# CTRL, ALT, FIT. - "TYING TOGETHER FITNESS AND WELLBEING"

### AN INTERIOR DEDICATED TO THE FITNESS AND WELL-BEING OF SEDENTARY OFFICE WORKERS.

Fig I: The warm up/cardio zone (following the ties journey) to prepare for higher intensity workouts...

### BRIEF...

To create a space for

inactive and sedentary

office workers to gain an improved

sense of

fitness and wellbeing.

### QUESTION ....

Within an interior, how can we contribute to a blend of fitness and well-being in an increasingly sedentary population?

### WELLNESS LOADING ...

This interior project aligns with the interior futures category: promoting fitness and well-being for sedentary office workers through future thinking branded design.

In an increasingly static and technology reliant population, wellness is more important than ever. Over 60% of the UK workforce rely on computers daily! CTRL, ALT, FIT aims to quite frankly tie together fitness and well-being in order to shape the future for office workers to lead healthy lifestyles.

Enforcing group activity will build a stronger sense of community within the workplace and therefore happier employees. This also creates a sense of equality between the employee hierarchy.

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Having more satisfied employees will lead to an increase in productivity, benefiting both the company and worker. Intending to create a generational change within the office sector and set up better habits for future office employees.

• On average, office workers spend 4-9 hours sat at the desk daily. (this equates to 67 sedentary days a year)

THE ISSUE

• Over 2/3 (around 60%) of the UK are already overweight and/or obese...

• Prolonged sitting alongside a lack of physical exercise can increase chances of obesity!

• Potentially leading to preventable diseases and illnesses such as; cardio vascular disease and diabetes.

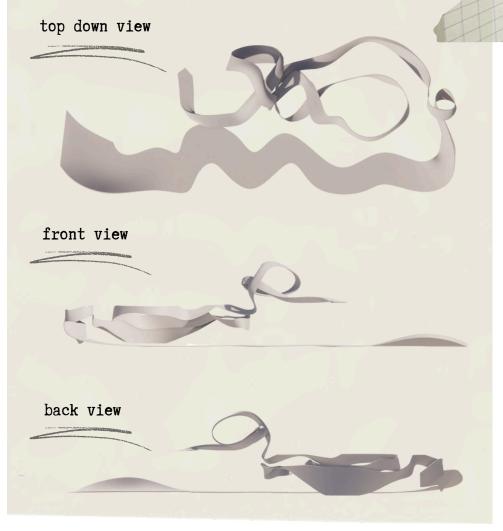


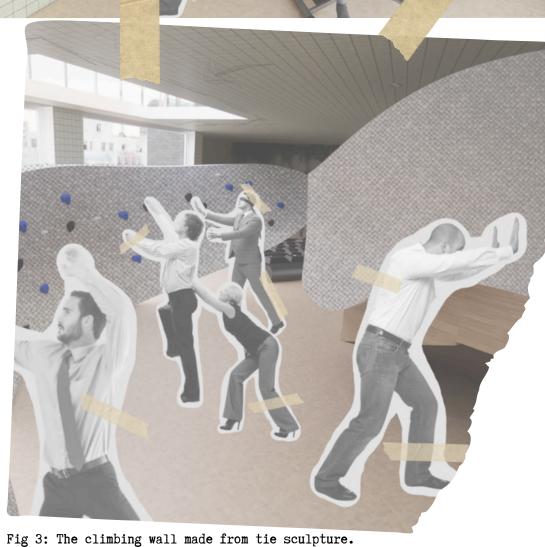
Fig 2: The strength training zone to promote muscle growth and strength...

00000 Strength training zo

## THE STRATEGY...

Using an office tie to quite literally 'tie' together fitness and well-being! This is a Rhino model that has been manipulated to flow through the space to create a journey for the user.









## WHAT IF YOU COULD RUN AWAY FROM YOUR BOSS?

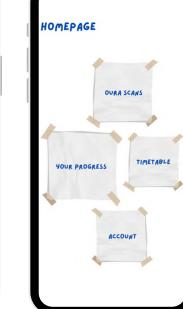
## THE BRAND

Oura and Gymshark are helping to tie together fitness and well-being...

## WHAT IS IT?

CTRL, ALT, FIT is aiming to reduce negative impacts of an office lifestyle by encouraging fitness and well-being. An app that keeps track of fitness and well-being progress. Oura Ring and Gymshark are the sponsors for CTRL, ALT, FIT: equipment and progress tracking.



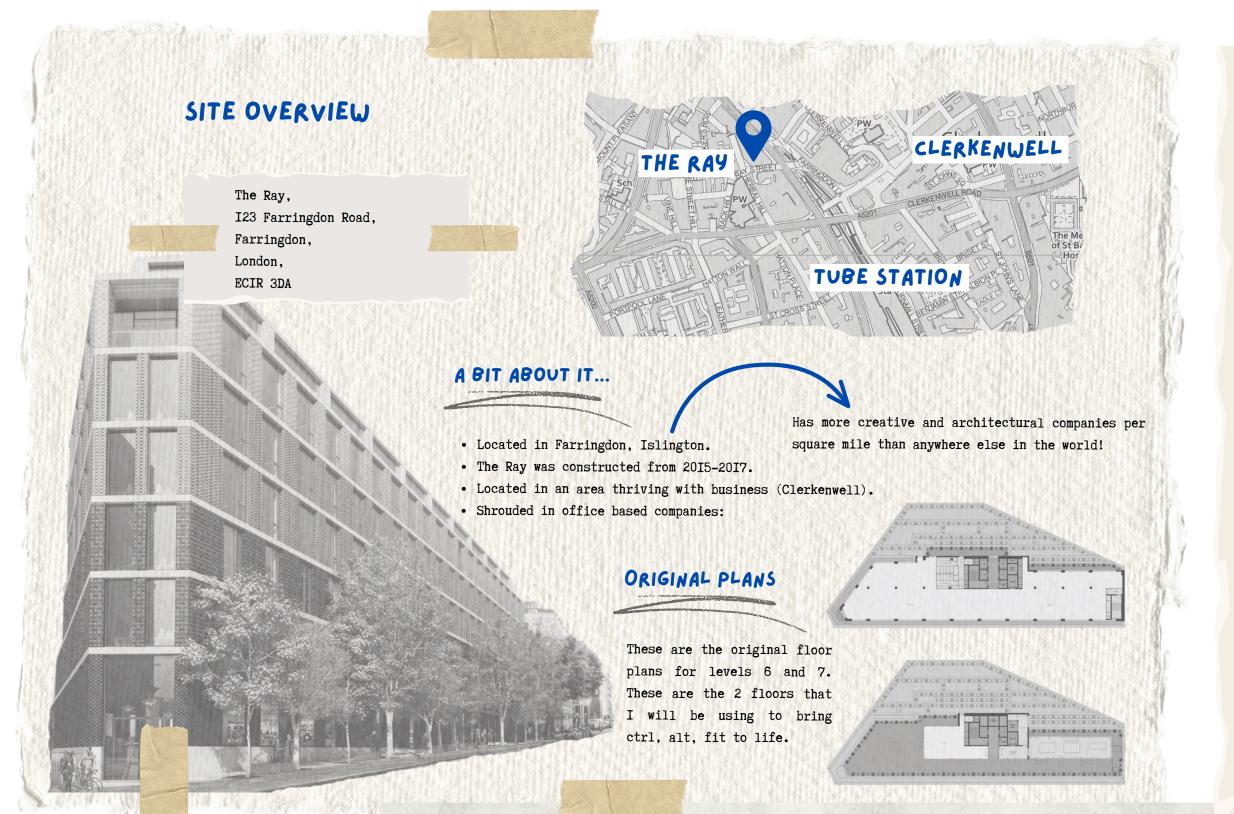


App icon...



WELCOME TO CTRL, ALT, FIT.

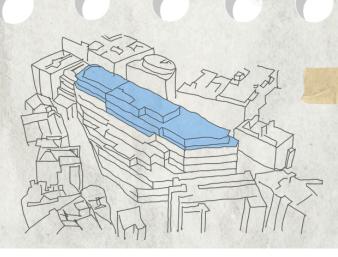
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## LEVEL CONTEXT ....

The top 2 floors in context to the rest of the building:

How it stands taller and has better views than the surrounding buildings.



### GARY@YAHOO.CO.UK AKA THE OLDIE THE LAZY SEDENTARY OFFICE WORKER ...



THE USER

### WANTS:

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he wants an excuse to step away from the stress and pressure once a week without feeling guilty.

something a bit different after the years of consistent office work.

### NEEDS:

after spending much of his adult life in the office, he has developed some back and neck pain.

he needs to resolve this in order to perform with his best ability at work.

### JOSH@GMAIL.COM AKA THE NEWBIE THE BUSY SEDENTARY OFFICE WORKER...

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wants to be able to feel better in himself and happier with his own body.

using the gym would be great, but isn't a big fan of how expensive it is when he barely has time to go.

### NEEDS:

needs to get more active whilst he's is still young.

in order to help offset preventable diseases from coming to light later down the line.

## SITE DIAGRAMS



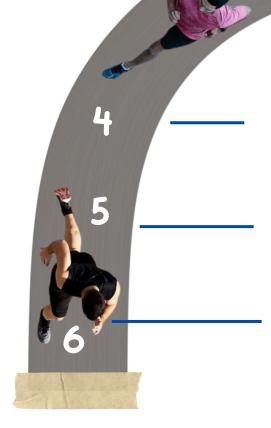
noise plan

I) worker takes lift up to 6th floor, greeted with the reception to sign in. Entering changing rooms and toilets to get ready for the activities.

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2) they enter the main area, greeted with an interactive screen, are able to login and scan Oura ring to track wellness progress.

3) begin warming up at the start of the tie by doing various exercises like: light aerobics, dynamic stretches and joint preparation.

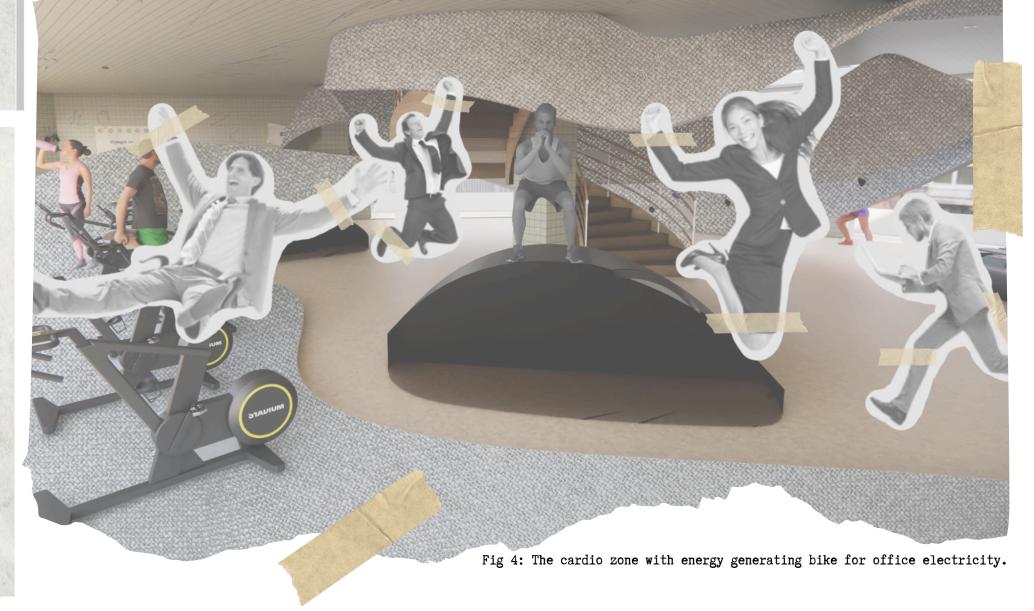


4) after, enter cardio and strength training area to perform high intensity workouts like: step ups, cycling, weight lifting and bouldering

JOURNEY

5) then climb up spiral stairs to garden yoga and meditation area for a cool down after the intense part of the workout.

6) finally, enter glazed upper floor, the refuel station to pick from a range of smoothies and healthy, replenishing snacks.



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