

POWER10 FITNESS



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Power10 Fitness, Toronto's first dedicated rowing studio, boasts dynamic lighting, integrated graphics and bold colours to create an engaging, high-energy design concept.

For the first dedicated rowing studio in Toronto, Dubbeldam Architecture + Design was tasked to create an immersive interior that would motivate patrons to push themselves to their physical limits. The design brief called for a sleek, sexy and raw interior bursting with the kind of intense energy associated with the rowing term "power 10" when a crew puts all its strength into 10 consecutive strokes that can make or break a win, or a workout.

To capture this kind of high-turbo energy, Dubbeldam Architecture + Design devised a fully immersive experiential interior to boost adrenaline and block out distractions that dilute performance. The focus of the raw, industrial-like interior is the rowing studio, fitted out with state-of-the-art Technogym rowing machines and dynamic colour-changing LED lighting on the charcoal grey walls and ceilings. The large X-shaped programmable light fixtures pulsate in rhythm with the music, adding to the workout's intensity. The repeated X-shape not only serves as a graphic reminder for rowers to push toward that 10-stroke goal during workouts but is also a nod to the Roman numeral 10 and the iconic symbol of two crossed sculling oars.

The unvarnished aesthetic continues into a second workout area fully equipped with high-performance treadmills, free weights, kettlebells, and TRX training. The X-shaped lights are repeated here, suspended from the exposed ceiling and serving as a visual bridge to the rowing studio. Connecting the two workout areas and the change rooms is a long corridor with a 3-foot high, three-dimensional POWER10 logo in a 25-foot long opening in the wall that runs behind the reception area, providing a powerful visual connection between the spaces. Patrons catch glimpses of other gym-goers in adjacent areas through openings between each of the letters, creating visual intrigue. Throughout the studio spaces, areas of exposed concrete

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wall and mechanical systems lend to the raw industrial ethos. Strategically positioned angular-shaped acoustic panels on the walls and ceilings attenuate reverberation with an interplay of soft surfaces.

By contrast, the lounge area and changerooms are notably calmer, featuring natural wood finishes, terrazzo tiles and colour-blocked walls in 'power gold'. In the lounge, Normann Copenhagen bell pendants cast a warm light over custom-built white oak benches. The multipurpose reception desk in matching white oak features an integrated cooler with display window to entice members to hydrate. Curated furniture pieces by Muuto provide a casual space for patrons to relax, refuel and recharge at the end of a challenging workout.

A strategic graphics scheme devised by Sali Tabacchi unifies the various spaces throughout the fitness studio and emphasizes the link to rowing. Inspired by the diagonal line through the number 10, large angled lines used as accent graphics are a riff on the oars of a boat and suggest activation and forward movement. Repeated in multiples on the Queen Street East storefront window, they create visual interest and offer passersby a glimpse into a rowing studio defined by a sophisticated interior, bold graphics and top-of-the-line fitness equipment.

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Built-in benches in the lounge area allow members to refuel and relax, while the open area can also be used for small events and educational sessions. Large Normann Copenhagen Bell Pendants suspended above allude to the equipment used in strength training.

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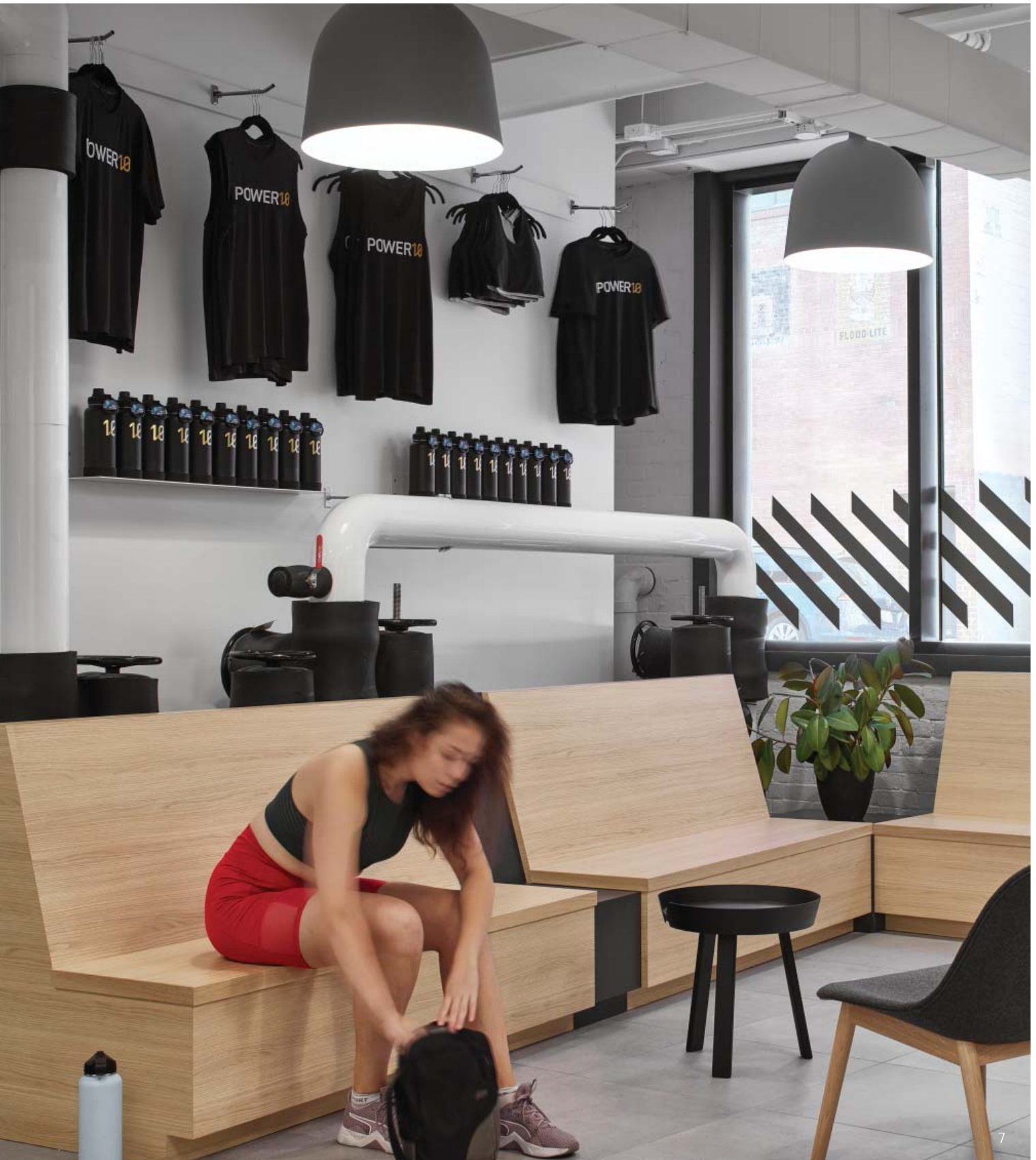


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A shared branding scheme unifies various spaces throughout the fitness studio. Large diagonal lines used as accent graphics are a riff on the oars of a boat and suggest activation and forward movement.

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Integrated custom lockers, coat rails and shelves are located at the entrance. White oak millwork is combined with the smooth tiles on the floor, conveying an elevated fitness club experience.

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The sophisticated material palette carries into the change rooms with walnut millwork, terrazzo tiles, frosted glass and a “power gold” hue that is also used throughout the studio.

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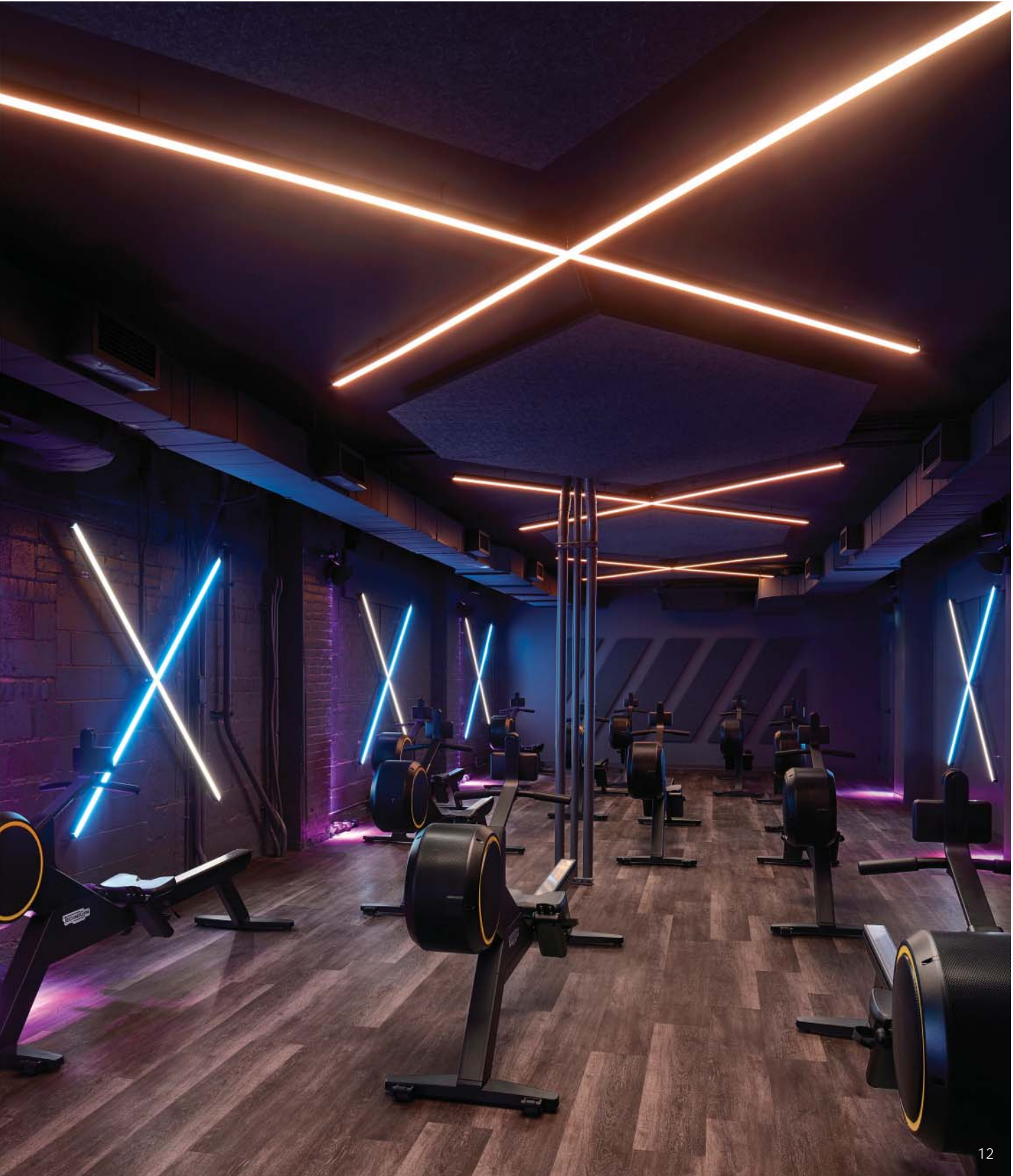


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In the rowing studio, X-shaped LED lighting - alluding to the roman numeral 10 - is integrated on the walls and ceiling. During training sessions, colour-changing lights pulsate to the music, adding another layer of intensity to the workout experience.

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Located on Queen Street East in Toronto, Power10 Fitness' storefront view offers passersby a glimpse into a rowing gym designed to accelerate adrenalin and enhance performance.

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The storefront window reveals a sophisticated interior, defined by bold graphics and top-of-the-line fitness equipment, showcasing a unique and elevated fitness club experience.



MATERIAL & PRODUCT SUPPLIERS

Millwork

Canara Woodworking Inc.

Washroom & Reception Desk Countertops

Caesarstone installed by Canara Woodworking Inc.

Light Fixtures

Lounge Bell Pendants – Normann Copenhagen Bell Large
Pendant from Urban Mode
Training Room 'X' Pendant Fixtures – Lumenwerx Via 2
supplied by Darktools
Training Room Track Lighting – Liteline Tracks supplied by
Darktools
Corridor Linear Pendant Fixtures – Lumenwerx Via 2 supplied
by Darktools
Rowing Studio 'X' Fixtures – Lumentruss channels with RGB
tape supplied by Christie Lites
Rowing Studio Colour Changing Spotlights – Dyna Accent
lights supplied by Christie Lites
Potlights – Liteline Luna Series supplied by Darktools

Rowing Studio Light Programming

Christie Lites Sales

Fitness Equipment

Technogym

Appliances & Equipment

Custom Refrigeration Display Unit supplied by QBD Modular
Systems
Washer/Dryer supplied by Caplan's Appliances

Furniture

Lounge Chairs – Muuto Fibre Lounge Chair from Urban Mode
Lounge Side Table – Muuto Around Side Table from Urban
Mode

Lounge & Corridor Flooring

Master Plan Cinder tiles from Stone Tile

Washroom Tiles

Imperial Venice Sale e Pepe tiles from Ciot

Washroom Partitions

ASI Global Partitions

Gym Flooring

GenieMat Fit30 by Pliteq

Shower Glass & Mirrors

CW Windows

Rowing Studio Flooring

Inlet LVT floor tiles by Shaw Contract

Acoustic Panels

Ecofelt installed by Pro Acoustics

Faux Concrete Wallcovering

Finest Wallpaper

AV & Security

Cloud 9 AV

Exit Signs & Emergency Lighting

Beghelli

Graphics & Signage

Signarama

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PROJECT CREDITS

Location | 635 Queen St East, Unit 100
Size | 4,210 s.f. / 391 sq. m. on one level
Completion | 2020
Client | Power10 Fitness

Architecture/Interior Design | Dubbeldam Architecture + Design
Project Team | Heather Dubbeldam, Scott Sampson, Andrew Snow, Omkar Kulkarni, Jovana Randjelovic, Courtney Ho
Graphic Design | Sali Tabacchi
Photography | Riley Snelling
Contractor | Build It By Design
Consultants | Structural - Blackwell; M&E - Quasar; Acoustical - HGC Engineering; Code - LRI Fire Protection & Building Code

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Photos from this press kit are available for download on
Dropbox: <https://tinyurl.com/y27wto28>

Dubbeldam Architecture + Design is a multi-disciplinary design studio committed to creating thoughtful projects that embody sustainable approaches. The studio's portfolio includes a diverse range of projects in many sectors including commercial, institutional, hospitality, mixed-use and residential, as well as landscape design, product design, and architectural installations.

Along with over 60 design awards and wide recognition in national and international publications, Dubbeldam is the recipient of the Professional Prix de Rome in Architecture, one of the oldest and most prestigious prizes for outstanding achievement in Canadian architecture. With a commitment to design excellence and a focus on sustainability and wellness in architecture, Dubbeldam is recognized for creating innovative, unique and environmentally responsible design solutions for live, work and play.

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