

VIRGIN ACTIVE HEALTH CLUBS

En Proceso
Cartagena, España

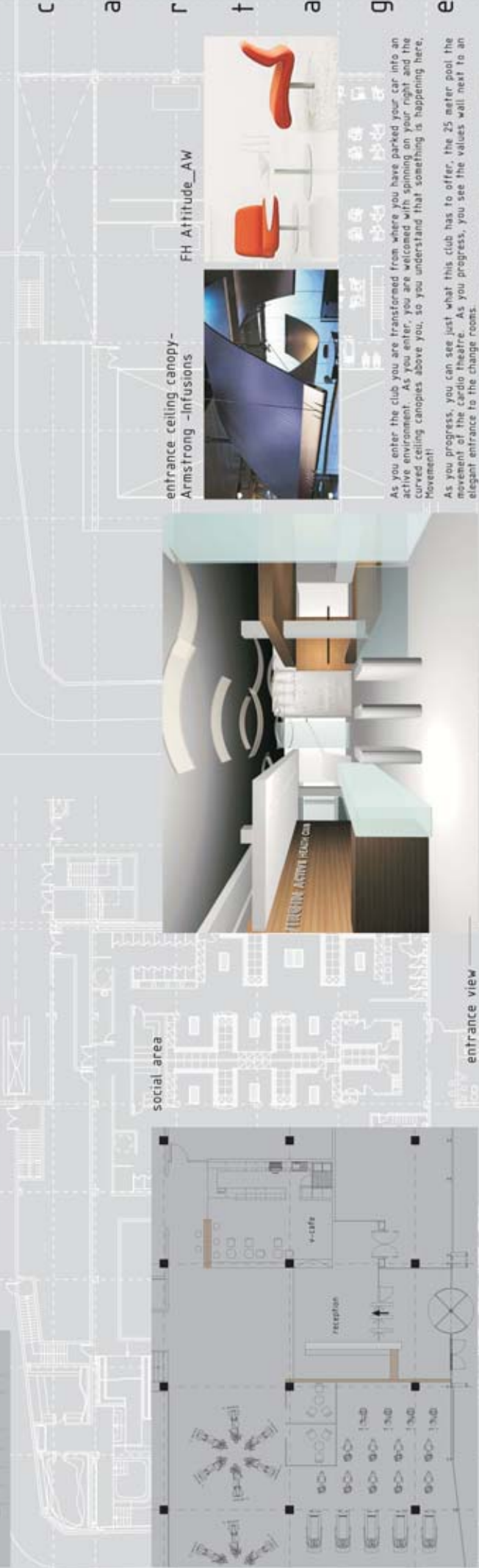
Superficie:
4500 m²

Inauguración prevista
2008

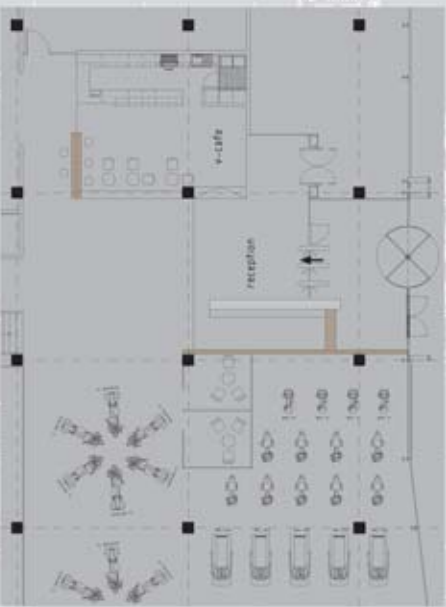
Material de
Presentación



level 01



social area



entrance view



entrance ceiling canopy - Armstrong - Infusions



FH Attitude_AW



As you enter the club you are transformed from where you have parked your car into an active environment. As you enter, you are welcomed with spinning on your right and the curved ceiling canopies above you, so you understand that something is happening here. Movement!

As you progress, you can see just what this club has to offer, the 25 meter pool, the movement of the cardio theatre. As you progress, you see the values wall next to an elegant entrance to the change rooms.



Lapalma-FENJ2



BB Sina Mesa

Cassina Ombra Chair



Lapalma-lemfila

Lapalma-Lem-COLORI



Andreu World Lineat Confort



Virgin Active Display





level 01



c a r t a g e n a



wall detail at back of spa

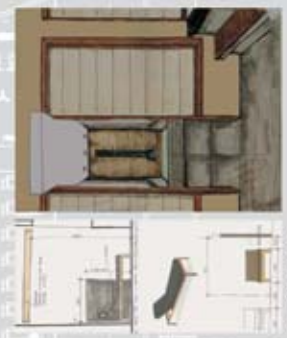
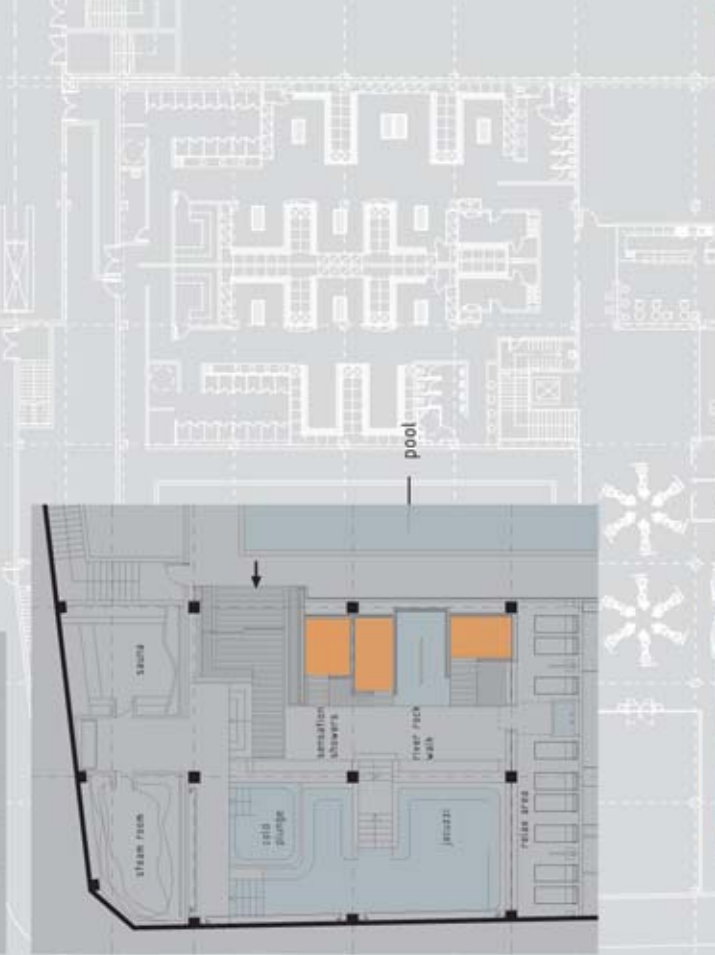
When you enter the pool, you will be greeted with a space flooded with light from the clearstory windows 5 meters above. This is a very impressive space, which has a combination of Virgin Active visual graphics along with complementary materials.

Your eye is also drawn to the simple but eloquent entrance at the other side of the pool. The spa pampers the human senses and provides a sanctuary of rest, wellness and pleasure. Water and natural materials are major themes of the design, which are found throughout the spa to contribute to a feeling of inner calmness and peace.

The spa is basically comprised of four zones. The first is the Sauna and Steam Room, which has been designed with a spatial dynamic of curving surfaces from floor to ceiling. The second is the Jacuzzi and Cold Plunge Pool, which has been created to give you a relaxing but yet dramatic experience with the textured stonewalls illuminated from behind and from the water below. The third area is the Sensation Showers and River Rock Walk. A shallow, river-rock-lined moat rings the sensation shower rooms, further emphasizing your connection with nature. The fourth area is the Relax Area where you are greeted by a fountain spout, piped water overflows as natural hot springs may do through rock cracks. This fountain spout plays an important design accent to give harmony the semi-private chase-lounge area. The interplay between privacy and openness is brought out by the combination of free-flowing spaces and the various degrees of transparency in glass and partitions.



back of spa image



relax area



fountain feature



steam room



spa showers



river rock moats



spa floor tile Royal Mosa XXL



spa entrance

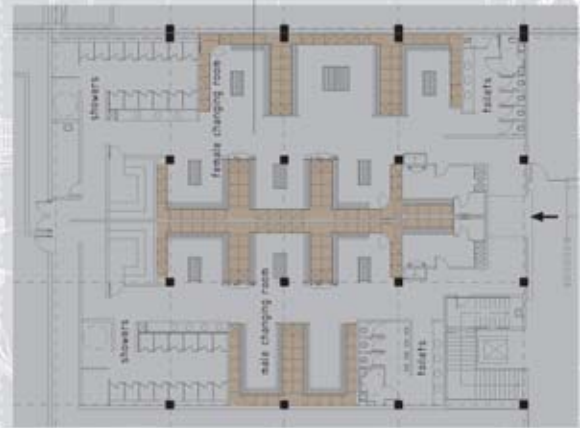


spa entrance image with accent lighting

c a r t a g e n a



level 01



change rooms



ERCO floor lights location: hallway to pool



detail section change room

change room entrance



change room section

Through the choice of materials, colors, and lighting, the entrance to the change rooms indicates that you are going from a public/active space into a more private and elegant space. A space you will feel welcome and comfortable in changing.

Since this is one of the first and last places that the member sees, very intimately, we think that extra care in the choice of materials should be given to this area.

We all know that it is much more costly to win a new member than it is to retain the existing members. Change rooms are one of the areas the members like to complain about.

It is through the change rooms that the member feels the high quality of the club realizes that he or she is being taken care.



view vanity



change room image



vanity detail



shower cubicles



wall tile-showers floor tile-showers

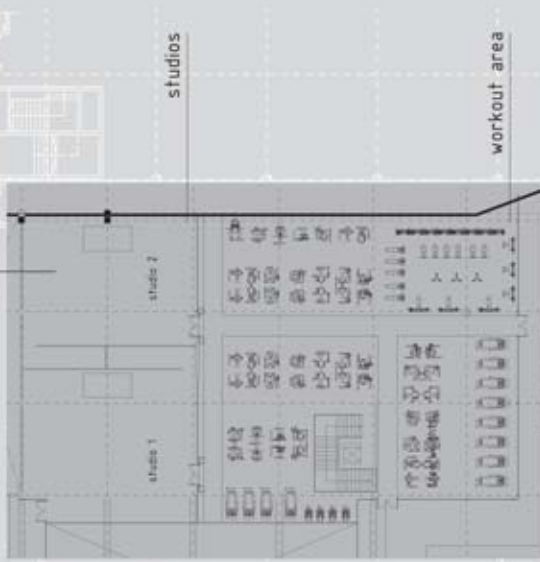


ERCO uplights

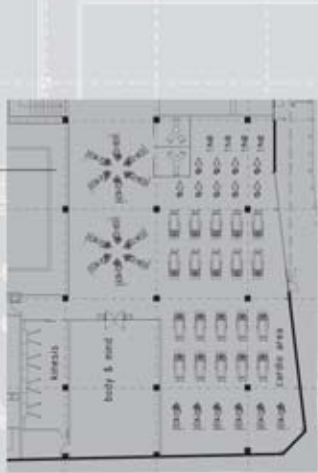
c a r t a g e n a



level 01



level 02



kinesis / body & mind / cardio area

v-cycle



Our objective here was to create a fresh, motivating and fun environment that was free and open to allow views to all of what Virgin Active has to offer. Through different but yet clean lines of the ceilings, we have tried to integrate the Virgin Active visuals to create a backdrop for all that is happening. We have been very selective with the lighting to allow just the right illumination of the surfaces and to give the visuals and the people that extra power.



Kingspan wooden raised floor K38W



wall washer lights ERCO-TFL detail



wall washer lights ERCO-TFL detail



Aerobics sport floor Junckers uno BAT 62+