

GINNASIO

Home furniture to support physical exercise

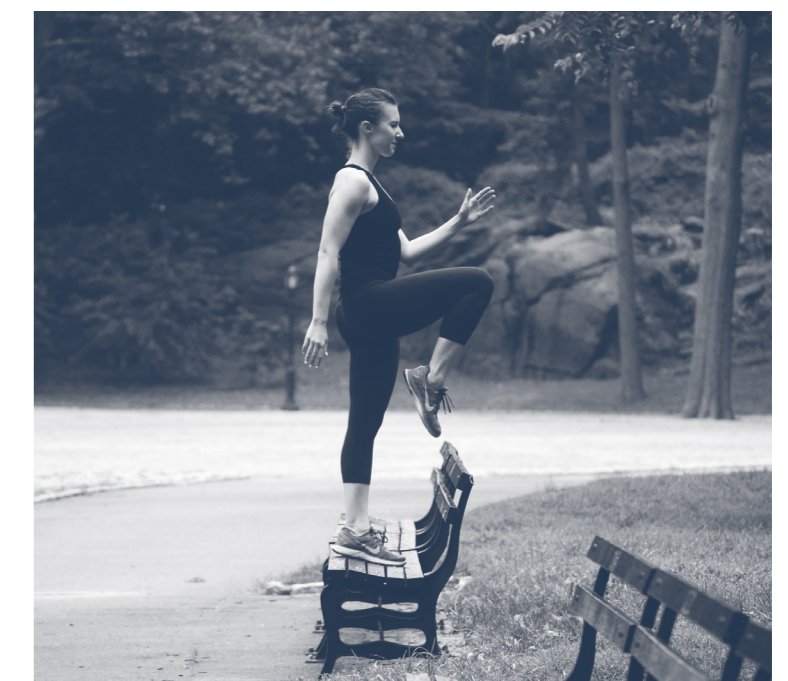
REFLECTION

In the home furniture range, there is nothing designed to support exercising or exercise related activities. People that want to incorporate physical exercise into their domestic routine have to buy products that, from an aesthetic point of view, better fit a gym than a home environment.

Contrary to home, outdoor public furniture is often used as an exercise aid. A common practice is, for example, the use of a public bench to assist with aerobic exercise, anaerobic exercise, and stretching.



Outdoor stretching. Allison Stokke for Nike Women.



Park bench aerobic workout.

DESIGN

I took inspiration from outdoor exercise practices to design an element of furniture for the home environment that affords various physical exercises, as well as sitting. The goal is to encourage people to engage in regular physical activity by making it a more integrated part of their life. The name of the product is Ginnasio, a reference to the building that, in Ancient Greece, served as a training facility, but also as a place to relax and socialize.

