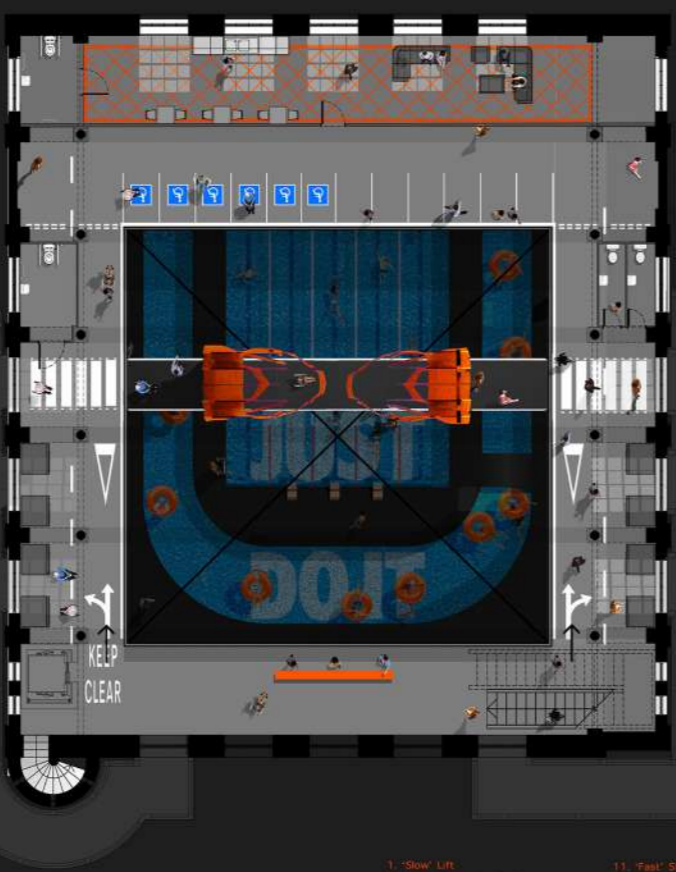
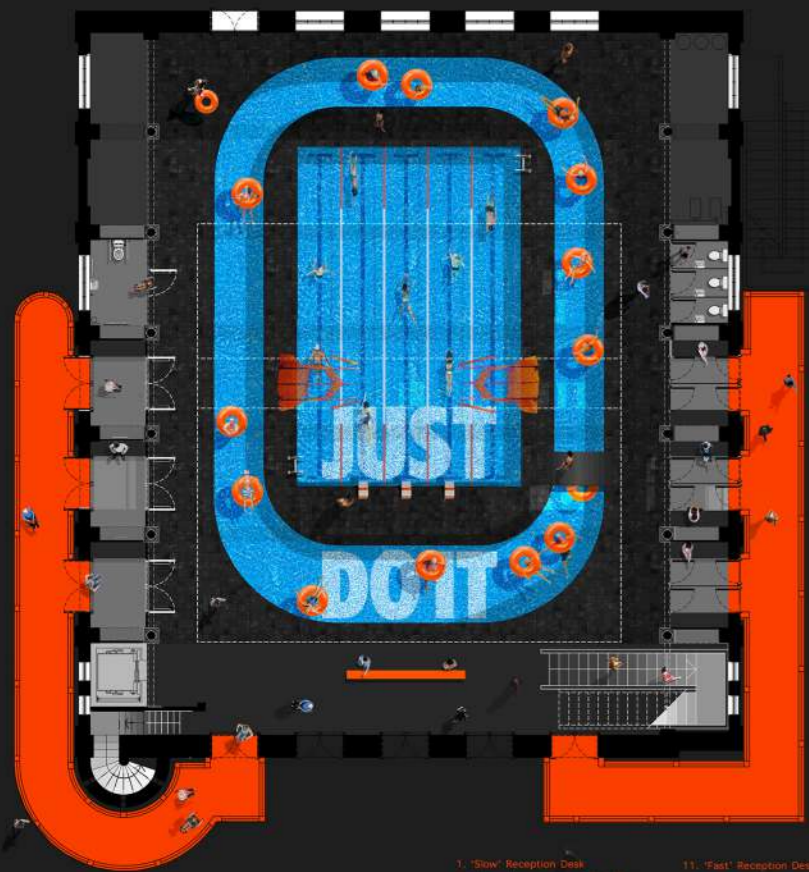


THIS GRAN CAN



**SHEILA**  
Sheila's having the time of her life floating around the 'slow lane' lazy river. A relaxing start to the day!

**BRUCE**  
Bruce has just got changed and is now heading to the 'fast lane' pool to get in his daily lengths. Joe Wicks would be proud...



**GROUND FLOOR PLAN**

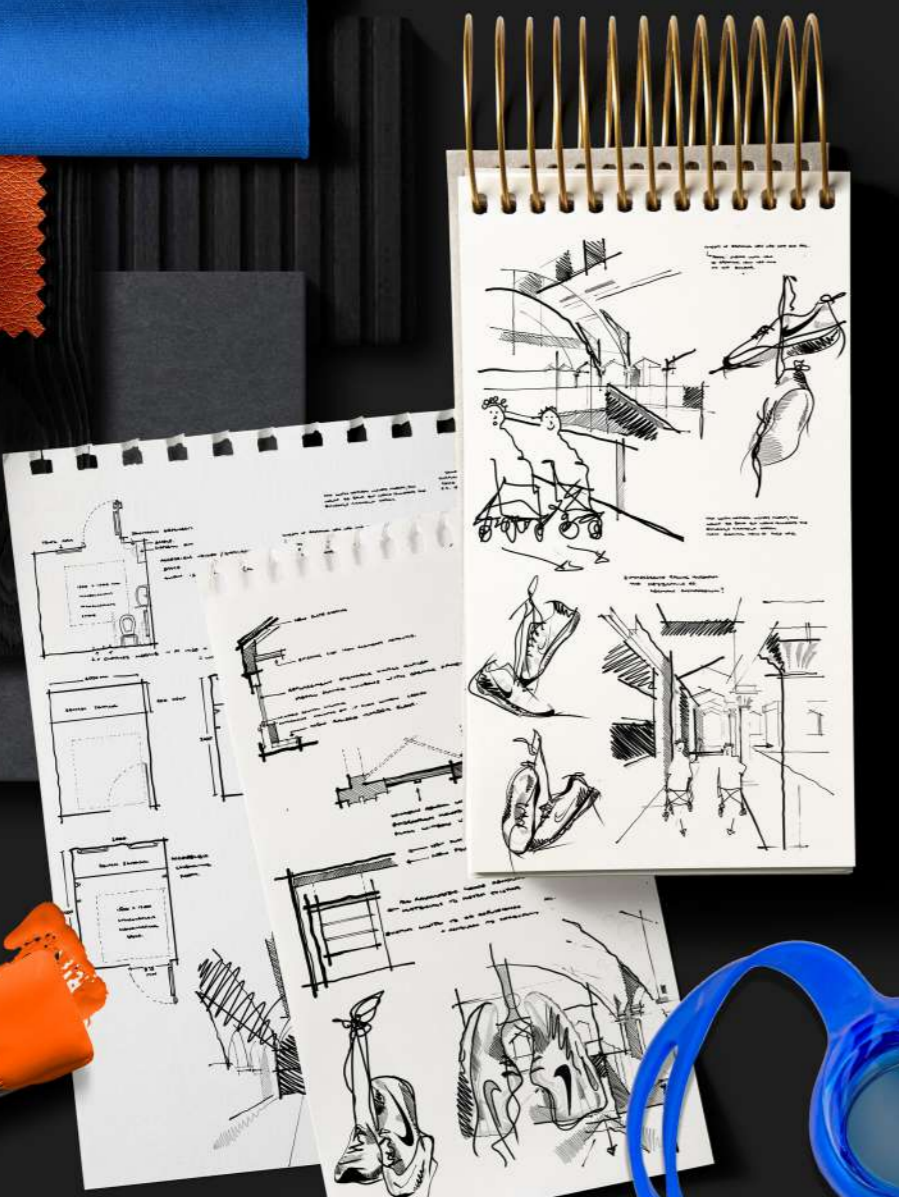
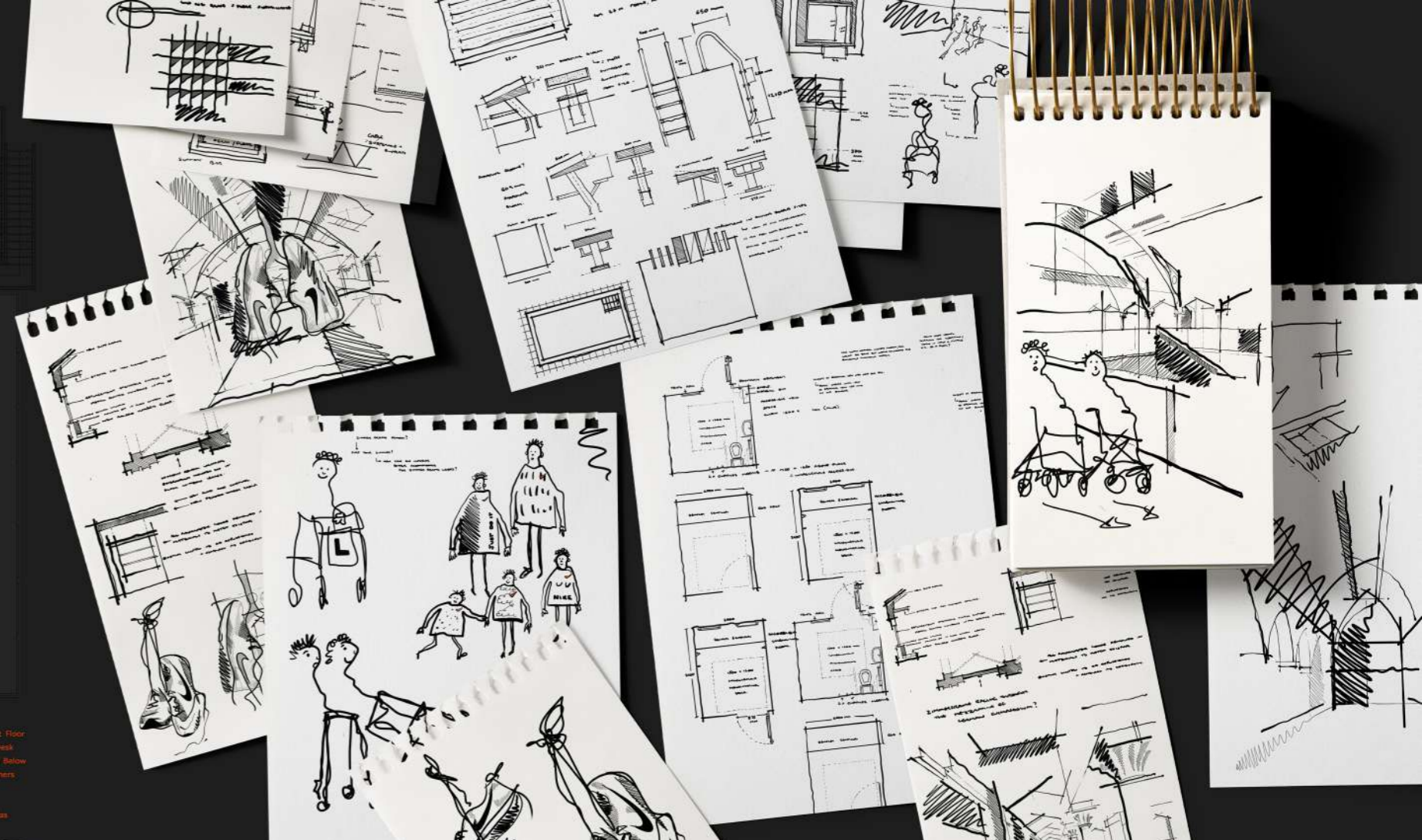
- 1. "Slow" Reception Desk
- 2. Lift to Mezzanine and First Floor
- 3. Walkway to "Slow" Changing Rooms
- 4. Accessible "Slow" Changing Rooms
- 5. Accessible "Slow" WC
- 6. Lockers
- 7. First Store
- 8. "Slow" Lazy River
- 9. Fire Escape
- 10. Landed Original Stairs
- 11. "Fast" Reception Desk
- 12. Stairs to Mezzanine and First Floor
- 13. Walkway to "Fast" Changing Rooms
- 14. "Fast" Changing Rooms
- 15. "Fast" WC
- 16. First Room
- 17. Bridge to Swimming Pool
- 18. "Fast" Lane Swimming Pool
- 19. Pool Staffing Blocks
- 20. Pool Ladder

**MEZZANINE FLOOR PLAN**

- 1. "Slow" Lift
- 2. "Slow" Information Desk
- 3. "Slow" Vending Machines
- 4. Bridge through Trainers
- 5. "Slow" Accessible WC
- 6. Accessible Parking/ Viewing Bays
- 7. Staff Accessible Toilets
- 8. Staff Room Kitchenette
- 9. Staff Room Lounge
- 10. Floor Graphic - "No Walking"
- 11. "Fast" Stairs to First Floor
- 12. "Fast" Information Desk
- 13. "Fast" Vending Machines
- 14. Bridge through Trainers
- 15. "Fast" WC
- 16. Viewing Bays
- 17. "Fast" - View of Pool Below
- 18. Fire Escape Stairs

**FIRST FLOOR PLAN**

- 1. "Slow" Lift
- 2. "Slow" Information Desk
- 3. "Handshoulder" Bench Seating
- 4. Bridge through Trainers
- 5. "Slow" Accessible WC
- 6. Accessible Parking/ Viewing Bays
- 7. "Slow" Seating - Armchairs
- 8. "Slow" Wheelchair Seating
- 9. Fire Escape Stairs
- 10. "Fast" Stairs to First Floor
- 11. "Fast" Information Desk
- 12. "Fast" - View of Pool Below
- 13. Bridge through Trainers
- 14. "Fast" WC
- 15. Viewing Bay
- 16. "Fast" Seating - Sofas



PANTONE  
OMS 2382 C  
#008AD8



Escape lane ahead



Smile



