

Fitness Redefined

Care for a Dose of Live Baseball With Those Tedious Sit-ups?

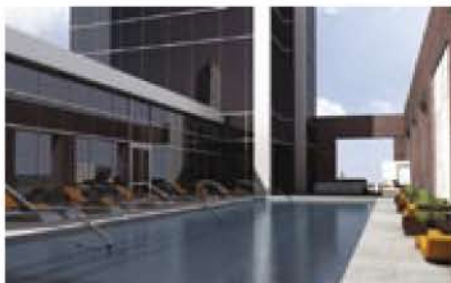
944life®

+ Writing | Teri Miyahira
944.com/terimiyahira

+ Photography | Steven Walter for multeYe
944.com/stevenwaller

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Fit Pool Concept



Chic in design with an upscale feel like the nightclubs, restaurants and boutique hotels we frequent downtown, Fit Athletic Club transcends your typical gym experience. Enjoy premium-grade equipment, more than 80 specialized classes from martial arts to hybrid "Yogalates" to laser light bike spinning to "Old Skool 'Robics," and nationally certified in-house trainers that call you to get your lazy ass out of bed. Fit helps young urban professionals create a healthy lifestyle without having to use that sticky treadmill.

Slated to open next month, Fit Athletic Club will be located in the DiamondView Tower in East Village, so close to PETCO Park that you can see the action on the pitcher's mound. This is the fifth Fit club in the country and the first on the West Coast. The Houston-based company has been redefining the industry since 2003 with four clubs in Texas, and plans to dominate the fitness world. "I wanted to get back into shape myself, so I went around Houston and couldn't find a gym that was between a typical gym and a country club," says Fit founder and co-owner Scott Lutwak. "There wasn't anything upscale for urban professionals. I didn't really see myself belonging to an average gym or a country club."

The ground floor of the club will include the Fit Café, where members and the public can enjoy custom smoothies, full retail including the Fit brand, Nike and iPod products, healthy meals and Wi-Fi.

A staircase cut out of the ceiling of Fit Café will lead club members to the second level that will house a full fitness floor. Here, members can

take advantage of the intense cardio and weights section, the Zen Den — complete with a yoga and Pilates studio, an outdoor Japanese meditation garden and koi pond. A group cycling room, martial arts studio and group fitness rooms let members of any level achieve the healthy lifestyle they want. Fully catering to the busy professional, the second floor even includes a members-only lounge with computers, fax machines and other office equipment. An outdoor pool complete with city views, fire pit, Wi-Fi, cabanas and underwater treadmills will have a resort feel, while another stretching deck overlooks PETCO Park and sits only a few hundred feet from the pitcher's mound.

Fit tries to keep you entertained with iPod docks and mini TVs built into the cardio equipment for individualized media, 42-inch plasma screens throughout the club, and long vertical windows along the walls for city and PETCO park views. "Not another health club in the U.S. is in center field of a baseball stadium," says Lutwak. "Majority of people's workout is cardio and they tend to get bored to death so I always look for locations with a view for the much-needed distraction."

Possessing high-end amenities such as digital lockers, complimentary Aveda bath products and guest DJs spinning live music doesn't hurt either.

"While an average gym's active members are only 10 percent of its total membership, Fit clubs retain twice that," says Fit general manager Brandon Buzarde.

Leave behind the daily grind at
www.fitathletic.com