

DESIGN FOR EXCELLENCE

Quality is at the heart of who we are. It is reflected in impeccable craftsmanship, high-end performance and timeless exclusivity of 'made in Italy' products.

It takes hundreds of hours of meticulous research and collaborative efforts of wellness experts, designers, futurologists, sociologists and digital experts to create every MyEquilibria wellness installation and accessory.

While each installation is a unique work of art, the result is always the same - one-of-a-kind, multi-sensory experience guaranteed by timeless sophistication of design, innovative functions, and personalized workout support in natural surroundings that many of us crave in our daily urban life.

MYEQUILIBRIA: OUTOOR FITNESS REINVENTED



MYEQUILIBRIA: OUTDOOR FITNESS REINVENTED

MyEquilibria is The World's First Outdoor Fitness System based on Instinctive Body Movements

INSTINCTIVE BODY MOVEMENTS

Our Body is Our Greatest Master.

It instinctively knows what is best for us.

If we take time to listen to it, we'll realize that one way it communicates with us is through the movements.

That's how we explore the world.

That's how we learn, become stronger.

That's how we adopt to the environment around us.

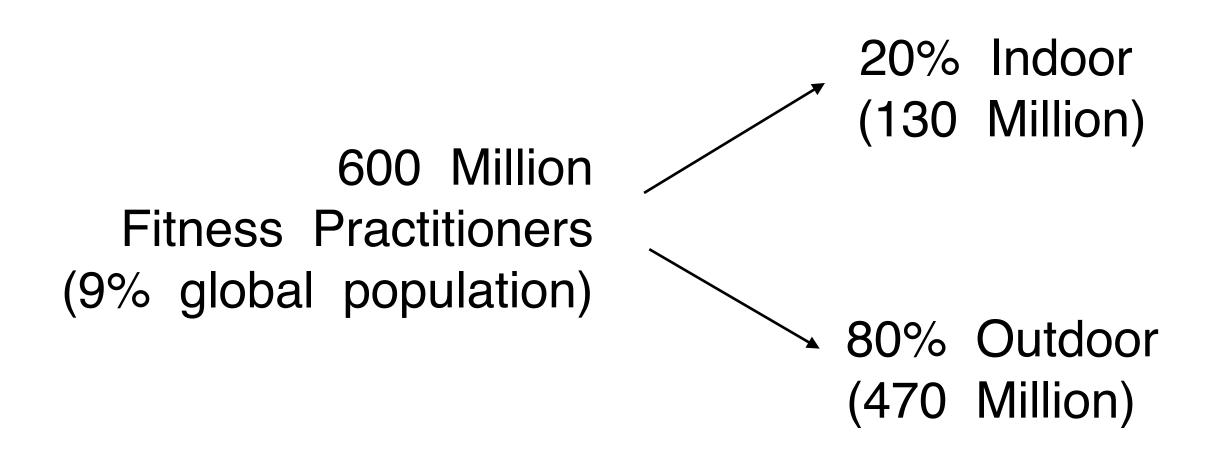
The body of a child, who climbs a tree, speaks of freedom, curiosity and thrill. His hand grasping a metal bar or a rope speaks of play.

What if we could understand the language of movement and communicate back with forms, surfaces and textures, inspired by nature?

What if we could use our innate drive to stay active and engineer a multi-sensory gym experience that is impossible to resist?

What if we could create an environment where movement becomes natural and training intuitive?

Welcome to the world of MyEquilibria.



85% of people who workout outdoors want to have outdoor equipment in their neighborhood to help them exercise.

Over 75% of the western world lives in urban areas, 93% of these people want to spend more time in nature.

44% of people would prefer to exercise outdoors.

80% of people who need to be more active, are not working out in gyms.

FITNESS & WELLNESS

TRENDS



MYEQUILIBRIA: FUNCTIONAL ART FOR FUNCTIONAL FITNESS

A revolutionary outdoor bodyweight training that thrives on kinesthetic intelligence, fundamental movement, and wellness instinct

MYEQUILIBRIA

INSTINCTIVE FITNESS PHILOSOPHY

MyEquilibria is The World's First Outdoor Fitness System based on Instinctive Body Movements.

It is a game-changing concept that enables people of all fitness levels to exercise, redefining workout experience and tearing down boundaries between art, high-end wellness equipment and community.

The development of MyEquilibria Outdoor Training has led to the creation of 'Instinctive Fitness Philosophy'. It aims to improve training results and wellbeing, changing

the common perception of workouts being mundane, challenging and gym-enclosed.

MyEquilibria also strives to make the world more beautiful with refined fitness installations that are both practical and unique.

MYEQUILIBRIA

OUTDOOR FITNESS REINVENTED



MYEQUILIBRIA: FAMILY & FRIENDS

Wellness should be a part of every family's activities... Yet, when people go into the gym, they go alone.



MYEQUILIBRIA: A TRAINING PROTOCOL WITH CERTIFIED COACHES

Workout protocol studied from different disciplines: functional, yoga, athletics, cross-fit, gymnastics, calisthenics, tac-fit, fitness



MYEQUILIBRIA: TRAINING BASED ON INSTINCTIVE BODY MOVEMENTS

Full body workout: accuracy, agility, balance, cardiovascular, coordination, endurance, flexibility, power, stamina, & strength

AUGMENTED FITNESS EXPERIENCE

MyEquilibria App Features

LEARN

exercises divided by level (access through NFC/QR code) virtual personal trainer performing correct exercises for each installation augmented reality and geolocalization

TRAIN

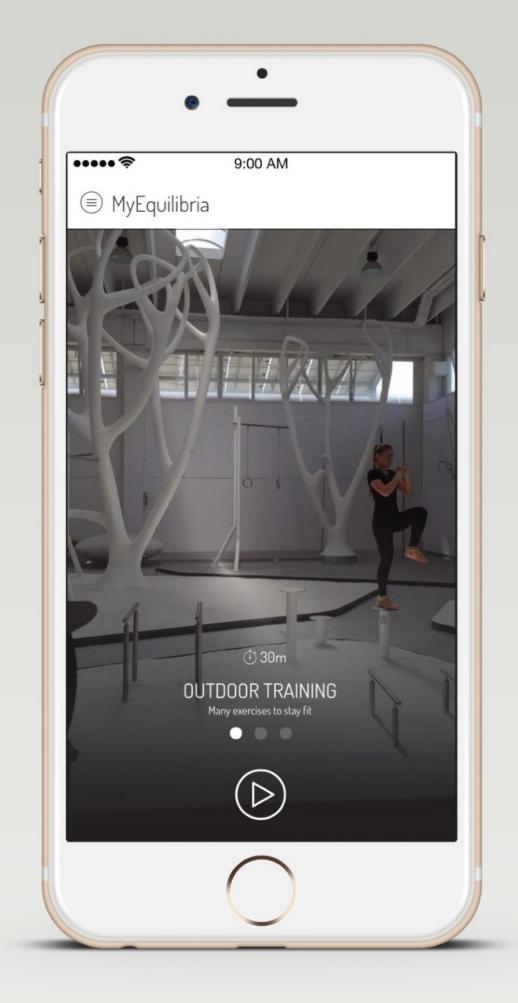
real-time tracking of distance, time, speed & calories time goal: audio coach assistance music workout support heart-rate support & monitoring

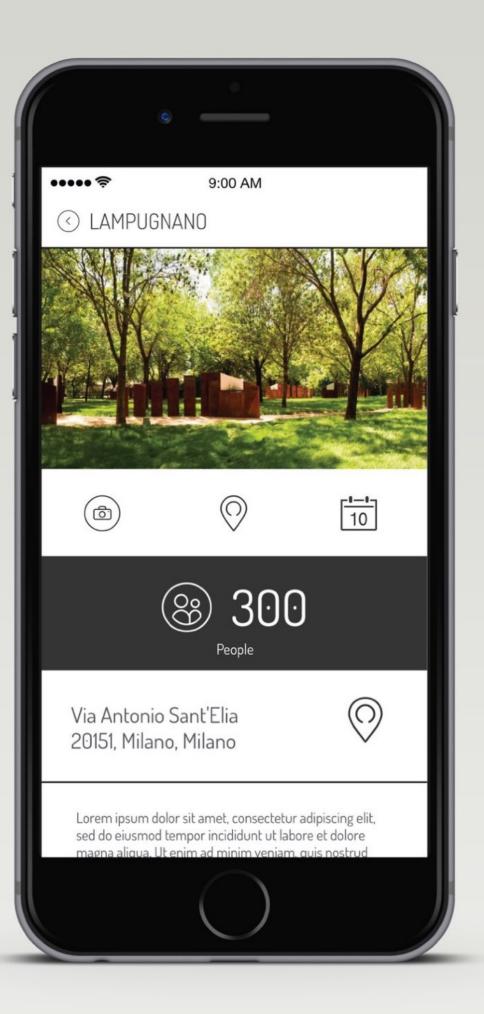
SOCIAL

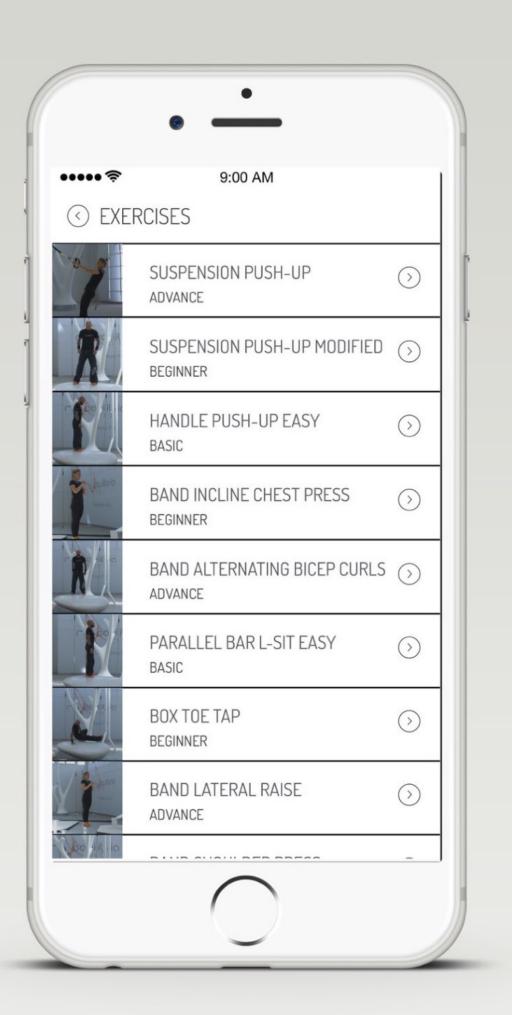
compete against yourself, friends, or current champion get real time pep-talks from friends following you live share workouts, results, and rankings on social networks video record workouts, and watch training routines of other people

MYEQUILIBRIA: A SOCIAL FITNESS EXPERIENCE

BOOST WELLNESS FACTOR WITHIN COMMUNITIES

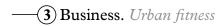


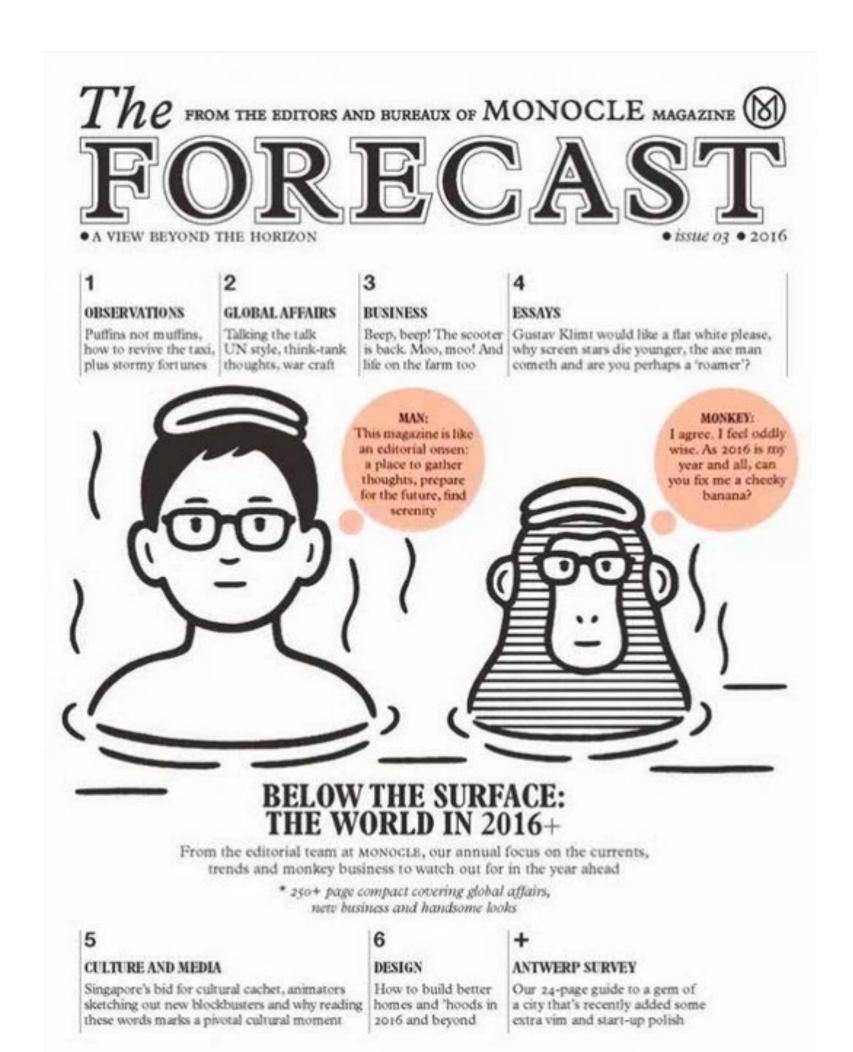




MYEQUILIBRIA: A SOCIAL FITNESS EXPERIENCE

BOOST WELLNESS FACTOR WITHIN COMMUNITIES





BRANCHING OUT

Laura Rysman REPORTING FROM Veneto:

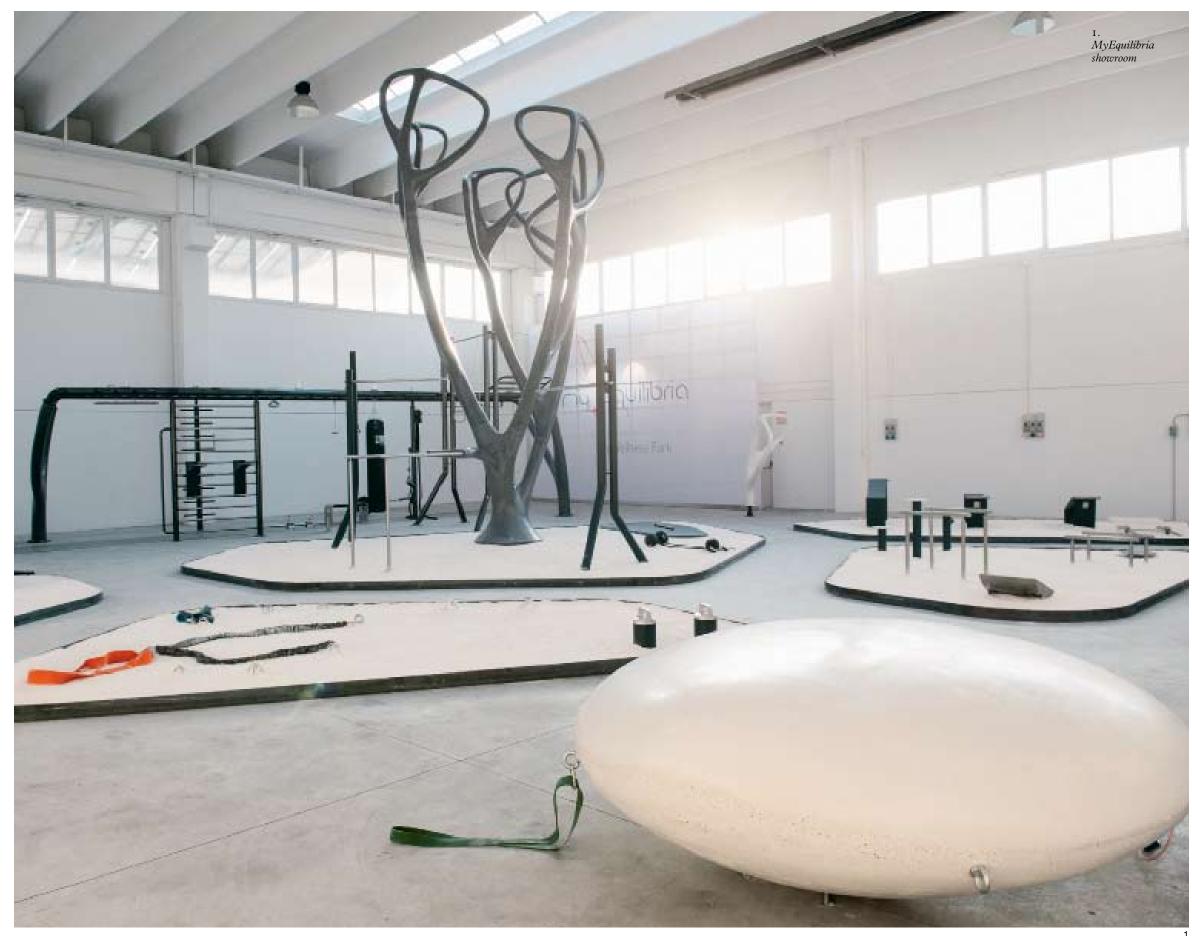
An Italian company has taken inspiration from nature to design a graceful outdoor gym. The collaboration, using specially developed materials, is robust enough to survive in public spaces but beautiful enough to avoid ruining them. PHOTOGRAPHED BY Sebastiano Rossi

Gian Luca Innocenzi swings open a custom-made, garage-size steel door to reveal his new creation. In the high-ceilinged showroom, sunlight streams in from above and ignites the boughs of a tree. But this is no ordinary tree: it is a seven-metre tall, moulded-concrete sculpture with "branches" that curve upwards. In fact it is the centrepiece of a gym built for the outdoors and it is Innocenzi's brainchild, four years in the making.

"I wanted something that would harmonise with nature," says the fitness and wellness expert. "The more beautiful something is, the more you want to use it." The tree (a prototype of the final design) is surrounded by islands of push-up handles and elastic resistance bands; sit-up benches and balance boards; monkey bars, trapeze rings and pulley ropes.

But the finished product belies the arduous story of how it came to be. It was during a session in the drab indoor gym of a Maldives resort – while all the other visitors enjoyed the sunshine – that Innocenzi dreamt up an outdoor workout space that would integrate functionality with a clean aesthetic. He imagined it offering equipment versatile enough for diverse fitness practices. He revealed the concept to Vito Di Bari, a Miami-based Italian whose design firm specialises in forward-looking monuments and art installations for cities. "I was sure Gian Luca would be successful with his idea," says Di Bari, "so I wanted to help him make sure that our parks weren't invaded by these horrible workout machines that look like Transformers."

Di Bari began with the notion of equilibrium "between ourselves and the nature around us – and nature for humans is symbolised by the tree". He took the building blocks of humanity – cells – and designed a towering tree with branches in the shape of cells,



THE MONOCLE FORECAST 2016

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MYEQUILIBRIA: AN ICON FOR THE FUTURE FITNESS INDUSTRY



MYEQUILIBRIA: INSTALLATIONS

4 trees, over 500 different exercises



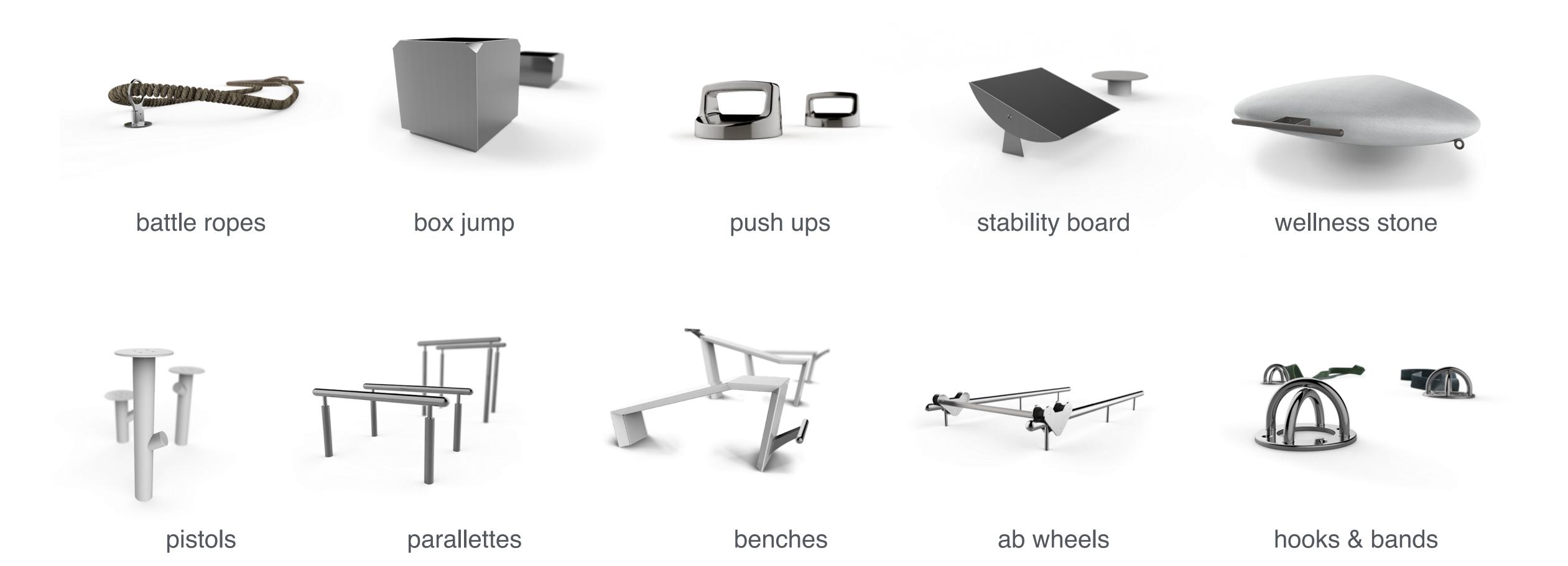
MYEQUILIBRIA: LEOPARD TREE

The first complete outdoor gym concept in just 200 square meters.



MYEQUILIBRIA: ACCESSORIES

All MyEquilibria structures are created using high-tech performance concrete, polyurethane, stainless steel, corten steel, & wood.



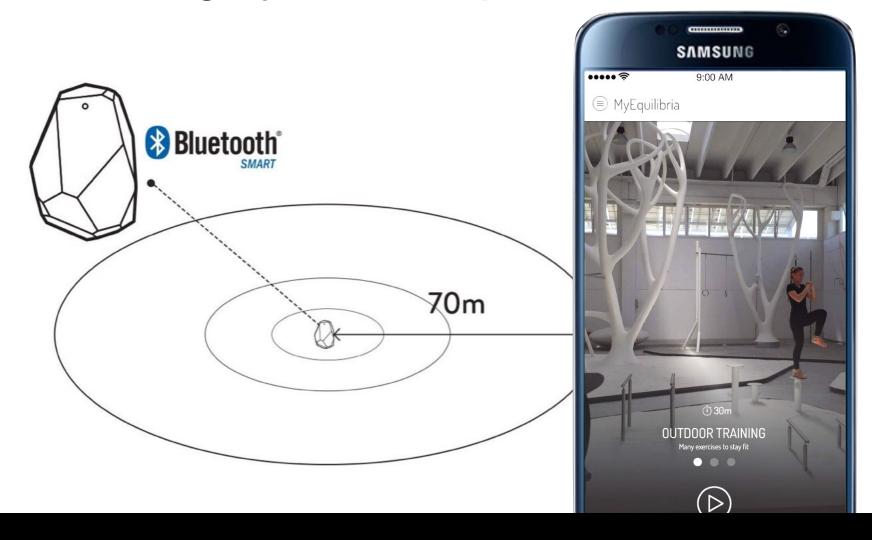
MYEQUILIBRIA: ACCESSORIES

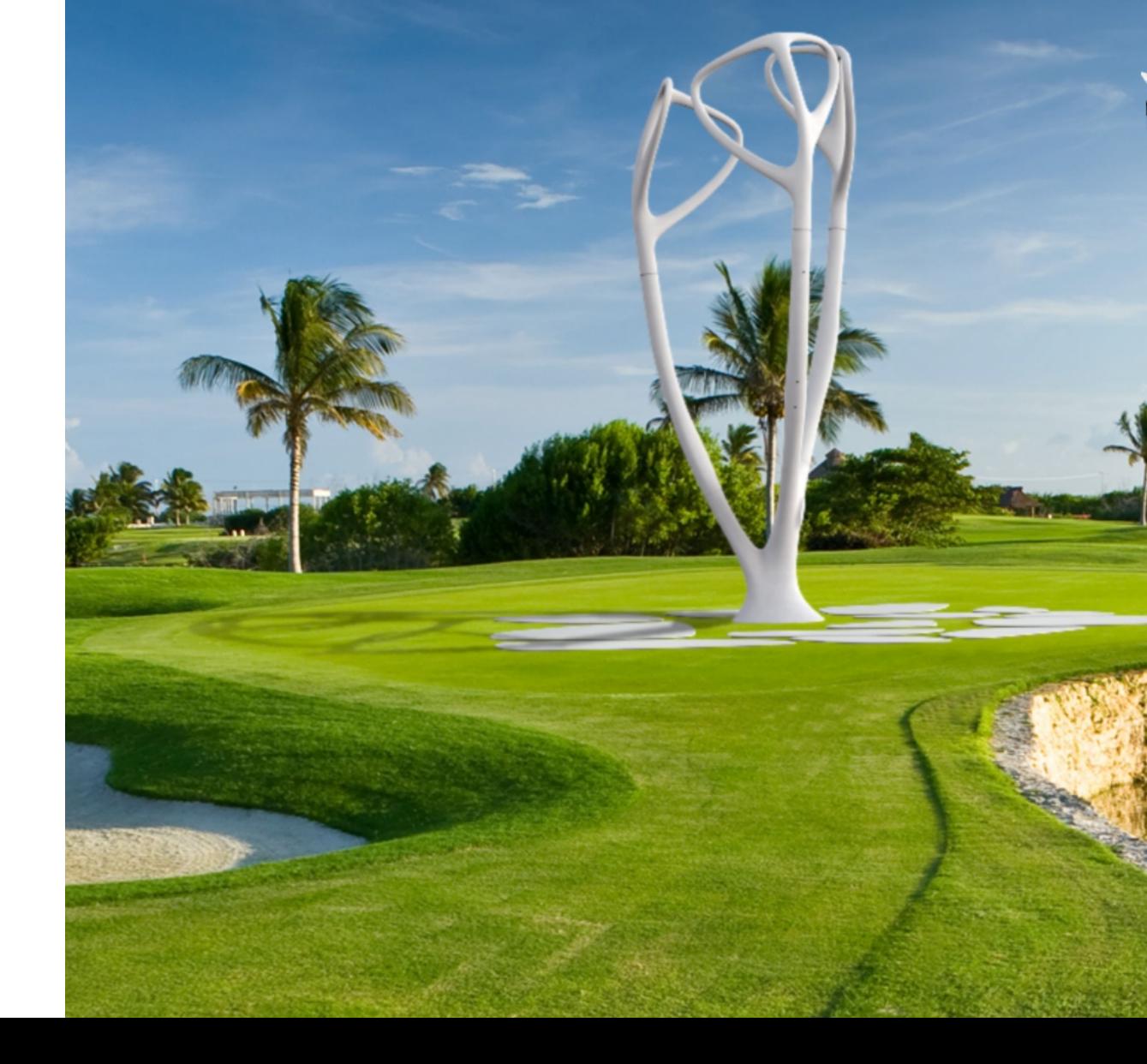
A complete outdoor gym with accessories to perform over 500 different exercises.

MyEquilibria leverages new technologies, creating a more seamless, immersive proximity-based workout experience.

When you are within 70m range of MyEquilibria, it recognizes you, invites you to exercise or informs you about the upcoming workout class or personal trainers available.

Detailed and relevant information for each workout station, or exercise suggestions are also easily accessible through your smartphone and smart watch.





IBEACON EXPERIENCE

MyEquilibria: a Future Social Fitness Experience







MYBEAST: ALPHA-BREED TRAINING



MYBEAST: ALPHA-BREED TRAINING

Elevate your performance to the highest level. Stage-by-Stage.

MyBeast training protocol consists of 12 workout stations, called "Stages" and over 250 video exercises, developed by top fitness experts.

The number of stages and their order is highly customizable for each installation.

The size of MyBeast can vary from 4,5 to 12 meters.

It is a constantly evolving ecosystem that easily adapts to different sport disciplines, fitness goals and personal workout routines.



MYBEAST: STAGES FOR FUNCTIONAL TRAINING



MyBeast is not just an installation. It's the unstoppable energy, the beast, the warrior inside of you, that needs to be set free.

It's the strength, determination, and primal instinct to win.

It's the unstoppable drive to succeed. The need to prove to yourself that you can.

Not because others expect you to, but because you worked harder than anyone else for it.

MYBEAST: PHILOSOPHY

World's first 'connected' stage-based fitness concept made both for the outdoors and indoors.



They are modern day warriors. They are the true leaders who inspire others to strive for greatness.

Kids imitate and aspire for their body types. Amateur fitness enthusiasts look up to them.

They are people who stick to their goals longer, push themselves harder, expect more from their performance and their training equipment.

They are the Alpha-males and females. Finally, there is training equipment made specifically for Alpha-Athletes - Versatile. Solid. Functional. Legendary.

MYBEAST: ALPHA BREED

A New Kind of Training



MYBEAST: ROUTINE

Entire workout routine can be done in a systemic and extremely efficient manner in under 15-30 minutes by using a SINGLE top-performance fitness installation.



MYBEAST: CUSTOMIZATION & DESIGN

Intuitive form that can be customized to athletes' lifestyle, fitness goals and workout space.

While all of the MyBeast installations can be customized in terms of Stages and their order, Luxury Collection brings unique design elements that are guaranteed to add 'grandeur' and style to any workout environment.

Whether it be the striking effect of MyBeast's size with indoor space created by impeccably polished stainless steel "mirrors" or an open-air sense of relaxation evoked by a beautiful green living wall, Metalco's engineering ingenuity and award-winning design solutions can make it happen.

Designed for high-end gyms, exclusive hotels & resorts and private villas, Luxury Collection is the only Functional Training System that brings together the innovation of fitness with a contemporary elegance of outdoor decor.



MYBEAST: LUXURY EDITION

Quality You Can See and Feel







GIANLUCA INNOCENZI CO-FOUNDER

20 Years Fitness & Wellness Expert

7 Years Marketing Director of Technogym

4 Years Marketing Director of TopUp TV

Founder & CEO of TWellness Coaching - the first Italian multi-platform home fitness program

Masters in Marketing of Luxury Goods from EBS (European Business School)

5 Years ago began researching the MyEquilibria project in the US.



Industrial Partner

Metalco Group SpA

30 Years Experience

Internationally renown leaders in luxury urban furniture

25,000 square meter manufacturing headquarters

Close collaboration with famous designers and top architects (Citterio, Pininfarina, Marc Aurel...)

Products found in over 4,000 cities across 32 countries

A brand that distinguishes itself by designing and manufacturing Prestigious, Unique, and Innovative Solutions that help to transform cities into beautiful homes for their citizens and visitors.