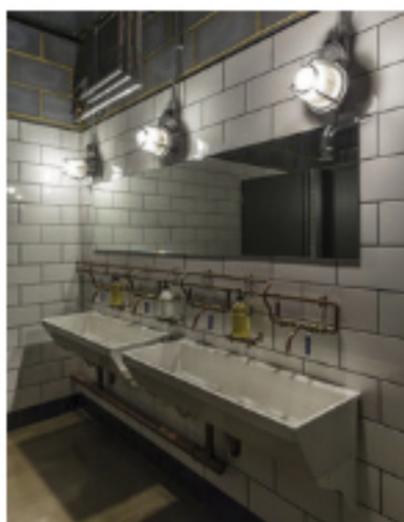


Gritty industrial luxe

LONDON (UK) - If there has been any defining aesthetic to the design of interiors in London in the past fifteen years, it is gritty industrial luxe. It is a theme that has seen interiors from homes to restaurants stripped back and left exposed. 1Rebel, however, is the first example of its kind: a gym. Designed by [Studio C102](#), the project is a new workout concept in the UK, and the interior at its launching branch in a former office in St Mary's Axe goes a long way to achieving precisely that.

Set up as a paperless, pay-by-session model to avoid the usual hefty membership fees, 1Rebel is a boutique gym with ambitions to attract a fun-loving, non-committed audience. 'Our brief,' explains Studio C102 founder Kyriakos Katsaros, 'was to design a gym where each class felt like a night out – an event in its own right rather than a means to an end.'

In the design, the architect wanted to confound expectations of what a gym looks like, encouraging visitors to feel tougher and edgier when working up a sweat. Pipes and ductwork have been revealed, fire hoses fitted for taps, lighting sourced from a German 1960s cargo ship, old post bags hung for dirty towels, and signage spray-stencilled. The studio spaces are two black boxes where projections play across the walls to create a party atmosphere accompanied by pumping music, sometimes from live bands.



Yet at the same time, it is not a 'spit and sawdust' kind of grittiness. Industrial concrete and rusting steel is offset with a certain luxuriousness – heated porcelain benches, towels available at three temperatures (warm/ambient/chilled), Robin Day seating, and Heatherwick 'spun' chairs. In the changing rooms, Hollywood-style vanity mirrors are paired with 1950s barber stools for a vintage glamour in the men's, while bespoke Deborah Bowness wallpaper adds a modern soft touch in the women's.

1Rebel fitness gym, 2014–2015

Architect: Studio C102

Client: 1Rebel

Address: 63 St Mary Axe, London

Info: www.studio-c102.com