

By Ameera Pocha

FA2 Design In Practice



HEALTH AWARENESS ACTIVITIES FOR WOMEN

GAP IN THE MARKET:

Women are flocking to unexpected group workouts, with a boxing class chain stating that around 65% of their attendees are women, (Ward, 2019).



Men have also historically avoided classes because they mistakenly believe that they're for girls.

If they are historically set in their ways and don't show up anyway, women should have the best potential supportive and aesthetic environment to keep them motivated.

This table shows that women mainly workout for weight, fitness, health and toning.

Mean Reasons for Exercise Reported by Women and Men Participants.

	Women (n = 106)		Men (n = 67)	
	Mean	SD	Mean	SD
Weight*	5.05	1.24	3.82	1.38
Fitness	5.01	1.09	5.15	1.1
Mood	4.41	1.25	4.83	1.46
Attract	4.8	1.58	4.64	1.53
Health	5.01	1.15	5.09	1.29
Enjoy*	4	1.66	4.9	1.44
Tone*	4.62	1.42	3.89	1.56

Men workout for fitness and health.

The priorities are different.

- ♡ Keep Each Other Accountable
- ♡ Motivate Each Other
- ♡ Boost Endorphins
- ♡ Fast-Track Fitness Goals
- ♡ Reduce the Risk of Injury (reference)

REASONS WOMEN SHOULD WORKOUT TOGETHER



This comment shows the direct effects of time public transport has on the community and the frustration it brings out in busy environments. The public transport system is already bad without events on due to the amount of people in Australia, but with events it is hectic and chaotic.

RECYCLING AND ENVIRONMENTAL GROUPS

Limited amount of personal transport offered for groups

Relevant existing groups on BCC
Community gardens + city farms/parks

53.4% of attendees are 21-59 and only 29% of 100% engage in mild activity being mainly males and children, (Veitch, 2015).



ACTIVITIES AND COMMUNITY GROUPS

★★★★★ 2y

Night time transport issues — It's a shame to end a good night out with illegal and I guess un-policed taxis. You can stand and tell a cab driver where you need to go and they will either drive away or ask for a set fee that is far in excess of what you would pay if they ran the meter. I saw this in Sydney maybe 10 or more years ago but the council I guess managed to stop it. The police were everywhere but not enforcing what might take people off the street sooner and save them some trouble later. They will sort it eventually but a bad taste in your mouth when you just want to go home.

Transitcare

LOCATIONS AND TRANSPORT

★★★★★ 2y

Not much good for public transport for tourists — After being dropped off at Southbank four if us older people wandered around all day and wanted to catch ferry back to our accom. No...can't get on without a GoCard...we are not from this state and don't know about GoCards. Eventually we find a board with a QR code that we couldn't get to work and then after help got to find that we had to walk quite some way to get a card. Can't do it and one of us was not well. Had to find another way back. Will not catch your public transport again if we can't even tap and go. Not happy at all.

Comment made towards BCC by older people in Southbank, complaining about the inconvenience and overcomplication of GoCards

Older people are unable to get on public transport without having to organize the complexity of GoCards.

There are senior cards that are offered, however many restrictions and eligibility criteria, making the hassle to get one not worth it for an elderly person.



○○○○○ Reviewed September 10, 2021

Disgusting treatment of elderly gentleman

Will not return here and will be telling others I know not to either after I witnessed staff refuse to allow an elderly man to sit down and eat. He was upfront and offered to leave his contact details with the store because his old fashioned phone doesn't have the ability for a QR code. However was rudely told by staff that they don't have to accommodate anyone who doesn't scan in. Newsflash you can't refuse someone leaving their details. Your staff were in the wrong NOT the elderly gentleman. I suggest you get yourself up to speed before you're involved in a discrimination proceeding.

Date of visit: September 2021
Ask goodthin about Caboolture Square Muffin Break

This comment was made towards a small business in Caboolture and shows how older Australians are not accommodated for regarding technology

The free travel applies: City Cats and ferries 8.30am-3.30pm, and 6pm to 6am Monday to Friday. Buses will be free for seniors on weekends.

(Caldwell, 2019)



IDENTIFY AND DEFINE PROBLEMS

Limited Public/Event Transport

An article written 9 months ago, less than 10 per cent of journeys in south-east QLD was expected to be on the region's trains, buses and ferries.

(Atfield, 2023)

Most people led to use private vehicles (Uber, carpool, own, etc.)



Reasons for not using provided transport:

- ♥ Costly (even for seniors)
- ♥ Complicated and limited processes
- ♥ Never come on time
- ♥ Doesn't take any feedback
- ♥ Lack of civic communication regarding processes



Lack Of Elderly Accessibility

Regional Seniors Travel Card – too hard to use.

"The Royal Commission reported that 80% of older Australians want to be at home, as they want to thrive at home as successfully as they can, for as long as possible," 2023.



Reasons for lack of accessibility:

- ♥ No consideration for lack of technology use
- ♥ Complicated and limited processes
- ♥ Lack of mobility
- ♥ Most elders stay home anyway, lacking drive to go out
- ♥ Lack of ability to reach the elders (civic communication)

"The Baby Boomers clearly are going to want to stay at home as they get to the point of requiring more care."

Lack of Elderly Modern Activities

At 65+, 73% of users need help with technology, (Mobility, 2024).

Reasons regarding elderly modern involvement:

- ♥ Areas of the brain shrink with age-communications between neurons slow
- ♥ Older people find it difficult to shop online, prefer GOING out- less price sensitive
- ♥ Lack of care- related information or experiences suited to elderly
- ♥ Lack of everyday community collaborative spaces



30 yr old avg age in Southbank, young activities over-represented and not advertised to older communities

Lack Of Recreational Outlets To Bring Many Communities Together

Few events manage to bring communities together e.g. Taylor Swift concert

Problems regarding recreational outlets:

- ♥ Time opening restrictions
- ♥ Not enough civic communication e.g. no one knows prices/ what can and can't be done
- ♥ All recreational centers need an upgrade/ are old
- ♥ Lack of shade



Can also encourage fitness within community

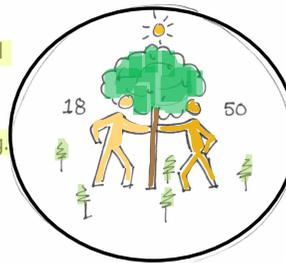
Being part of an engaging community gives us a sense of belonging. It enables us to share personal relatedness and support perpetual growth of each other, ourselves and our environment.

Lack Of Green Community Participation In Young Adults

Older people were more likely to act in a way that supports the environment than young people.

Problems regarding green awareness:

- ♥ Work and personal lives in the way
- ♥ Not enough civic communication e.g. city+urban areas don't receive any foreclosure/texts
- ♥ Too busy + green activities are usually rural so there is no time



GENERATIONAL NATURE DEPRIVATION

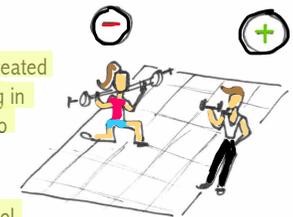
Further, since most young people live in urban/ city areas such as Southbank, they do not get the time to look around and/ or be exposed to any activities regarding nature.

Gender Issues And Societal Problems With Women's Workout Spaces And Health Patterns

Women love to socialize, and can make them more willing to get fit

Problems regarding women's health:

- ♥ Women are getting treated like they don't belong in gym, so they revert to classes
- ♥ Not enough women facilities to make it feel organized or pretty
- ♥ Lack of motivation and community spaces



Improve brain+mental health, manage weight, reduce disease

61% of Australian women are exercising at least three times a week, while men the figure is 57%

DESIGN BRIEF AND CRITERIA

Brief:

The main constraints of this project were to utilize the design elements and principles to increase awareness and participation in either: local events, community groups, activities or civic communication for the Brisbane City Council (BCC). The BCC is committed to developing and enhancing a valued sense of community. Stakeholders within the community include residents, tourists, government, consumers and the elderly to name a few. The most significant problems needing to be addressed were: gender issues with women's health spaces and a lack of recreational outlets to bring the community together, due to the sheer absence of inclusive and comfortable facilities for all demographics. Currently, women in Brisbane are discouraged to enter gyms or fitness facilities due to many mental health and pervasive factors. This can lead to them also not participating in community activities. The large amount of young people living on Brisbane's coast are also discouraged from community participation due to mindset factors such as peer pressure, bullying, ability to not fit in, embarrassment, too busy, etc. There is also a lack of new, improved, and modern facilities in the BCC locations, stopping major changes in community behavior. BCC's website motto encourages societal needs, wants and interactions and community building. Activities and community groups are those of which inspire health, fitness and collaboration, and live for the betterment of society. The design is based on the 5 design factors: Accessible, aesthetic, innovative, sustainable, and useful. To meet BCC's standards, the design must be able to accommodate to all age groups (elderly to youth), and tourists, and must be original so that the community can adapt to it. The BCC designs with sustainable and ethical practices that are of benefit to the community and is committed to developing and enhancing a valued sense of community. The design should embody factors above to meet the constraints.

Criteria:

Criteria	Must	Should	Should not
Aesthetic	Appeal to all age groups (may be gender specific in some cases)	Ensure timeless modern design	Be focused and looks rather than functionality
Useful	Entertain the community's needs and wants	Form new bonds with communities	Improve one aspect but create another problem/divide within community
Accessible	Be accessible to all ages and encourage a safe environment	Provide enough room between consumers, comfortable environment	Complicate immediate navigation
Sustainable	Improve environmental awareness through popularity and enjoyment	Encourage sustainable practices	Increase wastage of resources, time, or materials. Should also adopt sustainable and healthy work environments to ensure not only consumers receive the experience
Innovative	Be a unique and tangible experience (able to adapt to society over time)	Bring communities together indirectly through a creative idea or process	Repeat an existing design the public has seen tried

1. Gender Issues And Societal Problems With Women's Workout Spaces And Health Patterns
2. Lack Of Recreational Outlets To Bring Many Communities Together

EXISTING SOLUTIONS



Party bus/ hires



- No security
- No seatbelts
- No safety

Crazy atmosphere

- Alcohol
- Peer pressure
- Music
- Disco lights

Simply just stuff for hire,
not community orientated

<p>One-on-one tech help Contact Inala library branch to enquire about one-on-one tech assistance to troubleshoot technical issues, develop digital skills and improve online confidence...</p> <p>Inala Library, Inala Civic Centre, Corsair Avenue, Inala</p>	<p>Introduction to Canva Learn how to get started with Canva. Create fun and engaging designs for logos, flyers, posters, and social media images. Basic computer and internet skills...</p> <p>Brisbane Square Library, 266 George Street, Brisbane City</p>	<p>Internet basics Learn how to find your way around the internet safely, save your favourite websites, use Google to help you find answers, and evaluate information and search...</p> <p>Inala Library, Inala Civic Centre, Corsair Avenue, Inala</p>
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<p>Brain training for seniors Join us to discover brain training during this fun and interactive session. Explore the world of puzzles, crosswords, brain teasers, board games, and more...</p> <p>Langgate Library, 1 Seymour Street, Sandgate</p>	<p>Buying and selling preloved items online Looking to declutter or add to your home? Learn about buying and selling goods safely online through eBay, Gumtree, and Facebook Marketplace. Basic computer...</p> <p>Grange Library, 79 Evelyn Street, Grange</p>
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<p>Android tablet basics Learn how to use the basic features of an Android tablet. Explore apps, connect to Wi-Fi and search on the internet. Perfect for the first time user. Bring your...</p> <p>Wynnum Library, 145 Florence Street, Wynnum</p>	<p>One-on-one tech help Contact Zillmere library to enquire about one-on-one tech assistance to troubleshoot technical issues, develop digital skills and improve online confidence. A...</p> <p>Zillmere Library, Corner Jennings Street and Zillmere Road, Zillmere</p>	<p>TV streaming on the internet Never miss your favourite television show again. Learn about online streaming and how to use the internet to watch television on a laptop, mobile device or...</p> <p>Kenmore Library, Kenmore Village, 9 Brookfield Road.</p>
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Internet classes BRISBANE CITY COUNCIL



Coolangatta Senior Citizens' Center

Flat sometimes

Not enough experiences

Old environment and no modern environments

Limited community experiences



Acacia ridge leisure center



No shade

No space for people to come in the pool – only classes

Unhygienic

Old and never refurbished



Girl Guides Australia



Pushy environments

Lack of motivation

Peer pressure

Embarrassment

Busyness

"The Australian Guide Program is made up of adventures, leadership opportunities, badges and the chance to give back to communities. Girls learn new skills and grow in confidence by challenging themselves."

Fernwood fitness



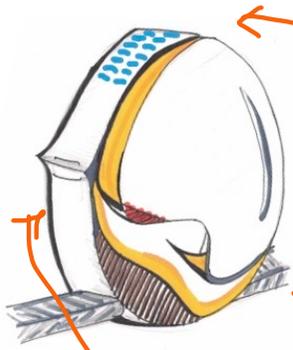
Nice facilities but not good environment

Pushy with prices



Women trying to get other women involved in their specific workouts for money

1: Circula Transport



Accessible

Whole side of carriage opens, seat can be pushed in to make room for wheelchair

Sustainable

Runs on solar power since stations are outdoors

Useful

Only holds a handful of people, could be dangerous if people lean or bang on side

Innovative

Uses magnetic technology to connect as many as required- safety, fast and gets people places on time : no traffic since in air, just like normal transport (no point of it existing since there is no direction to where it takes you e.g you must find your own events prior

Aesthetic

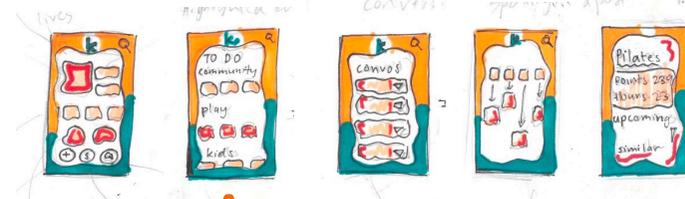
Modern, futuristic shape, simplistic color palette

2: Knitten Community App



Aesthetic

Soft inviting color palette- strongly used for getting people to click but not too harsh on the eyes



Innovative

Makes events specific to your needs and wants using filters and algorithms , spotlight for highlighted upcoming events and individuals working hard

Accessible

Font is not changed and is same size, even though visuals are utilized this may prove as difficult

Sustainable

Encourages sustainability and ability to maintain relationships between people

Useful

Easy to communicate with others, conversations are easily shared and can be reached easily, lots of explaining and intuitive

3: Community Activity Gazebo



Useful

One central spot for women/ community to join in with healthy sports or activities, attention from community

Aesthetic

Purple and blue draw women in (main audience), represents creativity, femininity, serenity and stability, grass encourages community engagement WHY?

Innovative

Screen notifications that sound music when an event is on to alert the community

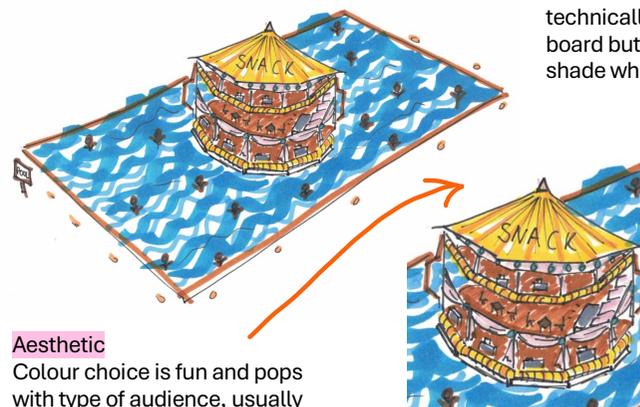
Accessible

Anyone passing can walk in and even join on the grass

Sustainable

Planting ground to encourage green activities in the same spot, everyone brings own stuff

4: CommFloats Snack Hub



Innovative

2 levels with jumping board, technically works just like a dive board but more fun, snacks on water, shade which is needed

Sustainable

Music on water or other activities may get ruined if people splash

Accessible

Not really good access for everyone, bridge??

Aesthetic

Colour choice is fun and pops with type of audience, usually families or middle aged to older people

Useful

Don't have to get out of water for food or travel elsewhere for activities, could cause sickness

5: VerdeScape Garden Apartment

Useful

Plants in one place, community can access it easier (younger people) since it is close and not far off from inner cities

Accessible

Winding stairs that go up, just like a normal apartment there is also a lift.

Innovative

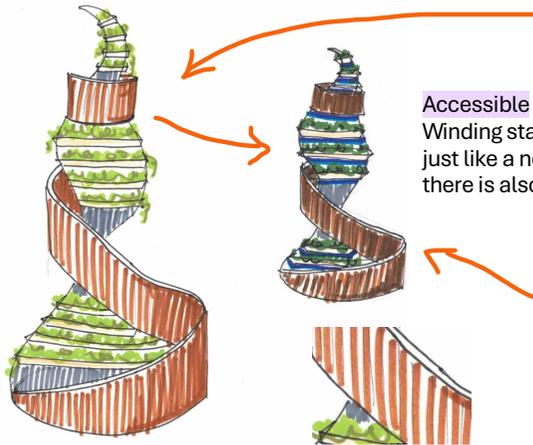
Blue light switches on at night since it helps plants grow, possibly lack of light, moisture issues

Aesthetic

Twisting shape represents much of a plant and is very futuristic, green touch to city buildings

Sustainable

Solar panels built into wood so that when it spins it is powered, inside must be maintained



6: Sweatie Femme Gym

Innovative

Courtyard outside for outdoor activities or fresh air, kids play area since there are middle aged women

Aesthetic

Represents love, nurture and compassion. Also has way of representing femininity. The shape curves around itself like a swirl

Accessible

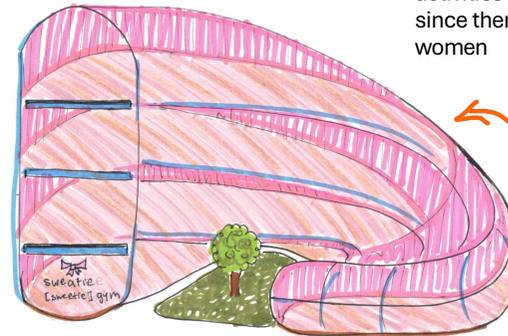
Aged care more accessible to ground and outdoors, however the garden next to them is less extravagant

Useful

3 levels to cater for 3 types of exercise: relax level, Pilates yoga and mindfulness, and workout, lower building is for aged care, so they are closer to ground

Sustainable

Solar power



7: EleCover Pool Blind

Aesthetic

Wood is a nice material with the water, natural look, sleek and aesthetic

Innovative

Button to electronically lower the blinds, cover only on one side of pool, what if there is more than one class?

Accessible

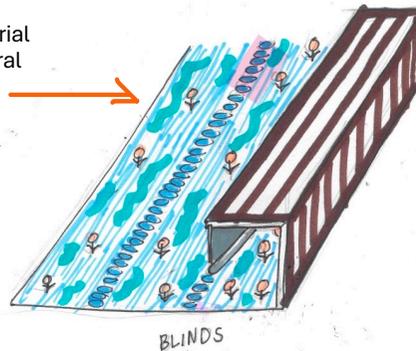
Button is open to everyone, blocks one whole side of pool entry

Sustainable

Limits the space used, solar powered

Useful

Blocks 'aged' classes from the rest of the pool, makes it easier for other people to book other parts of the pool



8: HighTea Bus Transport

Aesthetic

Suitable color palette for target audience, aesthetic design for girls, pink symbolizes love and compassion which enhances the community

Innovative

The bus has sofa like chairs to make it more comfortable environment, chairs must adhere to safety standards and may ruin the fun

Useful

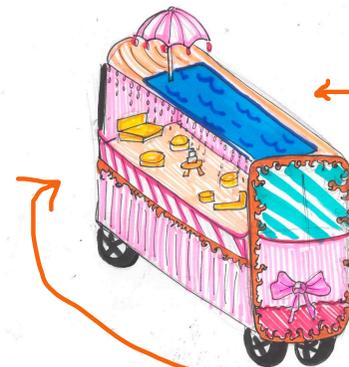
Gets women places (to their activities) with ability to get food and communicate before the activity or in general

Sustainable

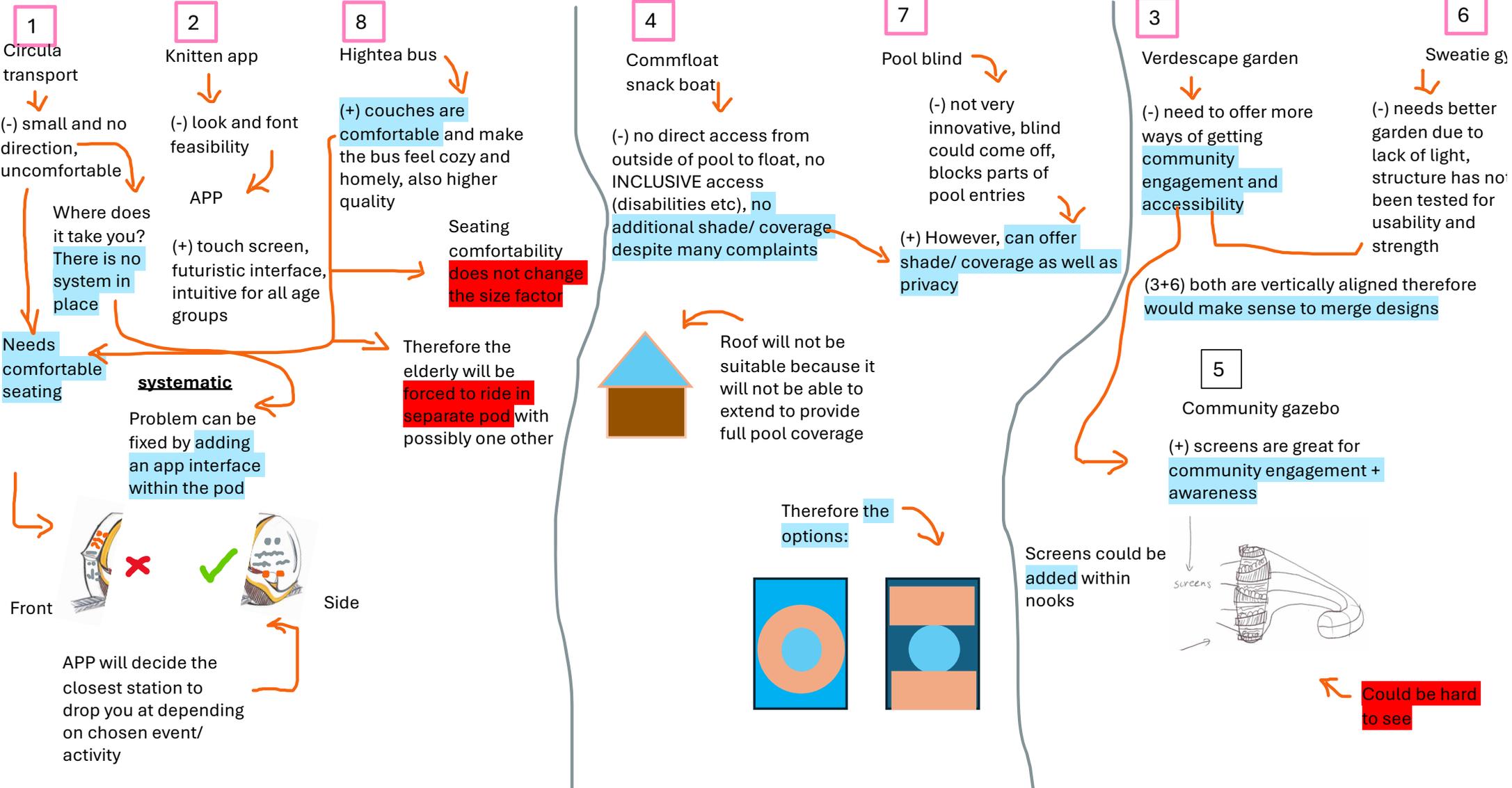
Is not sustainable since it overextends transport time for people which wastes more fuel

Accessible

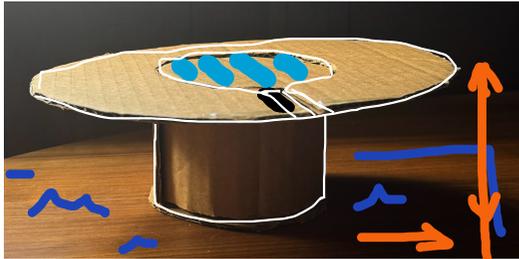
Ramp behind the bus and luggage at bottom of bus so that can enjoy the full experience at the top, cannot store much such as bikes etc.



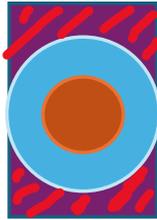
REFINE AND ITERATE



PROTOTYPE 1 AND 2

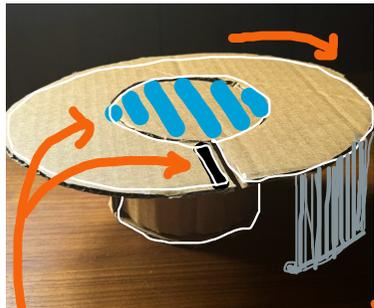


Does not cover full span of pool



Effective height clearance

Does not extend to the very end of the pool, for example if the pool is square the people on the edges will not be covered from rain



At first, beam extends out as structure orbits around circle



Solar panels will be added to assist in electronic aspects and will provide maximum efficiency due to Australian sun strengths and general pool exposure

Additional blinds can extend down



Orbital structure that extends electronically around the circle to cover pool

The structure looks aesthetically pleasing with a simple shape

Snack hub structure floating on water

Aesthetics and user design need to be fixed*



Could be more space efficient

Grass area promotes outdoor lifestyle

Community engagement: garden will cause young people to possibly stay longer to access. May use the 'gym' as a different place, as such a place to join with the community of all ages

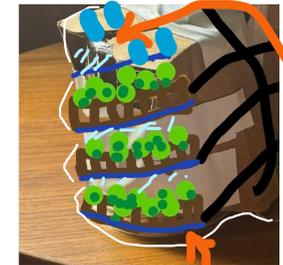


Accessible for elder users as the end can be opened and allows for quick and flat access to grass area

Solar power will act to assist both the gym and the blue lights used at night for the gardens



Shape is structurally pleasing and stands well, very stable and suits theme



Excessive blue lights may have a negative effect on older audience

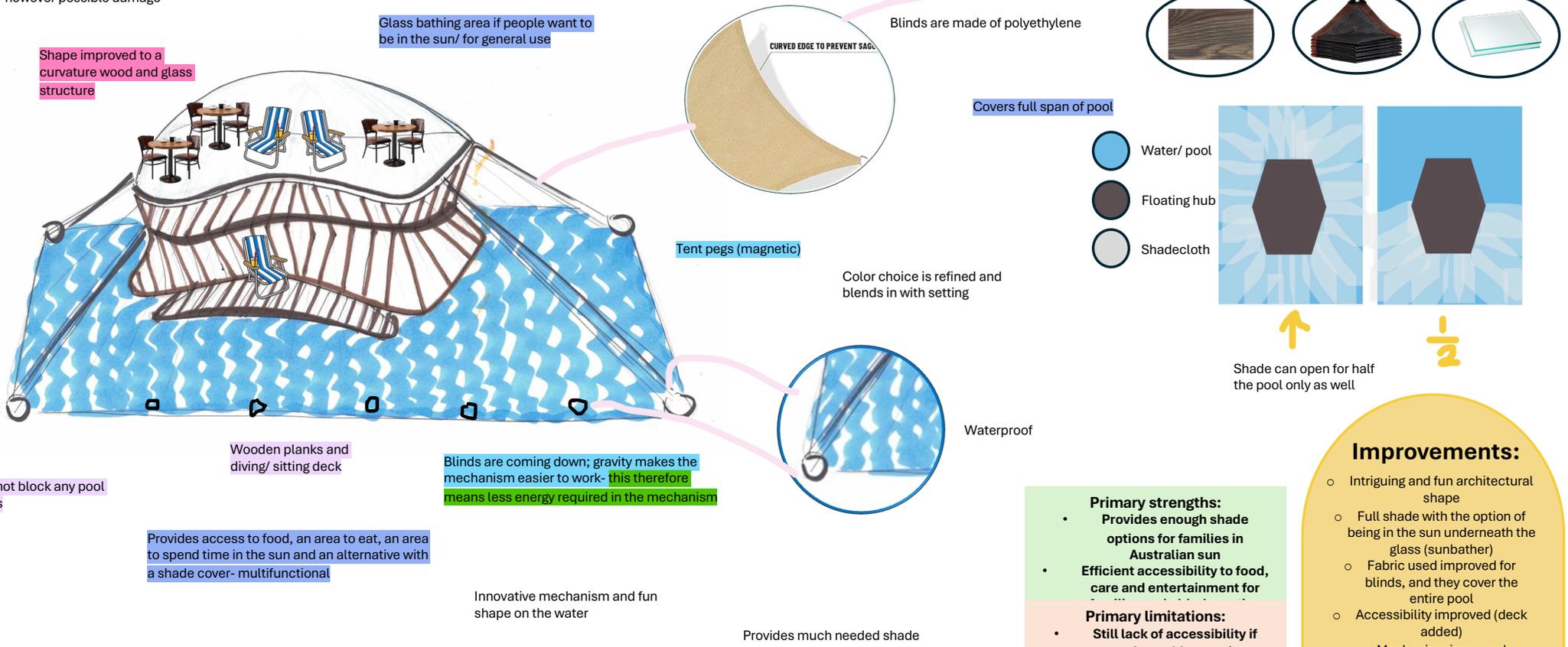
Depiction of glass structure and its aesthetic placement

Experimentation of Sweatie Femme Gym's architectural shape and its meeting of the design criteria, additionally testing a garden spiral on the glass structure

CONCEPT 1- CommFloats Snack Hub + EleCover Pool Blind = EleCover Snack Hub

Overall, this design was not chosen to embody in the final design due to its ability to meet the criteria by only 88% compared to Concept 2's 96%.

Wood is a nice material usage on water however possible damage



- Primary strengths:**
 - Provides enough shade options for families in Australian sun
 - Efficient accessibility to food, care and entertainment for
- Primary limitations:**
 - Still lack of accessibility if people unable to swim- different pool heights
 - Health and safety limitations
- Primary implications:**
 - Bad reputation for being unhygienic and chaotic
 - Only used by adults- becomes adult hangout since it is only accessible to swimmers

- Improvements:**
- Intriguing and fun architectural shape
 - Full shade with the option of being in the sun underneath the glass (sunbather)
 - Fabric used improved for blinds, and they cover the entire pool
 - Accessibility improved (deck added)
 - Mechanism improved (magnetic and gravity force) minimal electrics

Ratings

Aesthetic	4/5
Sustainable	5/5
Innovative	5/5
Useful	5/5
Accessible	3/5

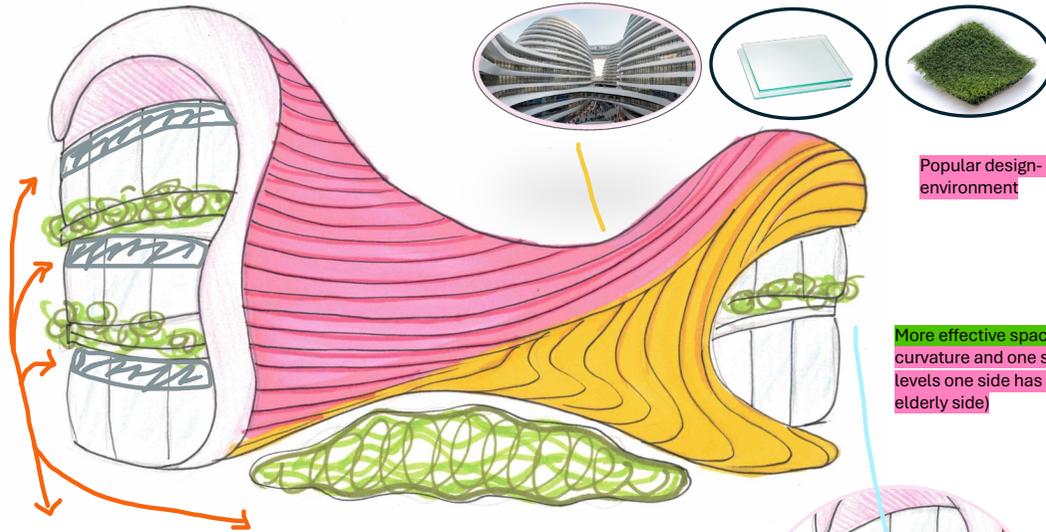
Key

Aesthetic	
Sustainable	
Innovative	
Useful	
Accessible	

Evaluation: This concept consists of ideations 4 and 7. The EleCover snack hub is a floating snack and entertainment device in which people and families attending the pool can access food, drink, shelter, and entertainment within vicinity. The hub consists of 3 levels, one for music and snacks, one for dining, and one for sunbathing. There is also an extendable deck for parents that would like to keep an eye on their kids whilst they swim. This concept means that more people will utilize recreational facilities, even staying for longer. The hub also extends a shade cover which will be waterproof and sun-resistant. The shade can also create a range in which certain people swim, for example classes. Overall, the EleCover snack hub is a multifunctional and recreational design that will increase user awareness of recreational facilities provided.

CONCEPT 2- Sweatie Femme Gym + VerdeScape Garden Apartment + Community Activity Gazebo = Sweatie Gym Garden

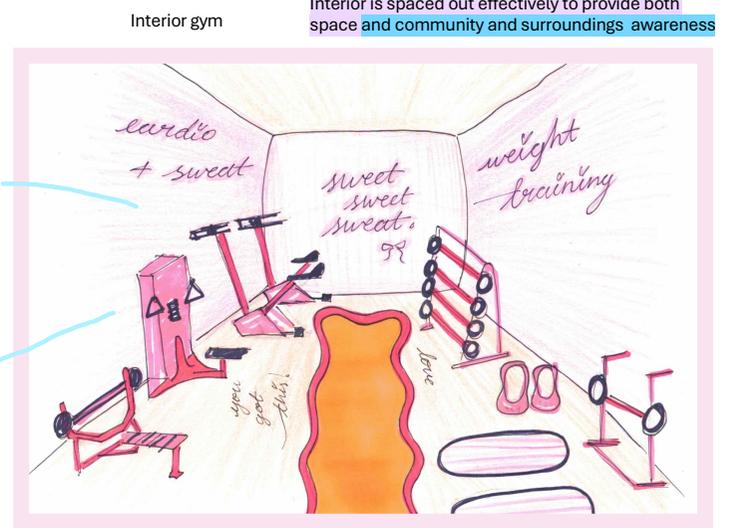
Overall, this design was chosen to embody in the final design due to its ability to meet the criteria by 96%



Trendy design and inspirational messages in clever places to encourage engagement

Popular design- flows with environment

More effective space usage, curvature and one side has 3 levels one side has 2 (the elderly side)



Interior gym

Interior is spaced out effectively to provide both space and community and surroundings awareness



Advertisement screens



Color appeals to women is very feminine and the yellow addition adds a feel of happiness and excitement

Screens are easy to see as they are above the plants not under

Open area for plants to thrive (no cement or building structure blocking)

Solar panels

Sustainable materials used (minimal glass usage)

Spiraling vertical garden

Minimal LED blue lights for plant growth assistance and will not disturb elders/ wildlife

Each equipment type is placed in a separate space to allow for women to recognize things they have in common



Primary strengths:

- Allows community engagement by getting younger and older women involved in both nature and exercise in joint
- Encourages and promotes female health and inspiration

Primary limitations:

- People may not fully interact with the garden and gym as a joint space

Primary implications:

- Primarily elderly in care gym will be tending and involved in gardens

Improvements:

- Shape innovation – takes up less space
- Interior designed smartly and adhering to aesthetics
- Promotion screens added to the front for community exposure
 - Vertical garden added
- Architectural flaps provide shade coverage
- Functionality and accessibility (2 levels for elderly, plants get some shade as well, etc.)

Ratings

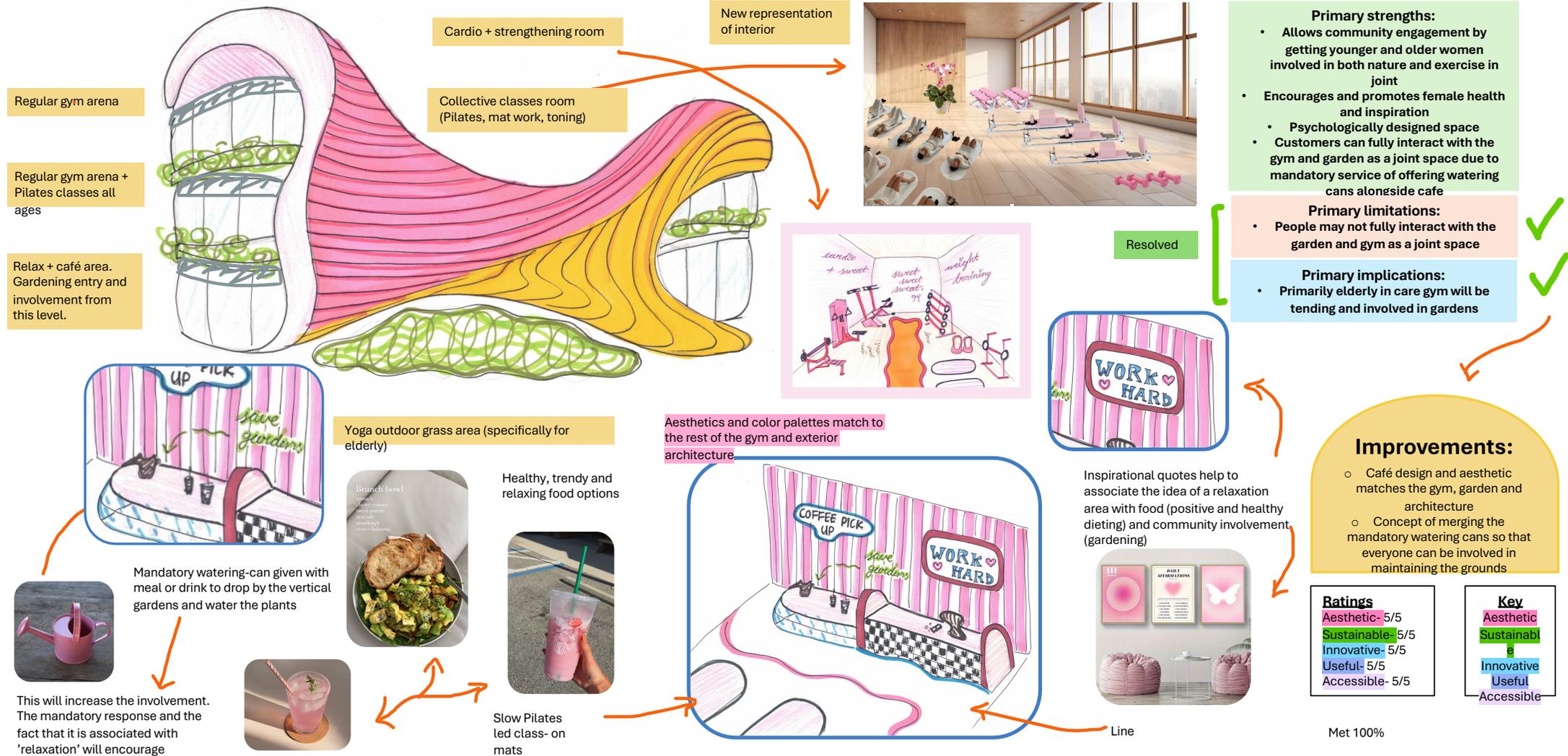
Aesthetic- 5/5
Sustainable- 5/5
Innovative- 4/5
Useful- 5/5
Accessible- 5/5

Key

Aesthetic
Sustainable
Innovative
Useful
Accessible

Evaluation: This concept consists of ideas 3, 5 and 6. The Sweatie Gym Garden is an only- women's gym that focuses on the wellbeing, inclusion and overall experience of gym-going or less confident women. To further bring the community together regularly, it is accessible and welcomes all ages, with its own separate elderly catering area on the 2-story end of the building. This area also has easier access to the outdoor yoga field. The outer design uses large curves to almost represent the feminine style and body, using modern textures, shapes and trendy interiors to create an environment that is attractive. As well as a gym, the design also encompasses a vertical garden in its windows, open to everyone who attends the gym and wants to be involved in community awareness and gardening. The plants thrive underneath the blue LED light they are given, as well as advertisement screens right above to further attract and promote awareness and inclusivity. The gym's interior focuses mainly on efficiency, giving allowable space between equipment but also putting multiples of the same ones together to increase the communication between attendees. Overall, the design promotes accessibility and health awareness to all ages within the community.

FINAL DESIGN- SWEATIE GYM GARDEN



- Primary strengths:**
- Allows community engagement by getting younger and older women involved in both nature and exercise in joint
 - Encourages and promotes female health and inspiration
 - Psychologically designed space
 - Customers can fully interact with the gym and garden as a joint space due to mandatory service of offering watering cans alongside cafe

- Primary limitations:**
- People may not fully interact with the garden and gym as a joint space

- Primary implications:**
- Primarily elderly in care gym will be tending and involved in gardens

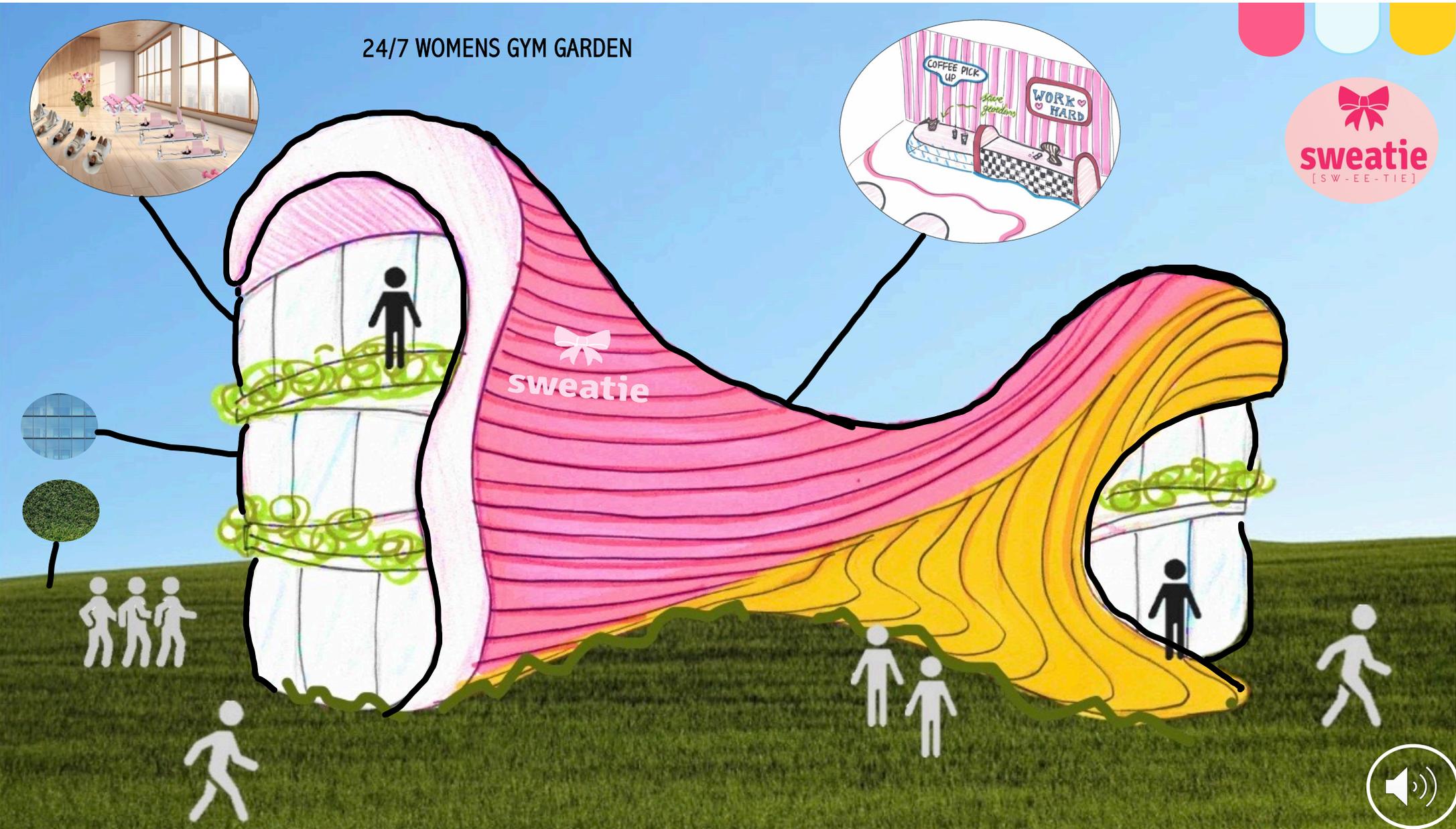
- Improvements:**
- Café design and aesthetic matches the gym, garden and architecture
 - Concept of merging the mandatory watering cans so that everyone can be involved in maintaining the grounds

Ratings		Key	
Aesthetic-	5/5	Aesthetic	Green
Sustainable-	5/5	Sustainable	Green
Innovative-	5/5	Innovative	Blue
Useful-	5/5	Useful	Blue
Accessible-	5/5	Accessible	Purple

Met 100%

Evaluation: The Sweatie Gym Garden consists of 3 levels: 1. A regular gym arena with basic equipment 2. The regular gym arena continues with specific cardio strengthening rooms and a collective classes room. 3. Relax and café area with a gardening entry. There is a yoga outdoor grass area right outside the relax level. The café menu provides healthy, trendy and relaxing food options. Women are able to spend more time within this, using it as a social and personal development. Promoting awareness and health within the broader community, the gym ensures that all ages are involved in the environment through everyday activities they love to do.

24/7 WOMENS GYM GARDEN



TRANSCRIPT

A growing concern within the Brisbane City Council (BCC) is the lack of community awareness or participation; a lack of recreational outlets or environments for all ages, and a lack of women's mental and physical spaces. A lack of recreational outlets within the council displays a strong age gap between attendees at various places for example public pools, which has affected the community's ability to participate and expand itself. Further, the lack of women's mental and physical spaces has led to men believing that certain activities are only appropriate for women, contributing to indirect feelings of not belonging in certain places and not allowing women of all ages to strive and participate in the community or environment. Existing recreational hubs include community centers, leisure centers, vehicle or building hire, which all lacked modern or refurbished elements that would otherwise draw other age groups in, further lacking wholesome community activities and accommodation to families and elderly, such as no shade and flat environments. Some existing women's mental and physical spaces can include only-women's gyms and girl guide groups, which both are similar in having 'obtrusive environments' resulting in a lack of motivation to participate or experiment with different environments. Women overall feel very excluded within the fitness and health sectors, causing a huge divide. By addressing these issues, an overall solution was conceptualized and evaluated against. The Sweatie Gym Garden is an only- women's gym that focuses on the wellbeing, inclusion and overall experience of gym-going or less confident women. To further bring the community together regularly, it is accessible and welcomes all ages, with its own separate elderly catering areas and a garden that is easily accessible to everyone accessing the gym and its facilities. Along with accommodating wholesome community activities and classes such as outdoor Pilates and aesthetic environments, the gym also promotes an encouraging atmosphere focusing on lowering amounts of the common pretentious behavior found in women's gyms. There are inspirational messages, relaxed and food-related social spaces, and lower amounts of mirrors in the gym to further promote a supporting, and more retaining community base.