



**BODY  
BIKE®  
UNIVERSE**



# BODY BIKE UNIVERSE

We want to take you somewhere new. To a place you have never been before. A place where you have to surrender to yourself and the feeling of calm euphoria. Leave the everyday world of stress and obligations behind and enter the BODY BIKE UNIVERSE.

We want to do it differently. We want to go where no one else has gone before. Set new standards for what is doable and what is possible. And we want to do it because we can – it's that simple.

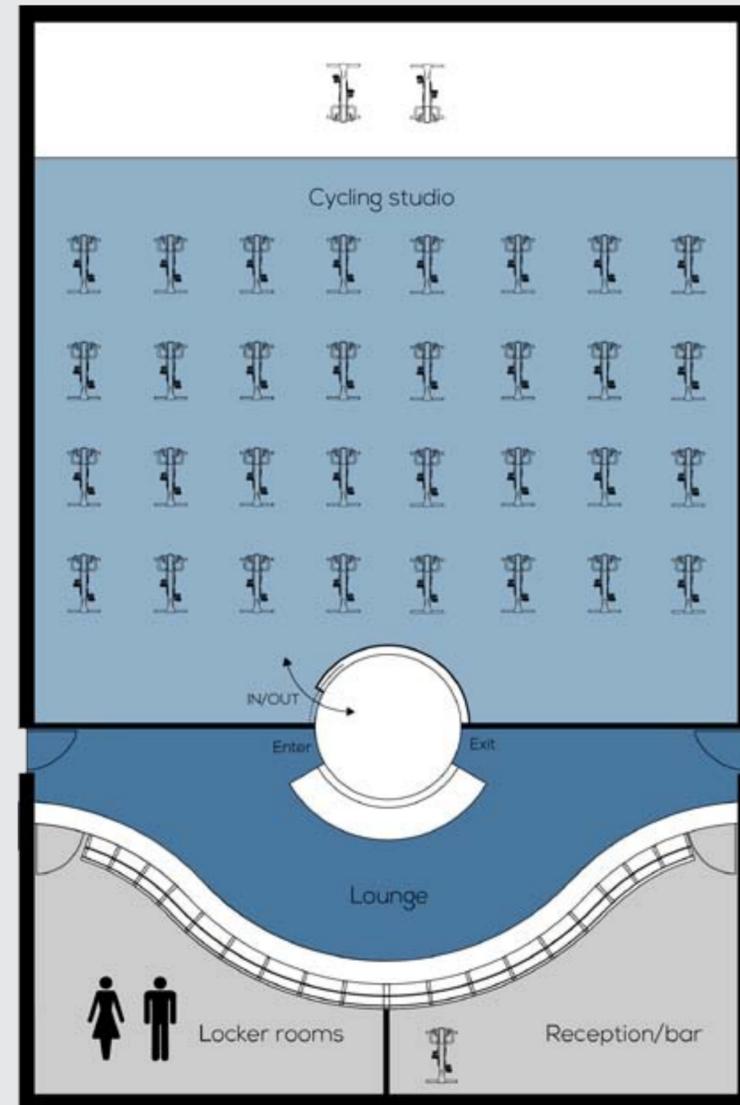
We want to pass on the images that fly around in our heads when we hear the words 'Indoor Cycling Studio.' We want to show you where our imagination takes us and where creativity knows no bounds. We want to take you to the BODY BIKE Universe.

The BODY BIKE Universe conceptualization is designed to create the best possible framework for indoor cycling. It is the concept of a stand-alone indoor cycling studio taken as far as we can. It is a place where you just drop in and become part of another world for a while. It is meant to inspire those who want to create something different than the usual studios. For those with a vision to create something unique and offer something completely new. Nothing in the conceptualization is a permanent ingredient. Everything you will see is purely for inspirational purposes. And everything that you will see is possible.

And it is meant to inspire those who want a different and exceptional experience when they work out. We want to create a world of indoor cycling where nothing is left to coincidence. Where every little detail is part of something greater. Where motivation and inspiration are key factors.

The surroundings are the focal point of the concept. Big screens and projectors will project moving images, and together with sound and lighting you will get a complete experience where everything will come together. All your senses will be at play. Why not make your workout an experience. An experience you never expected to have and never want to be without. Motivating you to go that extra mile.

# ZONES



# EXPECTATIONS

You enter the BODY BIKE Universe through the front door. The destination is a new and better you. The first thing you encounter is the lounge. A place where you brush off the outside world and your everyday worries.

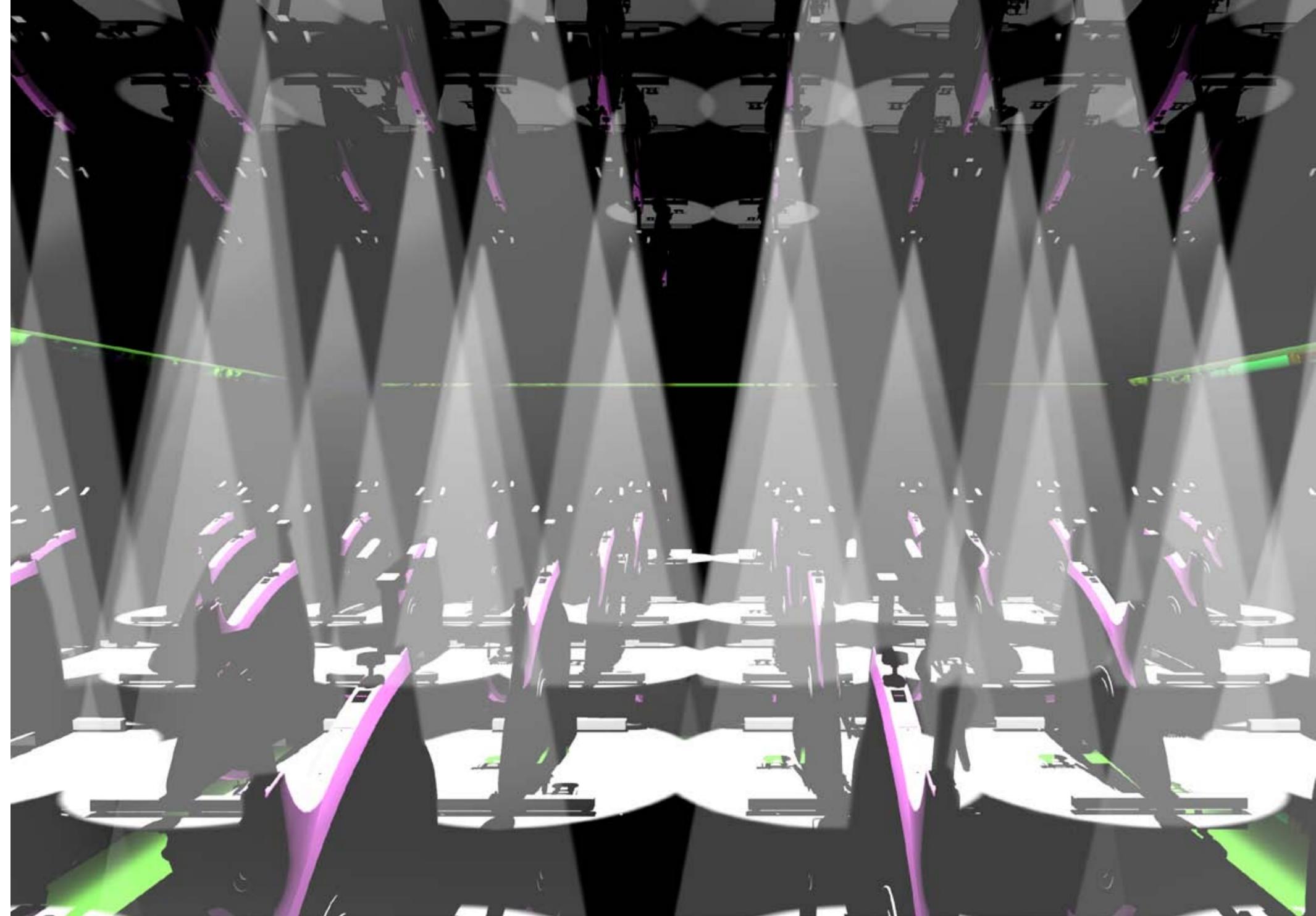
The lounge interior is designed with the view to bring the outdoor indoors, and both light and sound is in play to enhance this feeling. You can take a peek through the windows in to the cycling studio to watch the current class or you can go to the café to rent a pair of shoes and a towel or buy a bottle of water while you wait your turn to enter the studio. In one side of the café you see someone taking a VO2-max test on a bike.

This is the place where you build up your expectations for what is to happen in the cycling studio. Every little detail in this room is inspiring and motivating you to reach your destination. You have entered a world of opportunities, and there is no limit to what you can do.

- The BODY BIKE Universe is divided into zones: locker -/changing rooms, the lounge and the cycling studio. The basic design and the function of these zones are the same throughout the conceptualization.
- This illustration is conceptual with no final measurements.

# YOUR SPACE

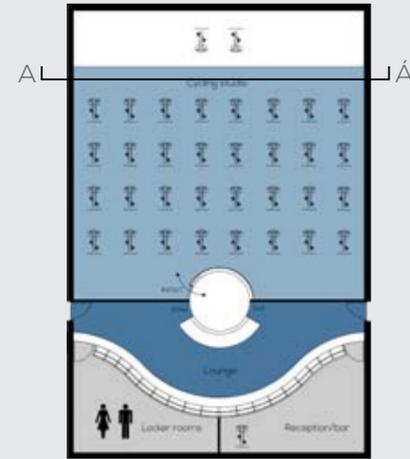
Now it is YOUR turn to get moving. You have been waiting outside in the lounge with the others, building up your expectations for what's to come, and now you enter the cycling studio. You locate the bike designated for you: it is standing there right in the spotlight. All you see in the studio are the bikes in their spotlights. Everything else is dark and quiet. This is your space. Your time. A few moments where you adjust your bike and get ready for a completely new experience.





# CONTROL

Surrender control to your instructors. Your instructors control everything. Except your dedication and passion for reaching your goal. From their position on the podium, they direct not only the class and the music but also lights, sound and the spectacular surroundings depicted on the projector screens. They bring a series of small things together to create an experience beyond your wildest dreams.



The sound design in the studio is one of the crucial factors in making the experience complete. Loud speakers are placed at the back, at the front and on the sides to create a sound similar to what you experience in a cinema.

The wall behind the instructors as well as the side walls are big screens showing images from projectors lowered down from the ceiling.



Section view A - A'

# ALL SENSES ARE AT PLAY

When your instructors finally say 'Go!', you will be in for a unique experience that will tickle all your senses. The walls in the studio are huge screens on which you see moving images of specific themes. It feels like you are included in it. You are right in the middle of it. The surround sound in the studio makes the experience even more vivid. Lights flash across the room and screens. The experience is total and unique.

All senses will be at play. Imagine riding through a storm where lightning, the sound of thunder and rain interact and create a unique sensation – inside a cycling studio.

The experience is not only limited to the studio. In the lounge, you get a little preview of what you are about to experience inside the studio. Lights, sound and moving images are part of the overall concept.

Spotlights will add more intensity to the experience. All technical installations will be integrated into a lowered ceiling.





# MEGACITY



# NATURE



# CHALLENGE

# ENTER THE UNIVERSE

Expand your horizon by letting yourself be taken through the BODY BIKE Universe themes and get an experience you will never forget. YOU will give everything you have but WE will guide you. You can't just lean back – you have to surrender and become part of the BODY BIKE Universe.

We have chosen three themes. Themes you can be inspired by. That can give you an idea of our visions for the BODY BIKE Universe. And hopefully give you even more and better ideas. The concept of the BODY BIKE Universe is flexible and allows for numerous themes to be projected both in the studio and in the lounge.

The journey begins when you walk through the front door.

# MEGACITY

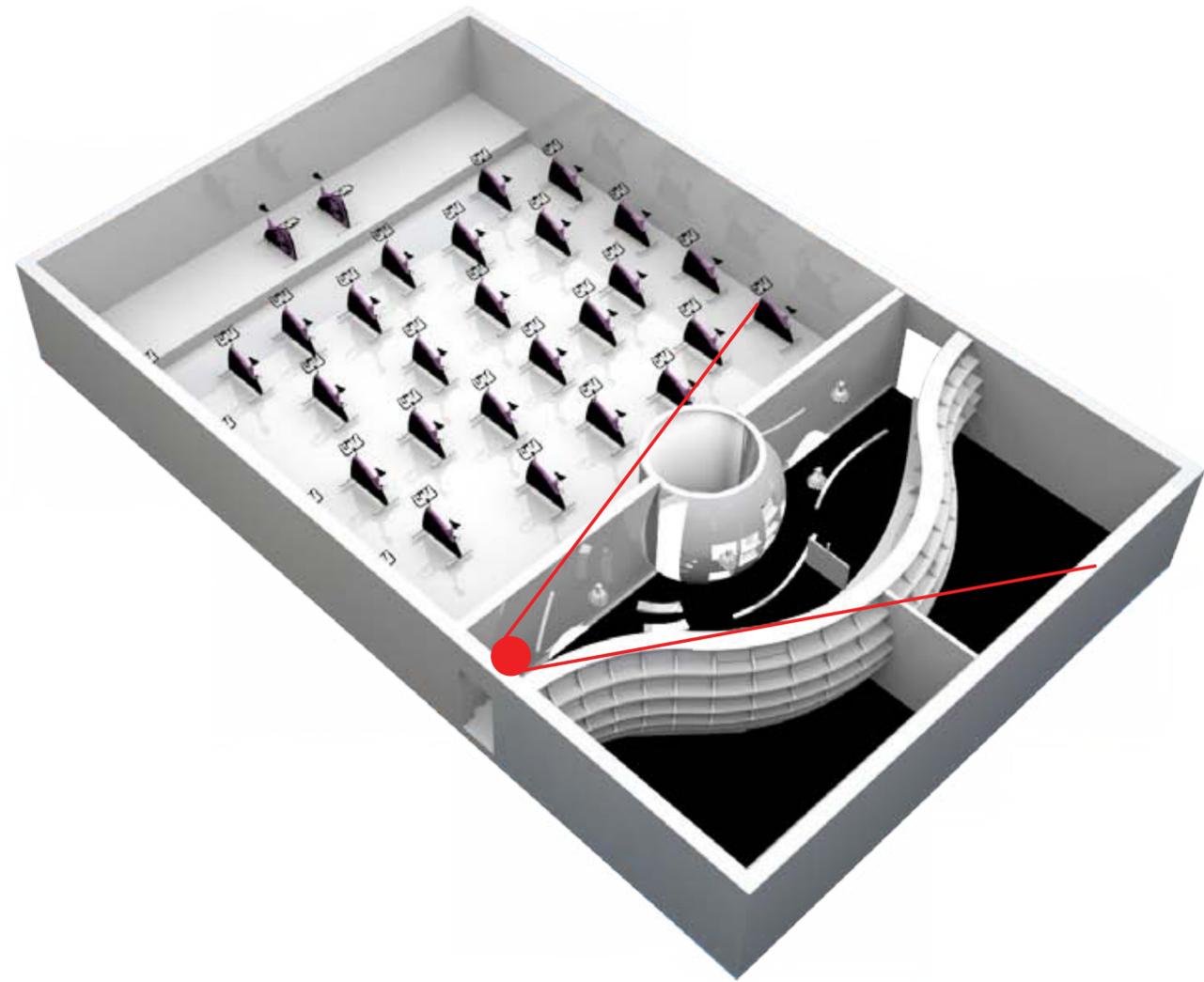
Imagine a destination: Megacity and a better you. Leave the real world and your everyday life behind and get ready to experience the atmosphere of a vibrant megacity.

In the lounge you will feel the intensity building up but you will also feel relaxed. In one end of the room is the café where you can load up on the essentials and borrow a magazine – just as you can in any café in any city. Every detail in the room come together to create the illusion of a city. Take a peek through the cockpit windows into the studio and get a preview of what's to come.

Now it's your turn. Enter the twilight zone – the gateway to an exceptional ride through the city. You see the bike in the spotlight, ready to take you to another dimension. You adjust your bike, settle into the saddle, click into the pedals and from then on you let the rhythm and the instructors direct you.

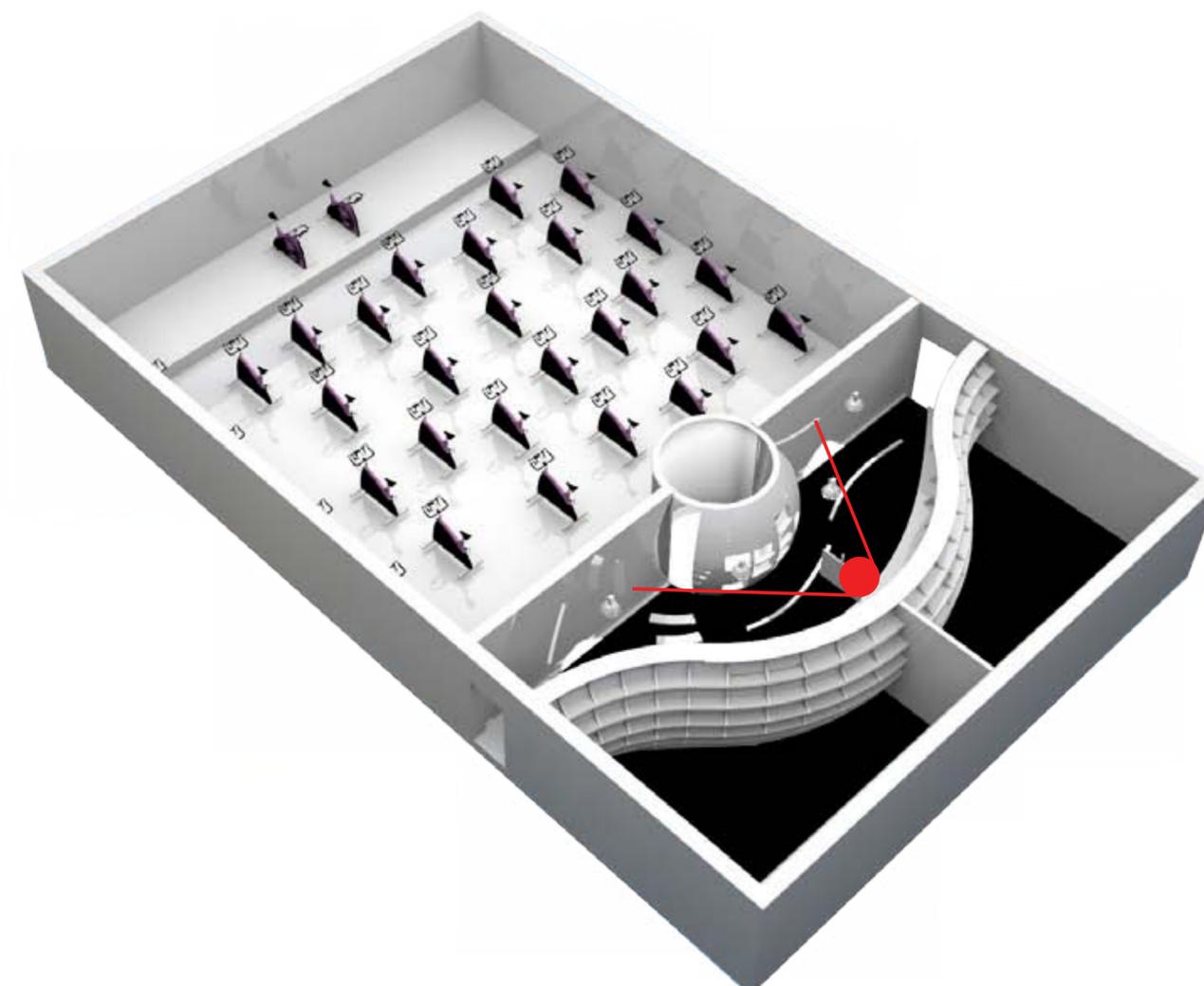
New York, Paris, London, Tokyo, Sydney. Sizzling atmosphere of billboards, sky scrapers, noise, rush hour and traffic. You have to feel the vibrant soul of the city to keep the pace. The flashing lights of moving cars, shouting people in the streets, the rising noise of an approaching bus. You are captured by the feeling of being a part of these high speed surroundings, and the intensity of the city sets the intensity of your workout.



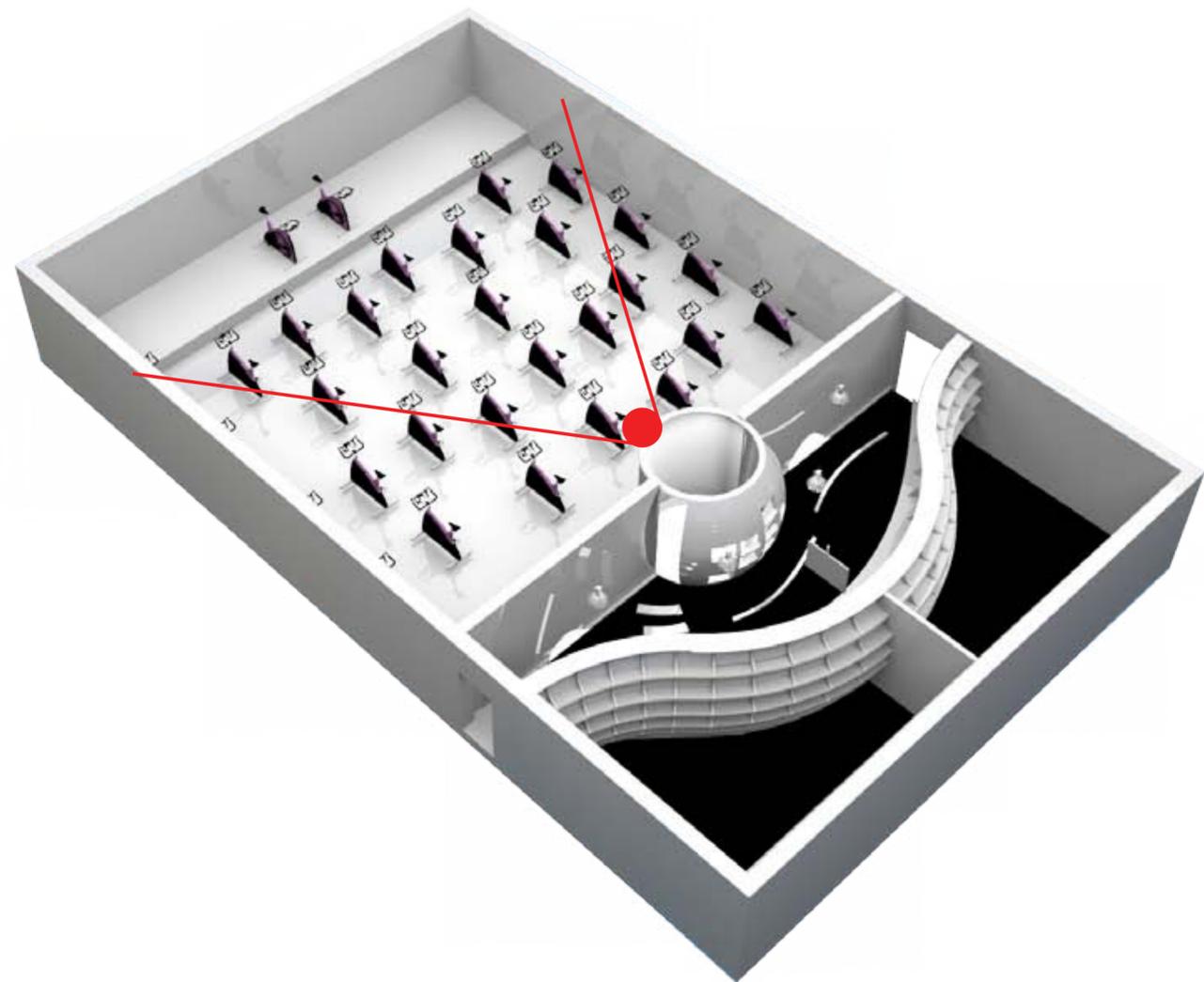


● View from the entrance into the lounge area





● View from the middle of the lounge, through the windows into the studio area



● View from the back of the cycling studio

# NATURE

Sometimes you just wish you could save a bit of the summer, the sunrise, the feeling you get when you are alone on the road on your bike in the morning and hear the birds starting to chirp in the tree tops – you just wish that you could take that feeling and save it for a rainy and cold winter's day when you are trying to build up the energy for your work out.

We want to be able to give you that feeling. At any time.

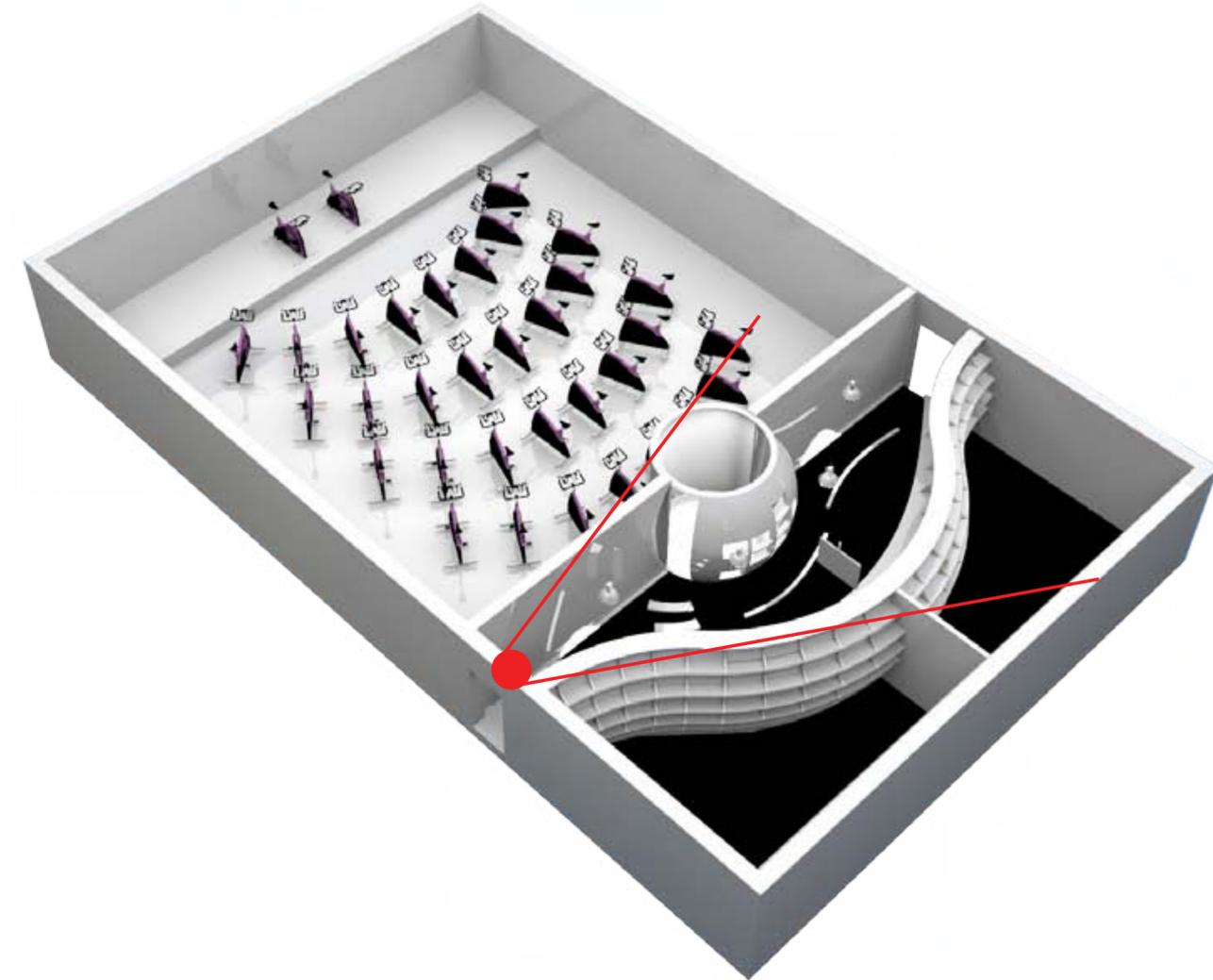
When you enter the lounge, the feeling of serenity will fill you up. The interior of the room simulates being in a calm spot in the forest and sounds accompany the visual impressions. The rush of your everyday life is left outside.

This is a place of comfort. A place of pure energy. Where you can recharge. It's a place where you get together with friends. Where you work out together, and afterwards relax in the forest café.

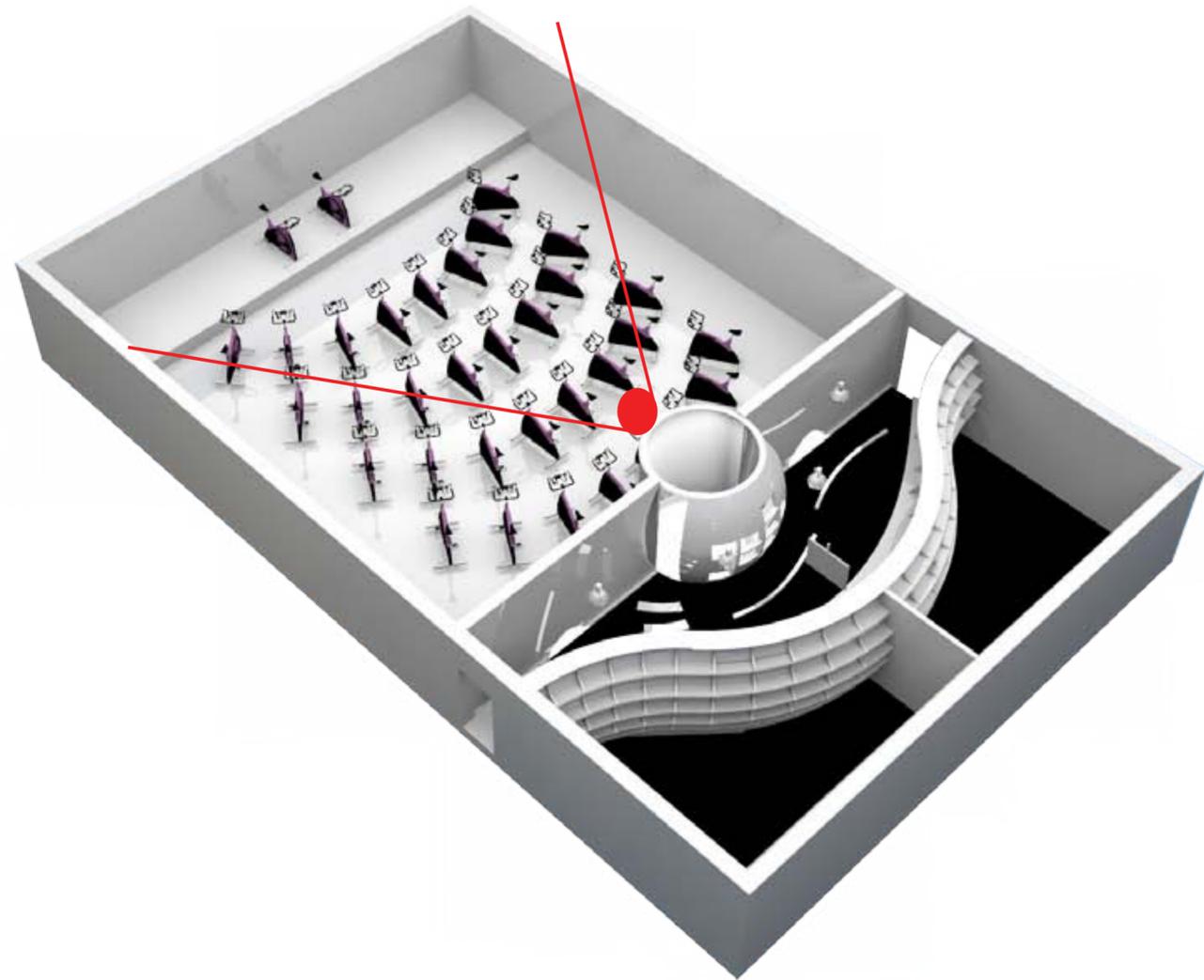
Right now, in your mind, you are preparing yourself for what the instructors have in store for you today. Will it be a joyride through the forest in the morning or will it be a hard ride up the mountain in the rain?

It's your turn now. You enter the dark studio where only the spotlights on the bikes are visible. The rest of the room is dark. You are ready to let your instructors guide you through a workout that will take you to places you have never seen before. Give you an experience that you have never had before. And leave you with a feeling you have never felt before.

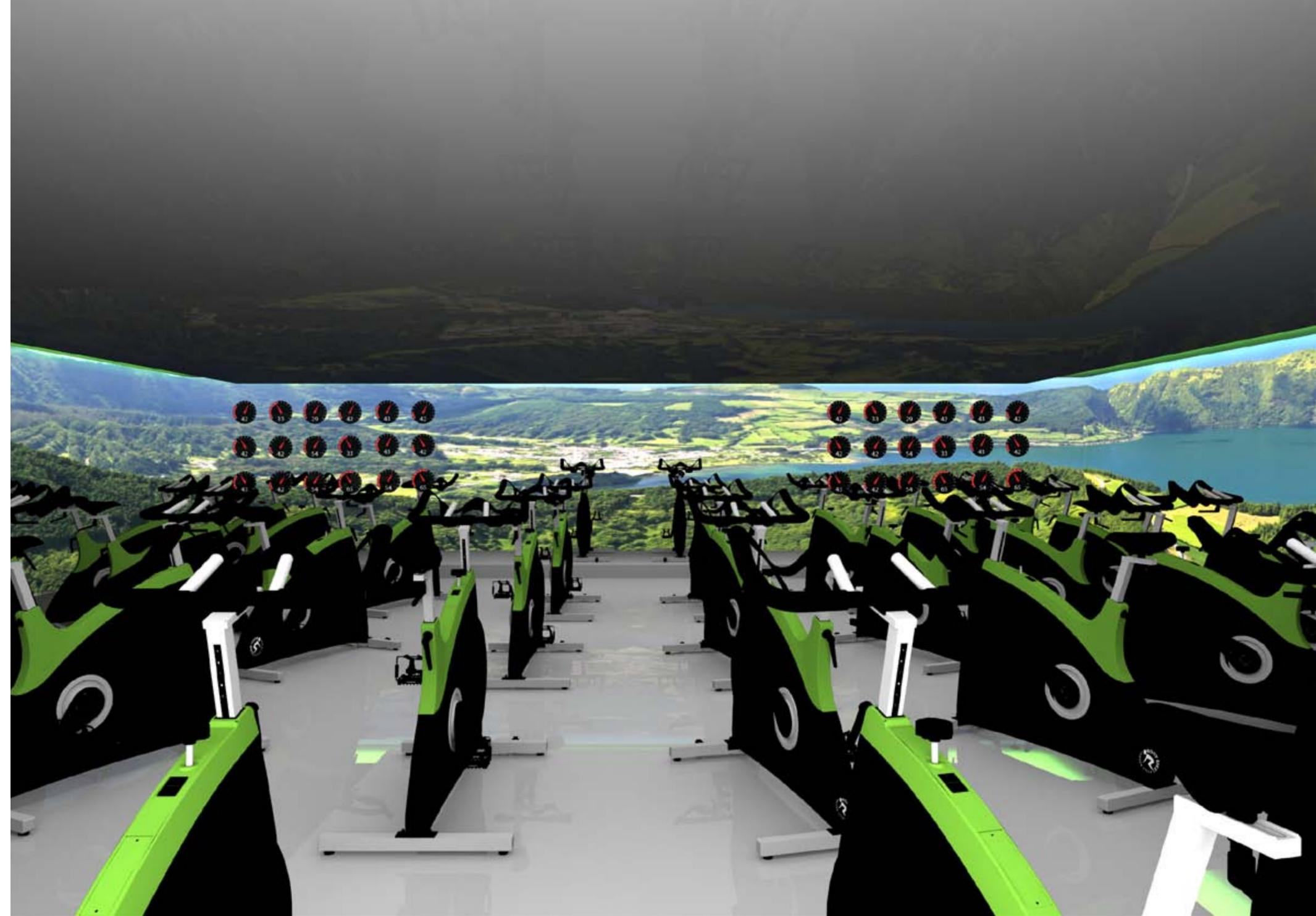




● View from the entrance into the lounge area



● View from the back of the cycling studio



# CHALLENGE

You have seen it over and over again. And yet it is still thrilling to watch. The Tour de France, Giro d'Italia and Vuelta Espana. You have watched the cyclists struggle to keep up the pace, watched them twist themselves in agony just to finish the stage within the time limit. And why do they put themselves through this? Why do they go through this time and time again?

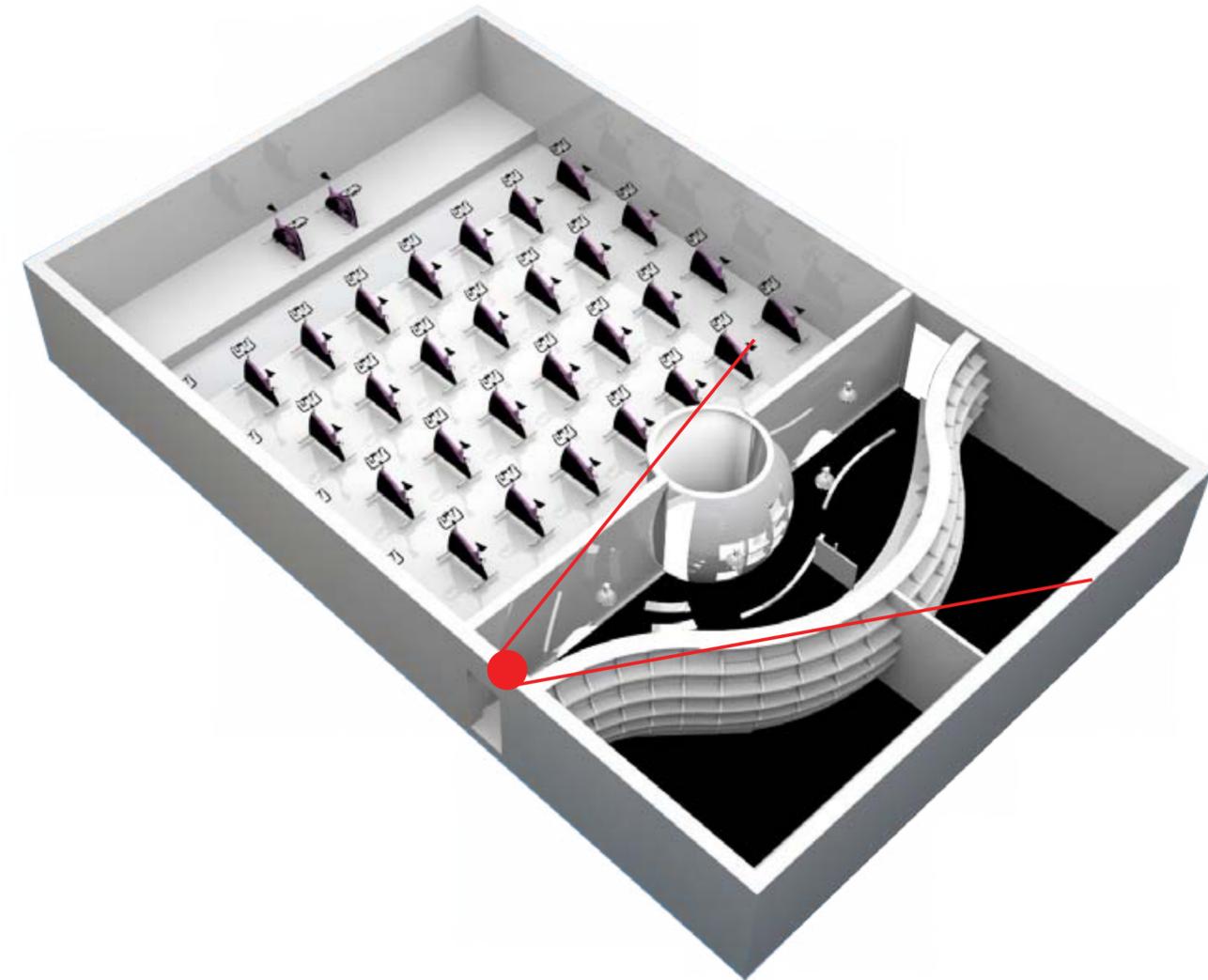
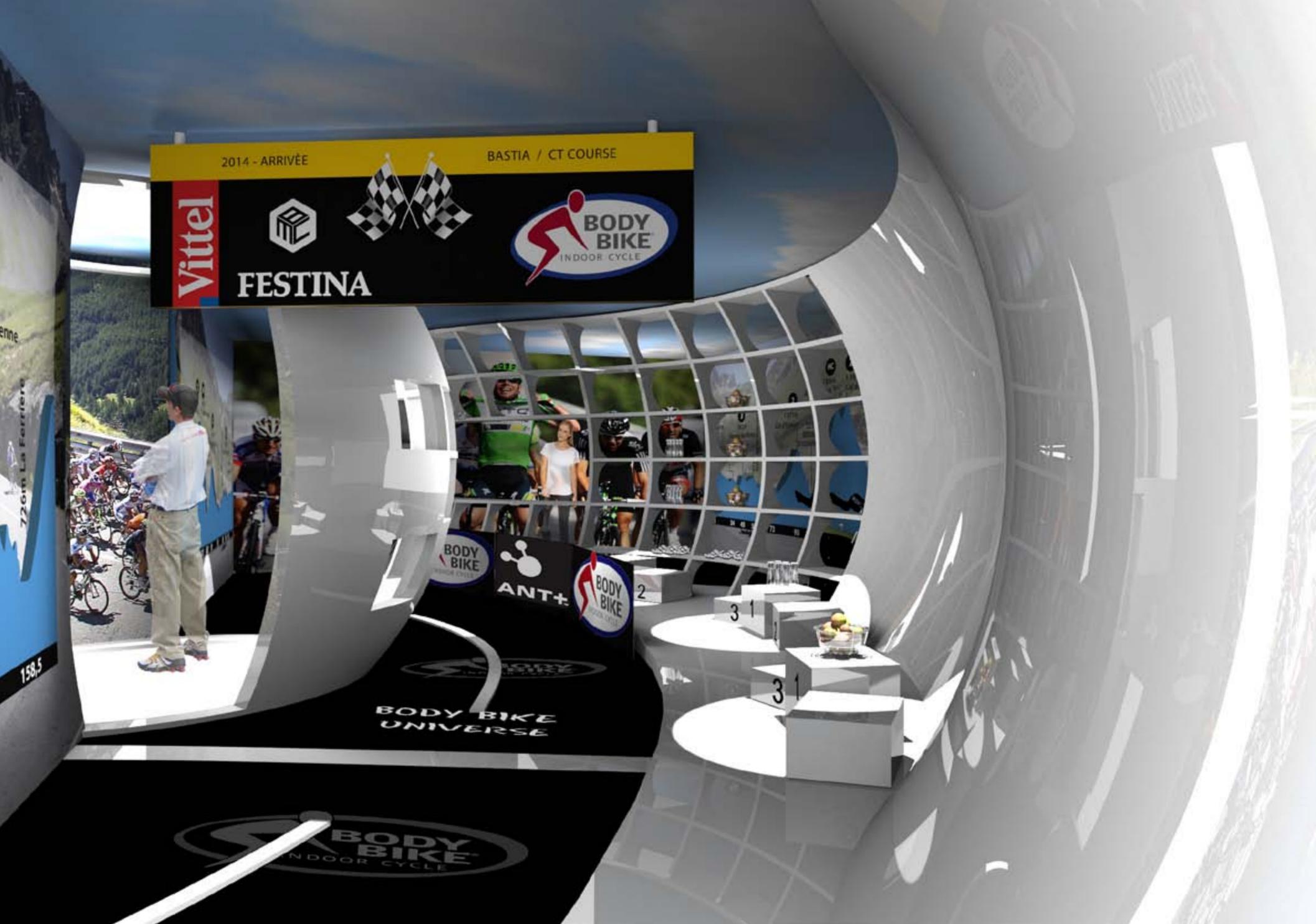
They want to challenge themselves. They want to push themselves to the limit and beyond. Do the impossible. Now WE challenge YOU.

You enter the lounge, a place of sizzling activity. People leaving, arriving or relaxing after a strenuous workout. The room is designed to get you in gear. The route of the day is projected onto the wall so now you know what you have to be prepared for. Or do you?

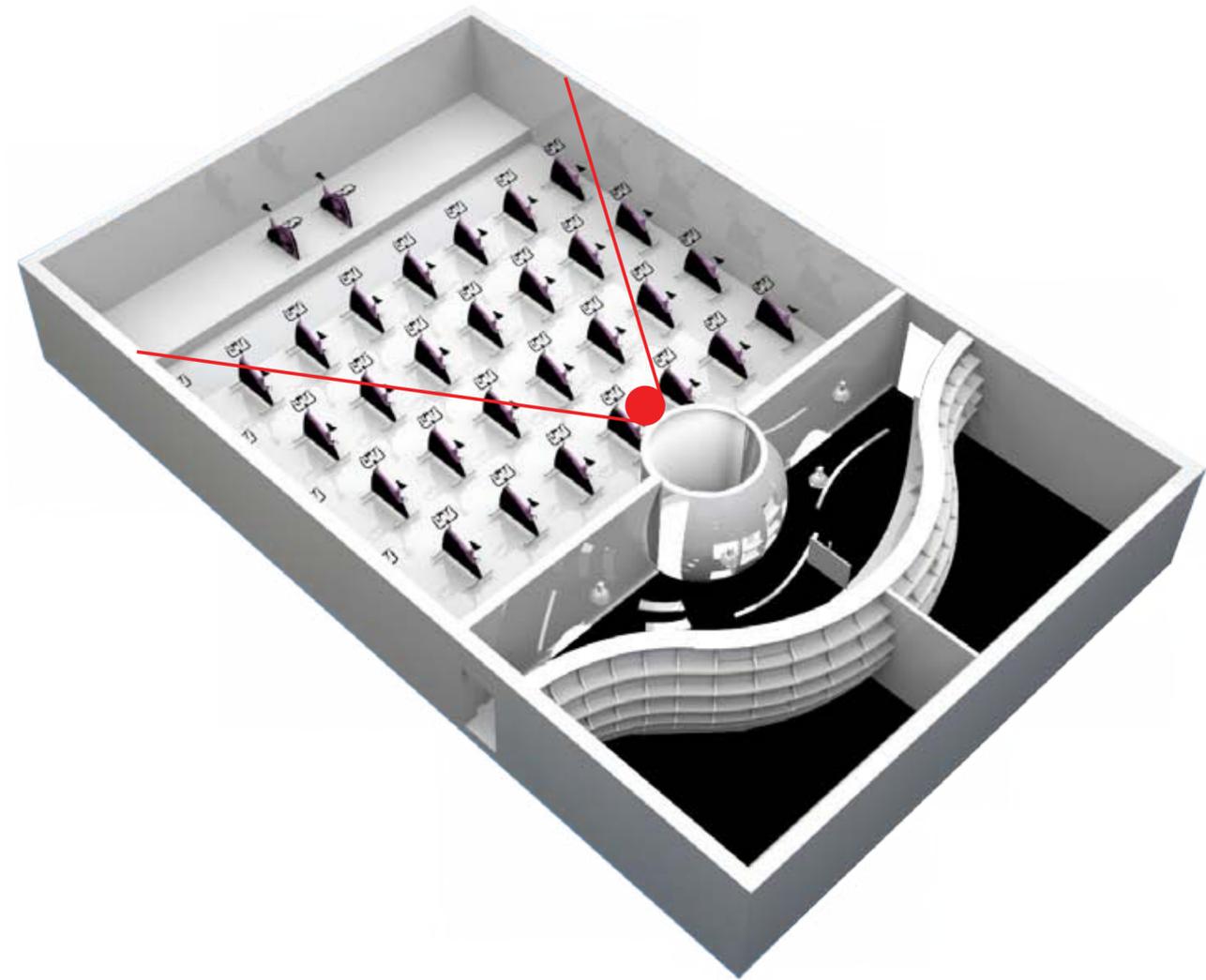
An atmosphere filled with expectations. The feeling of restlessness is hanging in the air. It's almost time. Time for you to excel. To give everything you have to one purpose: Get across the finish line before everyone else.

You enter the starting area, get your number. Focus your mind on the approaching race, get ready to challenge your limits. Now entering the final space before settling into the saddle. You are looking down on the bike computer on your bike, seeing the numbers. Your watts, cadence, heart rate: Climbing! You look up and watch the data of the others projected onto the screen in front of you. The race is about to begin!





● View from the entrance into the lounge area



● View from the back of the cycling studio

# YOU

Motivation and inspiration. That is what we want to convey to you. That is what we want to bring to you. And now it is up to you to take it further. We have shared our thoughts with you and we may have inspired you. Take our ideas, twist and turn them, discard some, add new ones, and adapt them to the mindset and culture of your surroundings. There is a place for this concept, a place for the BODY BIKE Universe. It is unique and it puts a completely new perspective on the experience revolving around indoor cycling. It will create a buzz and it will breed loyalty among the indoor cyclists. They will keep coming back for more and new experiences. Because they know they can't get it anywhere else. Only in the BODY BIKE Universe.



Do things with  
**passion.**  
Or not at all



It's **not** going to be easy.  
It's going to be **worth it.**





BODY BIKE International A/S - Made in Denmark

[body-bike.com](http://body-bike.com)



Presentation  
[www.madebyconcept.dk](http://www.madebyconcept.dk)