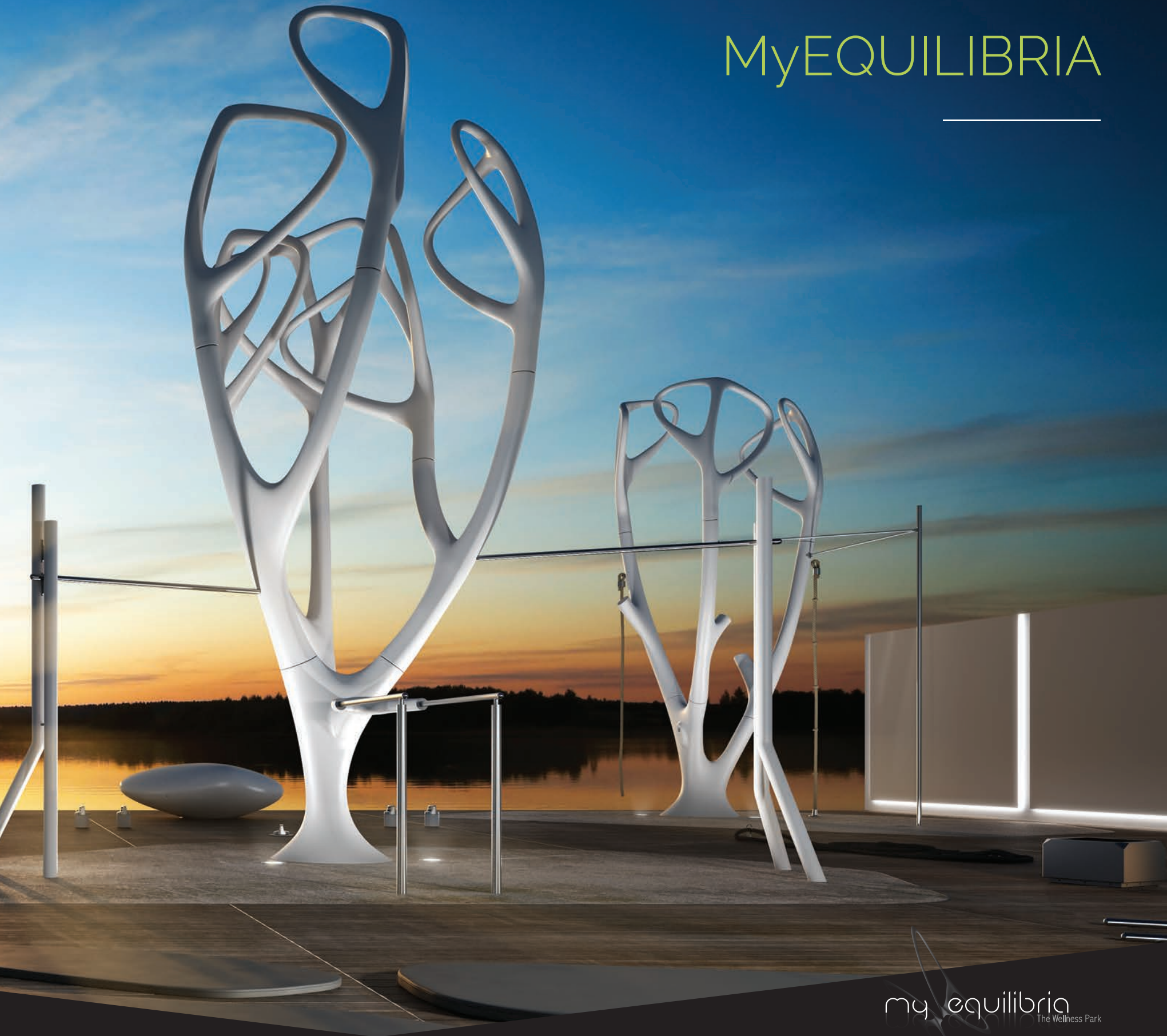


WELLNESS PARK

# MyEQUILIBRIA

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MyEQUILIBRIA  
WELLNESS PARK



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# INDEX

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PHILOSOPHY	4
DESIGN	24
INSTALLATIONS	34
ACCESSORIES	48
MATERIALS	56
TECHNOLOGY	60
SOLUTIONS	64
ABOUT US	82

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## - PHILOSOPHY -



*“Wellness is not only about staying in shape, but it’s about achieving a **state of physical, mental and spiritual well-being** that allows you to reach your goals, stay healthy, and lead a more engaging, more satisfying, and more harmonious life.*

*How do you practice wellness? By finding a steady balance of getting outdoors, enjoying the support of your friends and deciding to do one more pull up... even if it means giving it all you’ve got.”*



# WELCOME TO THE WORLD OF MyEQUILIBRIA

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More and more people across the Globe are embracing the time-proven **functional training** used by the Spartans of ancient Greece and US Special Operations troops alike, to maximize strength, build muscle, boost cardiovascular fitness and burn fat.

At the same time outdoor fitness is becoming one of the most exciting growth areas in the health and fitness market.

MyEquilibria addresses both of these trends in a new way.







# OUR BODY IS OUR GREATEST MASTER

---

It instinctively knows what is best for us. If we take time to listen to it, we'll realize that one way it communicates with us is through movement.

That's how we explore the world.

That's how we learn, become stronger.

That's how we adapt to the environment around us.

The body of a child who climbs a tree speaks of freedom, curiosity and thrill. His hand grasping a metal pipe or a rope speaks of play.





## A REVOLUTION IN OUTDOOR WELLNESS

---

What if we could understand the language of movement and communicate back with forms, surfaces and textures, inspired by nature?

What if we could use our innate drive to stay active and engineer a multi-sensory gym experience that is impossible to resist?

What if we could create an environment where movement becomes natural and training intuitive?

Welcome to the world of a revolutionary Outdoor Wellness that thrives on kinesthetic intelligence, fundamental movement, and instinct for well-being.

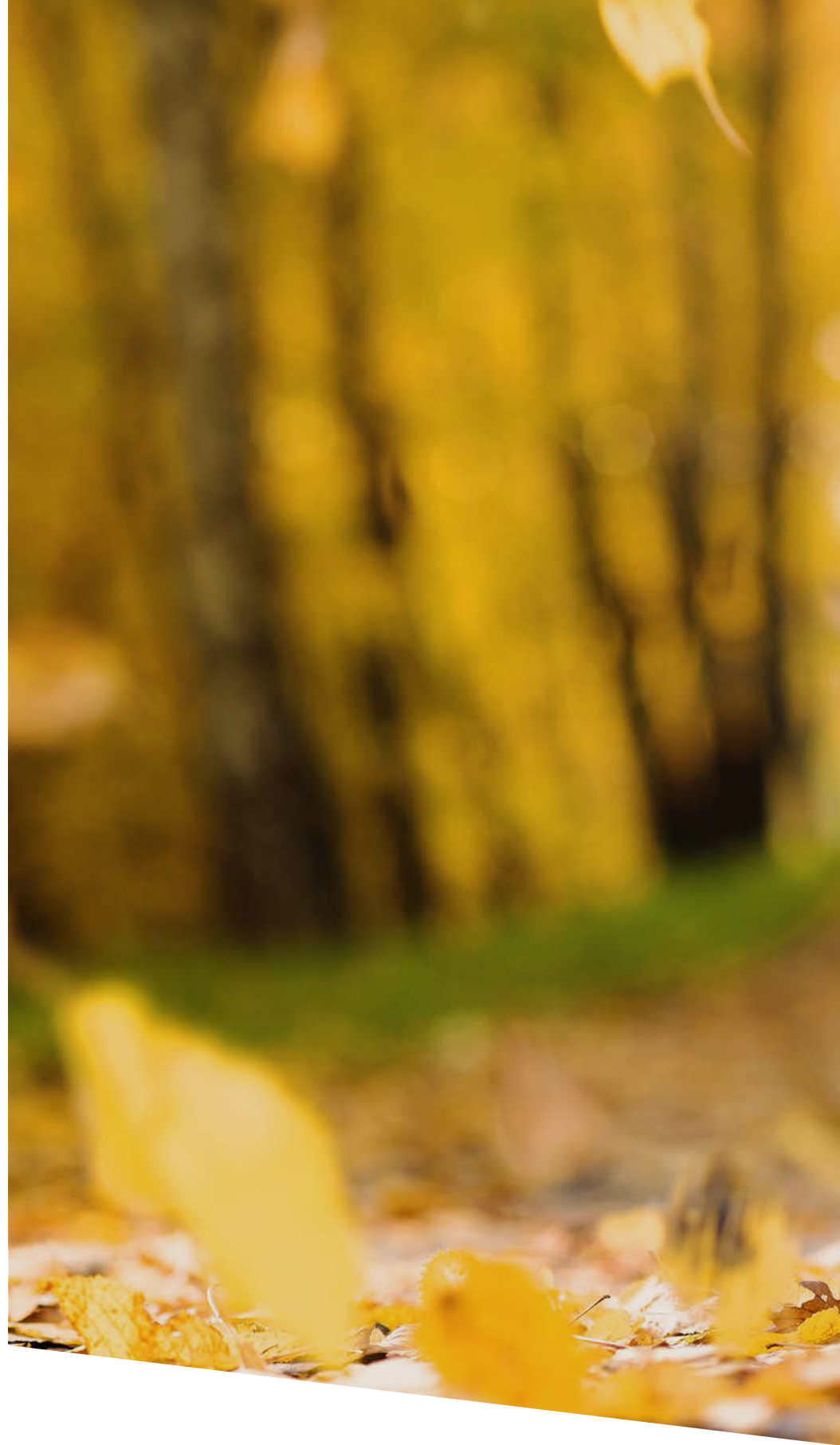


# BUILDING THE FUTURE OF OUTDOOR FITNESS IN STYLE

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While gyms are filled with state-of-the-art exercise equipment, nothing revolutionary has been created to meet communities' growing demand for outdoor training and help people lead healthier lives.

MyEquilibria aims to change that...





*"470 million people already workout outdoors, yet 85% say they don't have any outdoor workout equipment to help them exercise."*

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Bureau of Labor Statistics, Sports and Exercise



# A CATEGORICAL IMPROVEMENT IN OUTDOOR WELLNESS

---

MyEquilibria strives to shape the future of outdoor wellness and challenge every convention surrounding fitness equipment.

- Engineered around biomechanics of instinctive training;
- Inspired by nature;
- Designed featuring the same attention to detail, style and technological sophistication you'd expect from a contemporary work of art;



# THINKING BEYOND HIGH-TECH OUTDOOR EQUIPMENT

---

By tearing down boundaries between art, high-end fitness equipment, and the community we aim to:

- redefine workout experience,
- improve training results and wellbeing through the benefits of open-air workouts,
- and finally, make the world more beautiful with artistically functional installations that are both practical and unique.

We call it the 'Instinctive Wellness Philosophy.'



# A WEALTH OF HEALTH BENEFITS OF OUTDOOR TRAINING

---

Regular exercise and contact with nature is an easily-accessible, always-available form of preventive and restorative medicine.



REDUCED ANXIETY  
AND DEPRESSION



DECREASED  
STRESS



INCREASED  
ENERGY



INCREASED  
IMMUNITY



50% LOWER RISK  
OF DIABETES



INCREASED VITAMIN D  
PRODUCTION



INCREASED WEIGHT LOSS  
AND FITNESS



REDUCED SYMPTOMS  
OF A.D.D.

# DEFYING GRAVITY

---

Why exercise our bodies in 'parts' when real power comes from the 'whole'?

Over the past decade the concept of 'strength' has shifted from being able to lift 150 pounds overhead to functional strength. Functional strength is what we use in our natural lives, when we need to respond to spontaneous environments.

The Biomechanics of each MyEquilibria installation leverage body weight and gravity so well, the workout becomes intuitive, immersive and fun, not just functional.

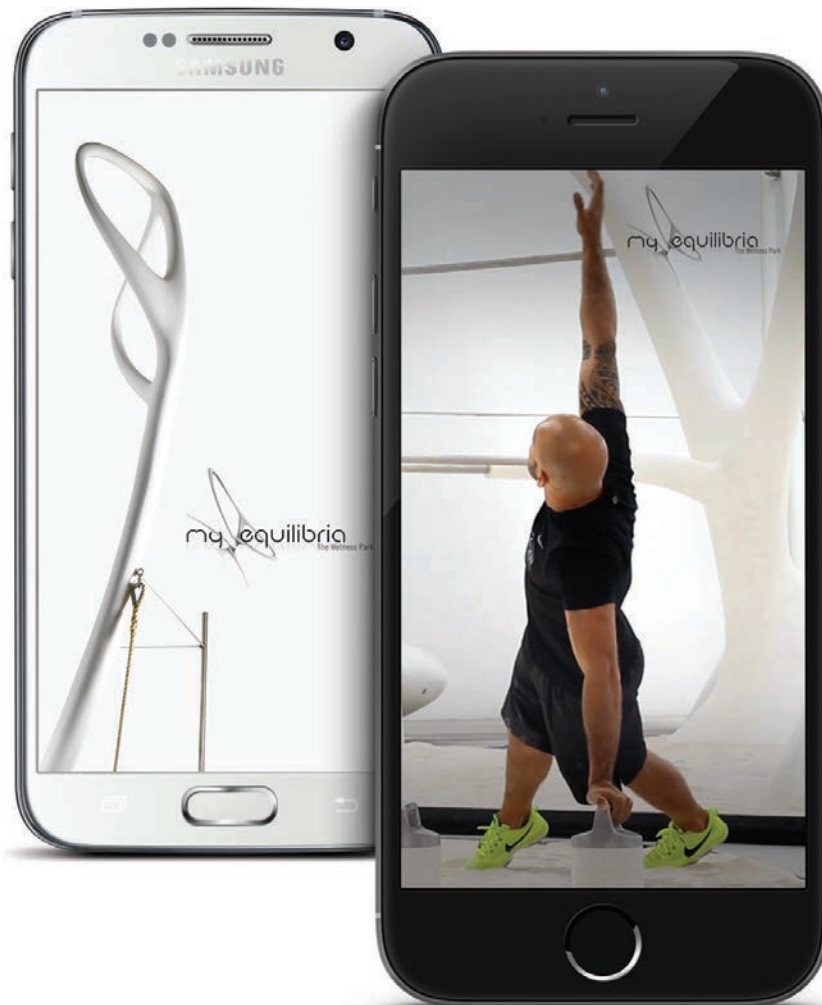
It allows the muscles to train as a unit and the body to develop core stability, flexibility, resistance, speed and practical strength.



*“MyEquilibria workout programs combine cardio and strength training into one cohesive workout to guarantee long-lasting results. When you work out, you actually use the weight of your body against gravity to build strength, stamina, power, endurance, balance and agility.”*







## TRAIN TOWARDS SUPERIOR RESULTS

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There are individuals who use fitness as a means to get better at sports (performance), those who are looking to sculpt their body (aesthetics), and those who seek to live better, healthier lives (wellness).

At MyEquilibria we don't make any distinctions.

A common denominator between different level workout programs and clients using the MyEquilibria app is engaging your instinctive drive to stay fit, have fun and push your body a little harder.

## MAKE WORKING OUT FUN

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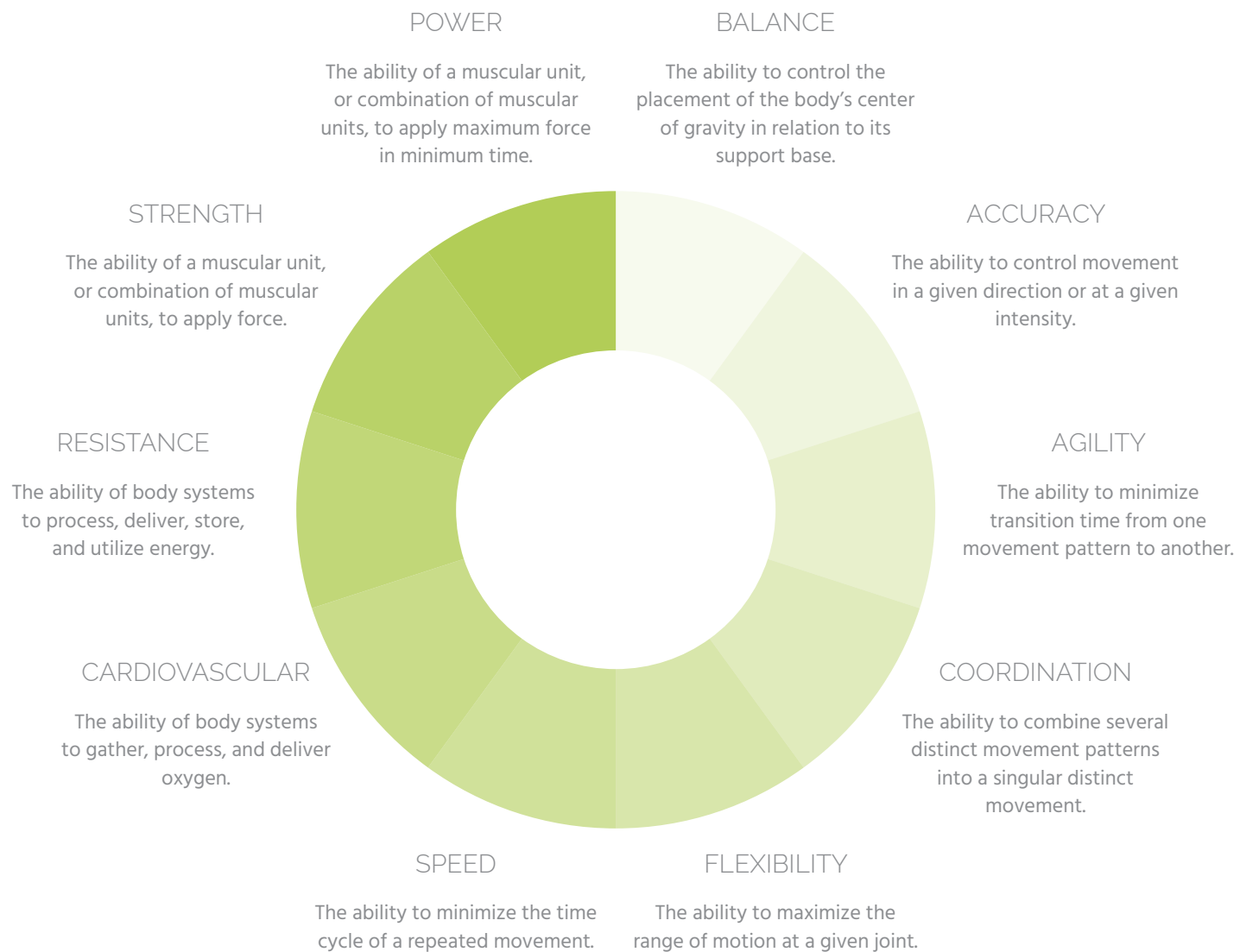
Each of the MyEquilibria structures have been designed to maximize muscle toning during workouts, combining the most effective exercises from nine different disciplines: functional, yoga, athletics, stretching, strength, gymnastics, calisthenics, tactical, boxercise, and bootcamp.

Each discipline has been analyzed with criteria of the overall impact it has on the body, including bioenergetics, activation of muscle tissue, heart rate, breathing rate, and caloric burn rate. Only the most effective exercises —from 'beginner' to 'pro' levels of preparation— were selected from each of the nine disciplines and made part of the MyEquilibria training system.



# ACHIEVE PERFECT EQUILIBRIUM OF MIND, BODY & SPIRIT

MyEquilibria aims to create a unique microenvironment where physical qualities such as agility, balance, cardiovascular, endurance, flexibility, stamina and strength are powered by instinct and driven by the thrill of challenging your limits.







# WELLNESS + LIFESTYLE

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Wellness is more than just being in good health. It's a lifestyle, a choice, an important part of our daily activities. Naturally, it should be approached holistically and reflected in the design and biomechanics of fitness equipment.

The beauty of the MyEquilibria instinctive training system is its universality.

## PEOPLE OF ALL FITNESS LEVELS UNDERSTAND THE LANGUAGE OF MOVEMENT

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MyEquilibria structures address your instincts and adapt to workout goals, fitness level and busy lifestyle.

An established athlete will find the exercises demanding enough to take their skills to the next level, while beginners will discover new ways to exercise and enjoy playing with art.

# NEVER BE WITHOUT YOUR PERSONAL TRAINER

---

When it comes to achieving your health and fitness goals, nothing beats personal attention and the customized workout approach created by licensed fitness experts.

Since the foundation of MyEquilibria, some of the most influential and experienced personal trainers and life-long athletes have joined the team. Their expertise in conditioning, mobility, strength and bodyweight training has led to the creation of the MyEquilibria training program.



## GET LASER-FOCUSED ENCOURAGEMENT AND GUIDANCE

Thanks to the new health-tracking wearables and videos-on-demand, technologies have taken personal training a step further. Licensed personal trainers from all over the world can now follow your workout routine in real-time (or in person), providing actionable suggestions and accelerating workout progress, while helping you to avoid injuries.

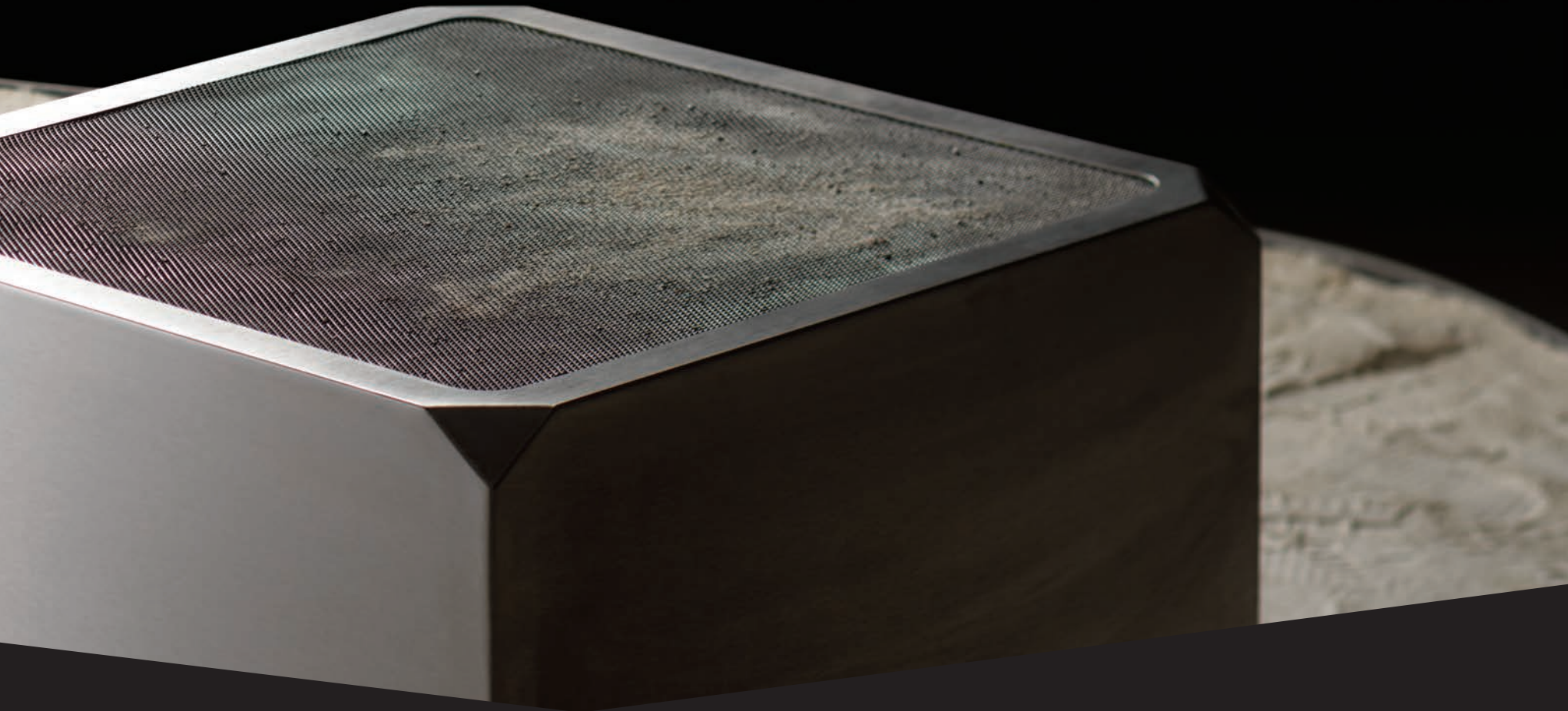




- DESIGN -

“

*“Great design is intuitive. It speaks to the body, liberates new possibilities, fuels energy and drives action.”*



DESIGNER

## VITO DI BARI

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Vito Di Bari is an innovation designer who is changing the world through his cutting edge design solutions.

Vito has been defined as one of the three most important futurist in the world, along with John Naisbitt and Alvin Toffler. He uses scientific methods to develop creative solutions based on next generation technologies and the newest materials, aimed to increase the quality of our everyday lives.

In 2007 Di Bari has written The Neo-Futuristic Manifesto and is unanimously considered the thought leader of the first avantgarde movement of the new century. He has been named "Big Thinker of 2014" by The Financial Times.

University professor of Design and Management of Innovation at Polytechnic of Milan and Bocconi University for over 20 years, Vito has advised over 100 corporations on strategies, communication technology, and design; he has been named Innovation Designer for the Expo 2015 by the city of Milan for its candidacy, and he has been Executive Director IMI at UNESCO, in Paris. Considered a world leading authority on innovation, Vito has published 10 books on innovation.

The Financial Times defined him as "the New European Guru of Innovation"; the Nobel Economics Prize winner, Kenneth Arrow, said, "Vito Di Bari engineers dreams. Concrete dreams, based on concrete facts".



# EXCLUSIVE DESIGN FOR AN IRRESISTIBLE TRAINING EXPERIENCE

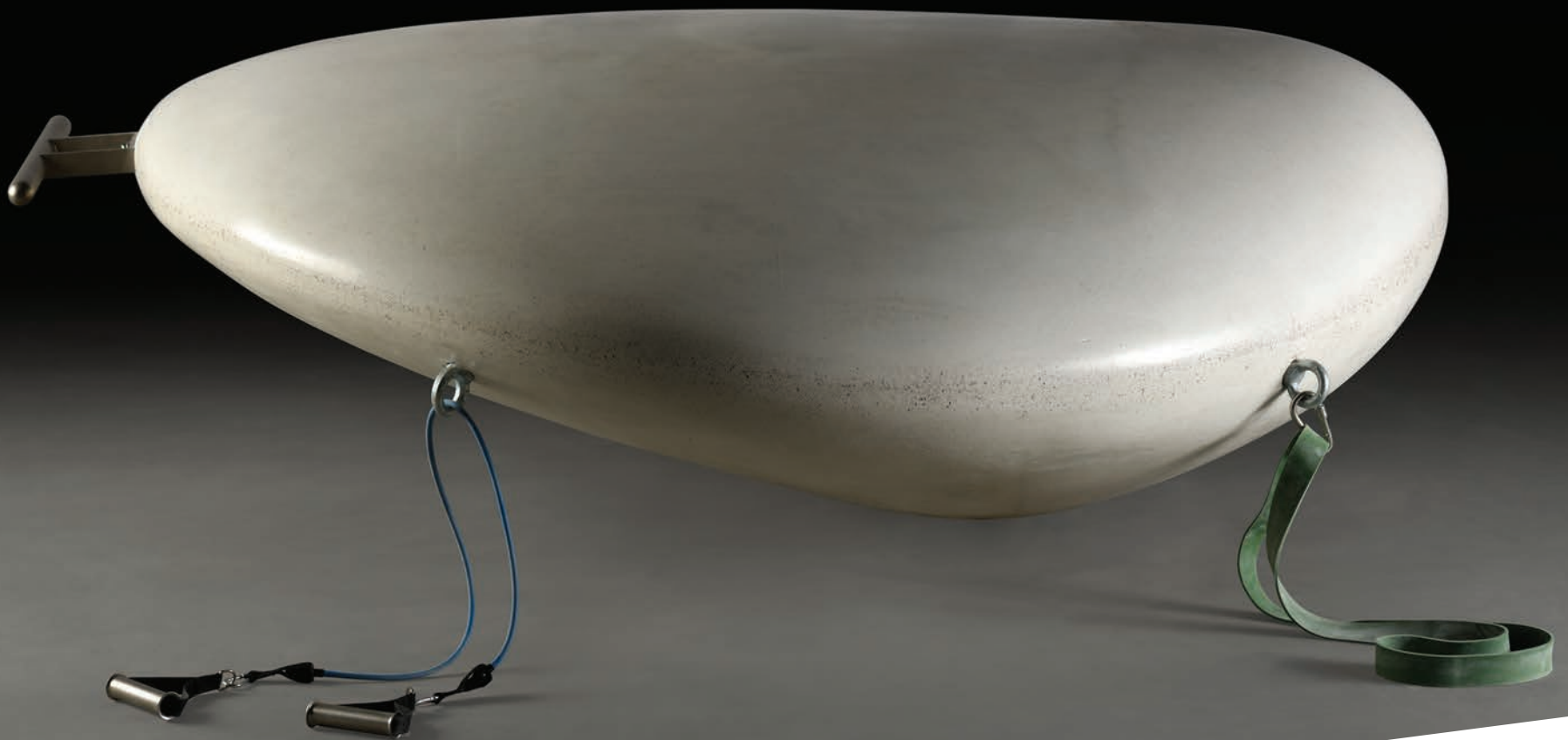
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World-leading designers use the 'affordance principle', or the mind's unique ability to attribute a certain action to an object's form, to create products that are truly intuitive.

MyEquilibria is the 'affordance' of wellness.

The textures, forms and materials have been studied to trigger the body's fundamental instinct to stay active.

The closer you get, the harder it becomes to resist the temptation to touch its smooth surface... to reach up and grip a metal bar... to climb its thick ropes.





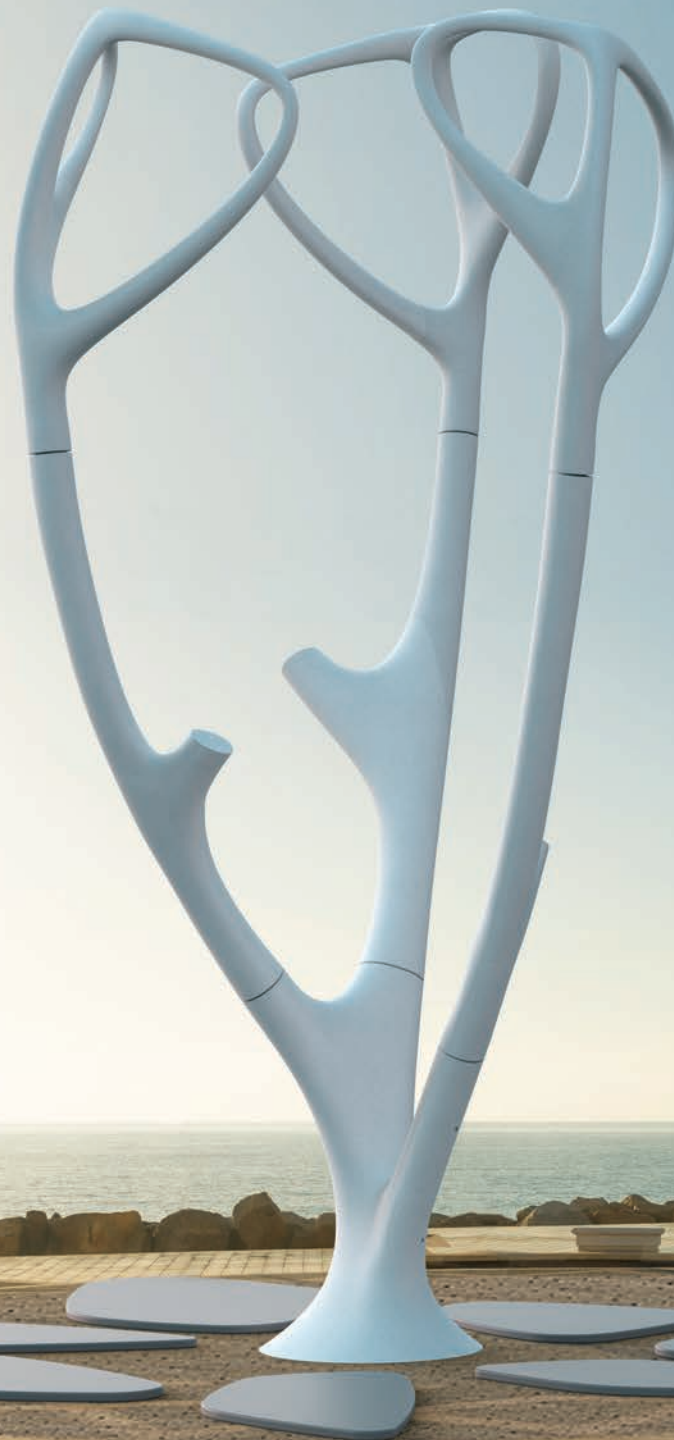
# EXERCISES THAT SEEMED DIFFICULT IN THE PAST BECOME NATURAL

---

MyEquilibria is a new kind of training that awakens our fundamental instincts.

We engineered it to leverage the body's innate intelligence, authentic movement, and the underlying drive to stay well, look well and live well.

It is design that speaks directly to the body.  
It is design that removes any subconscious inhibitions towards wellness.  
It is design that helps to build the momentum to exercise.





## DESIGN MEETS ART

---

The concepts of outdoor workout and art have coexisted in parallel realities for centuries. Yet they have never been integrated. Until now.

For the first time in history, wellness has brought together cutting-edge solutions of exercise equipment and the awe-inspiring quality of art and made them function in perfect unison.

Every curve has been engineered for maximized biomechanics and optimized workout results.

Every exercise session has been selected and developed under the close supervision of the world's most demanding trainers and engineers.

Every sculpture was crafted, following design principles of Voronoi diagrams, to complement natural surroundings and beautify the environment.



## DESIGN MEETS SCIENCE

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MyEquilibria design and engineering teams, led by innovation designer Vito Di Bari, have gone to extraordinary lengths to ensure maximized safety, and durability of each installation without detracting from their elegance and clean, minimalistic look and feel.

Luxuriously smooth concrete surfaces seamlessly meet steel, aluminum and wood components, guaranteeing maximum stability, safety and performance.

The biomechanics of each installation along with cutting-edge materials provide greater comfort, maximum training results and multi-sensory stimulation.







## SECLUDED IN PLAIN SIGHT

---

Many of MyEquilibria solutions have been inspired by **Voronoi Diagrams** that, just like Fibonacci's 'Golden Ratio' sequence, are found throughout nature. This is the secret that makes MyEquilibria wellness sculptures blend so well with the outdoor environment.



## THE END RESULT

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When technology and art function in perfect unity, this gives birth to a new generation of outdoor workout experience like no other.

Experience which is more intuitive, instinct-driven and simply smarter. Experience that is better by any measure.









## - INSTALLATIONS -

“

*“We have worked hand-in-hand with designers, professional trainers and a team of industrial engineers to create installations that are secure and technically accessible to all levels of preparation.”*

*When you exercise, you follow natural body movements that make you more athletic and healthier, not just more muscular.”*

# RING TREE

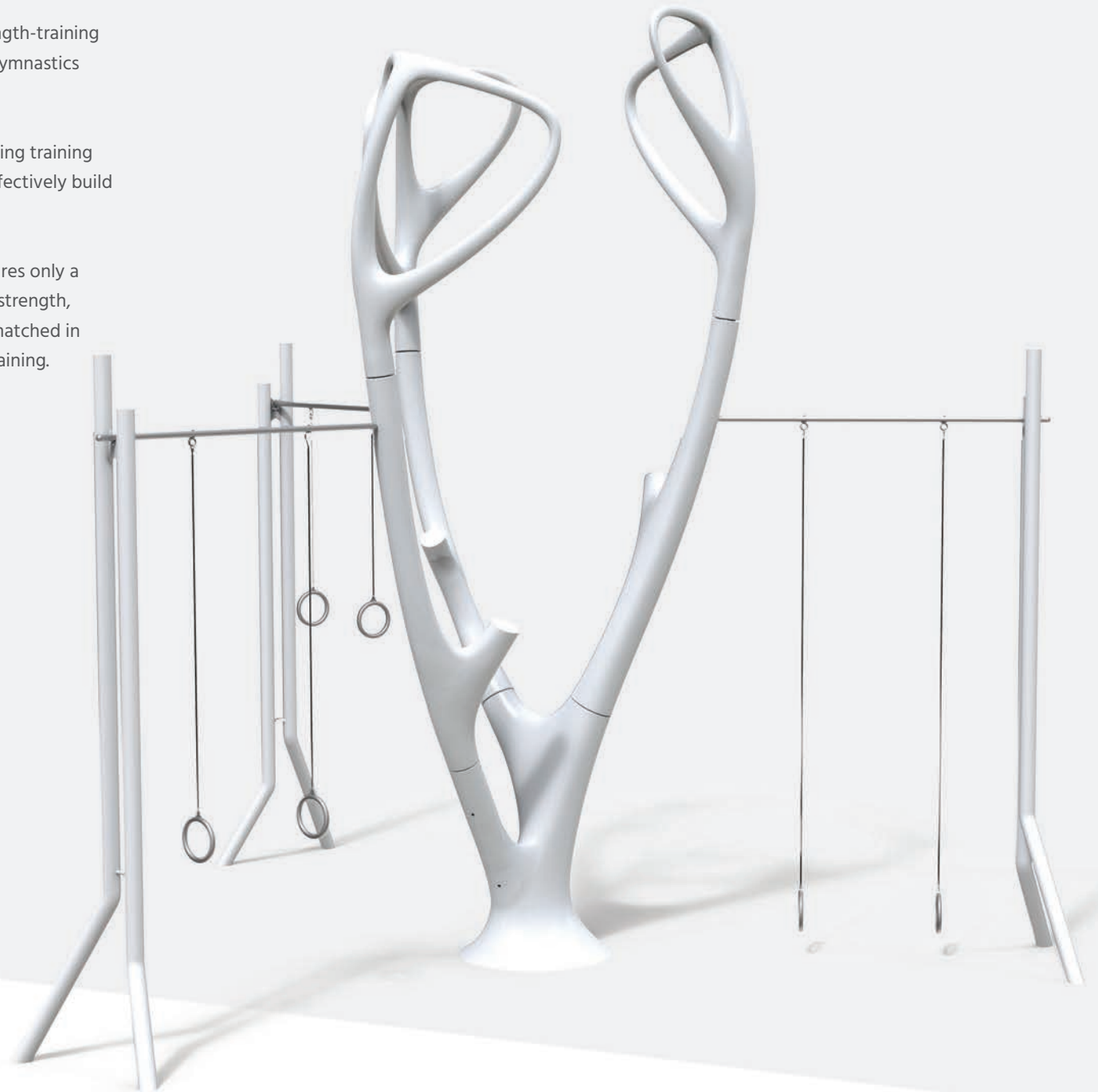
DESIGNED BY VITO DI BARI

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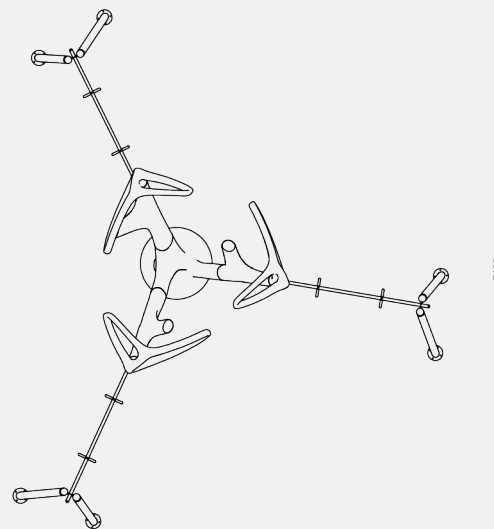
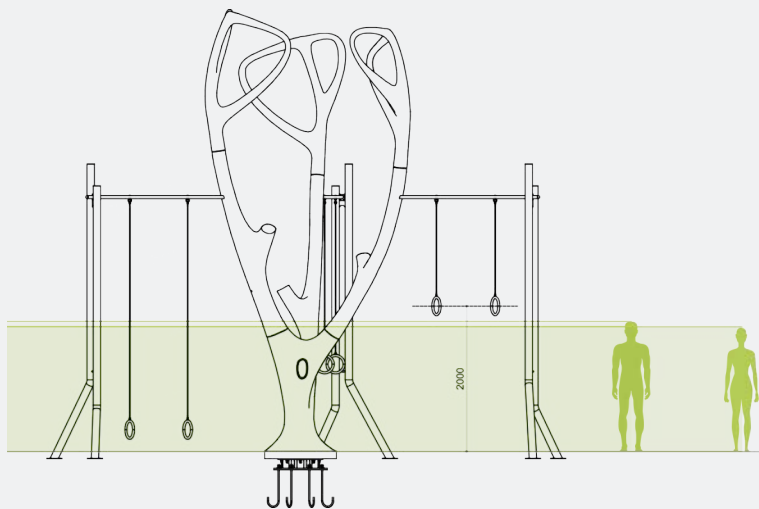
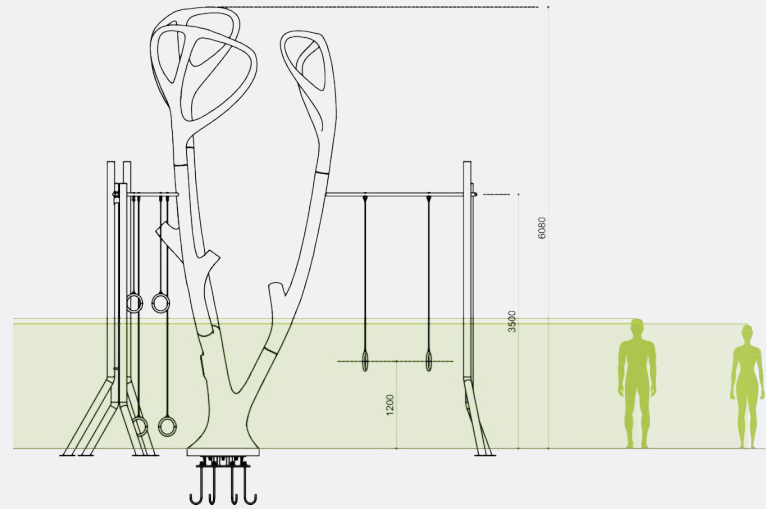
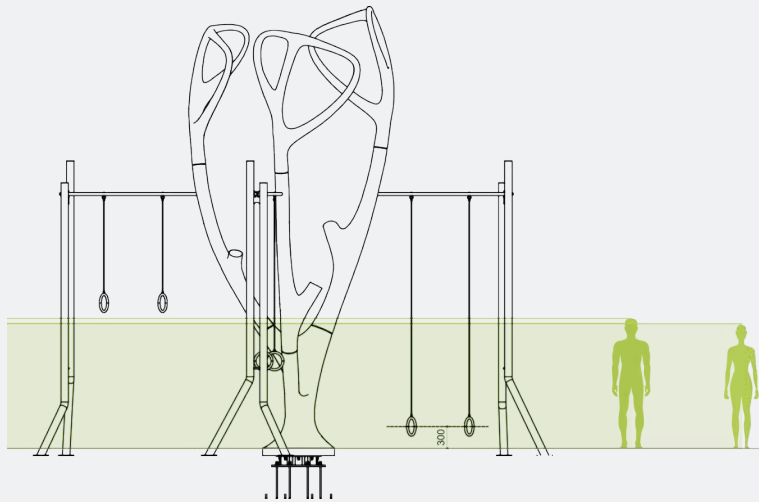
This is an innovative take on a classic strength-training staple used by professional athletes and gymnastics aficionados alike.

Born as part of the gymnastics discipline, ring training has become widely popular as a way to effectively build muscle size and definition in record time.

Intense and stimulating, ring training requires only a few movements to simultaneously target strength, stability and coordination. This is truly unmatched in terms of results and upper body muscle training.



# DIMENSIONS





# VERTICAL TREE

DESIGNED BY VITO DI BARI

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The Vertical Tree is a proven and versatile workout tool that helps to build explosive strength, power, endurance, cardiovascular conditioning and effectively burn fat.

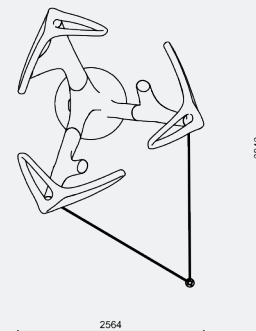
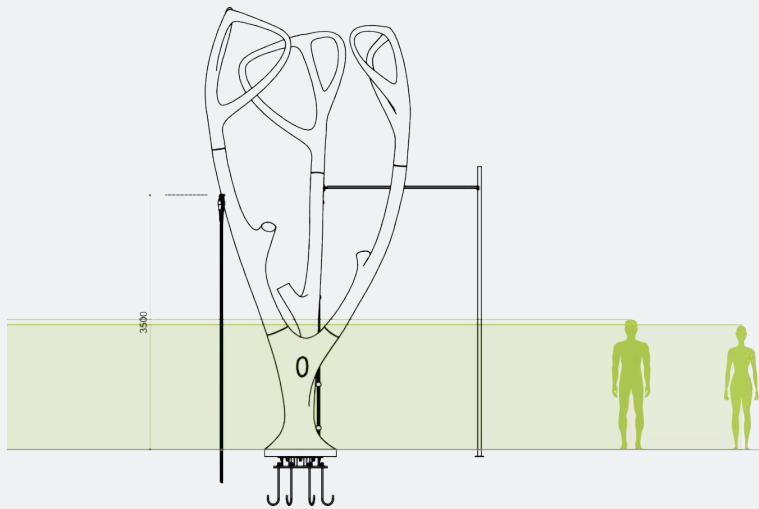
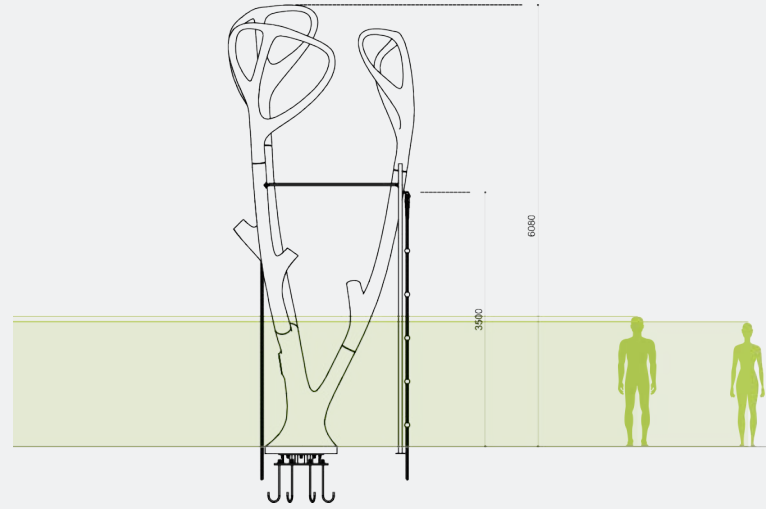
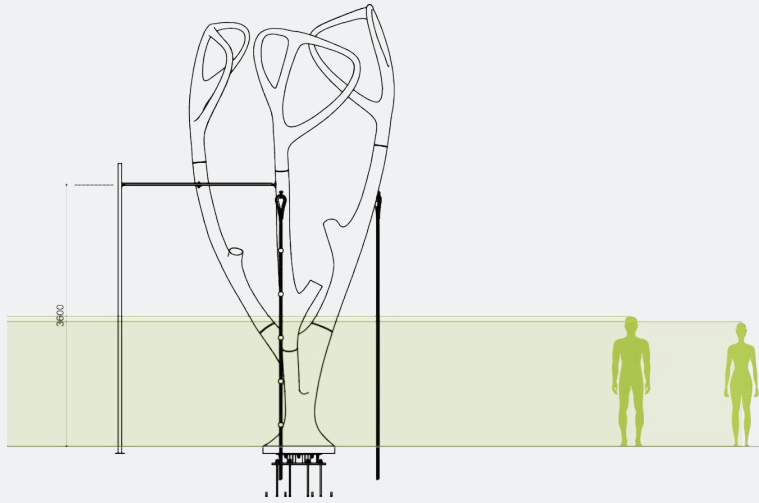
Both the US Special Forces and the Fire Service use this type of truly demanding equipment in their rigorous training schedules.

While numerous rope-climbing techniques exist to match different wellness goals, the essence is always the same—to enjoy a killer workout and have fun!





# DIMENSIONS



# ZEN TREE

DESIGNED BY VITO DI BARI

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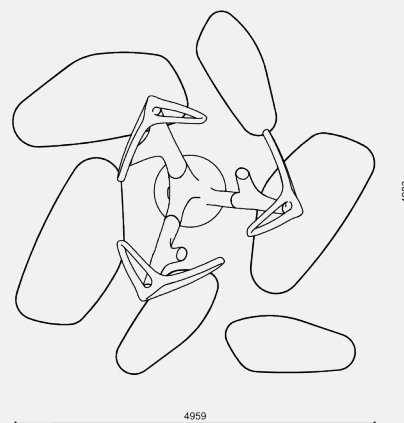
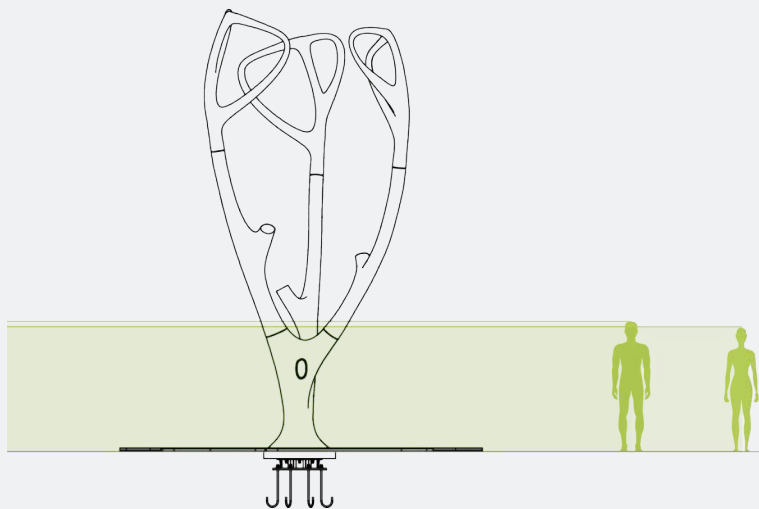
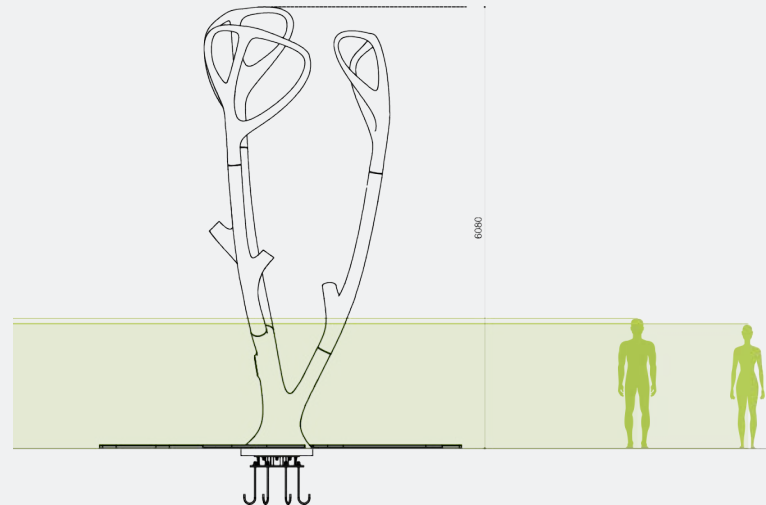
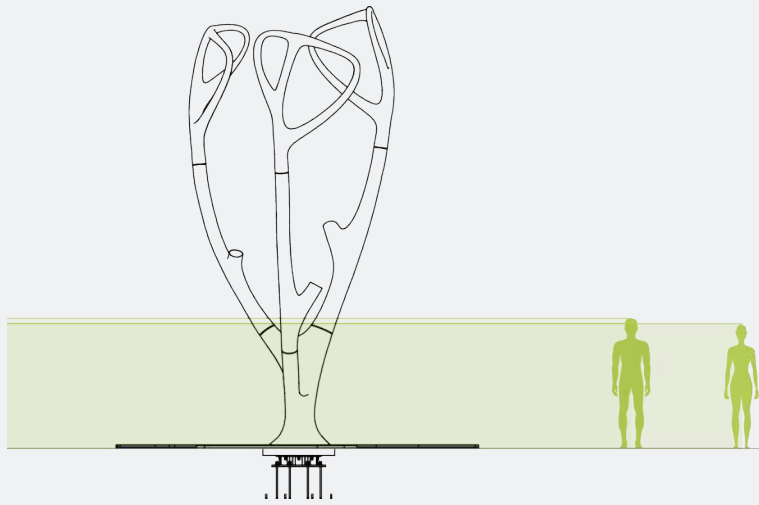
Developed for wellness activities that promote focus, relaxation and flexibility, the Zen Tree is a great addition for other outdoor activities and bodyweight installations.

This area has been dedicated for both individual and group practices of yoga, stretching, meditation, pilates and Tai Chi. It's also a relaxing oasis for rest, regeneration and re-energizing your mind, body and spirit after a long, busy day.



# DIMENSIONS

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# UNPARALLELED TREE

DESIGNED BY VITO DI BARI

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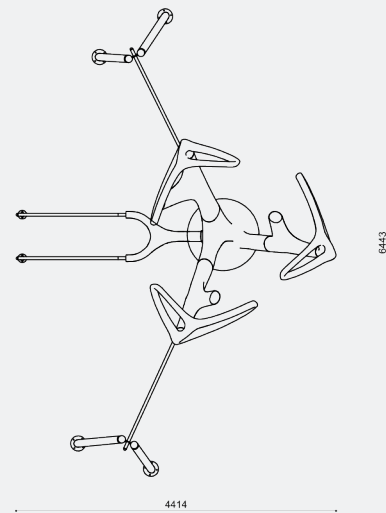
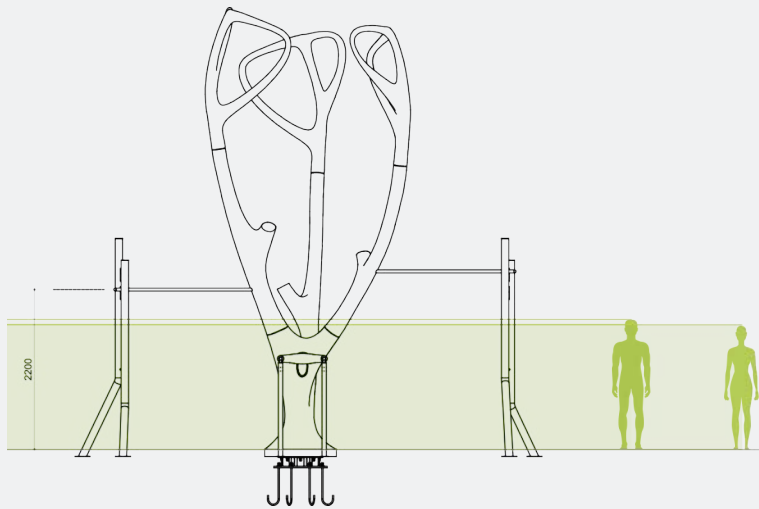
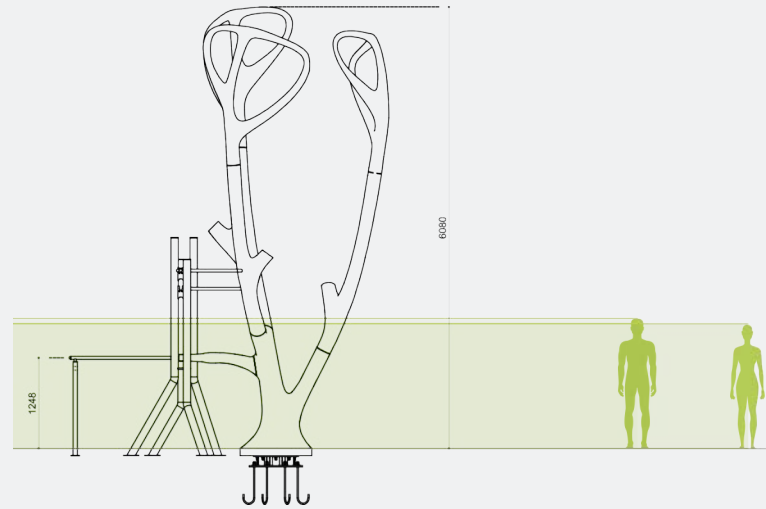
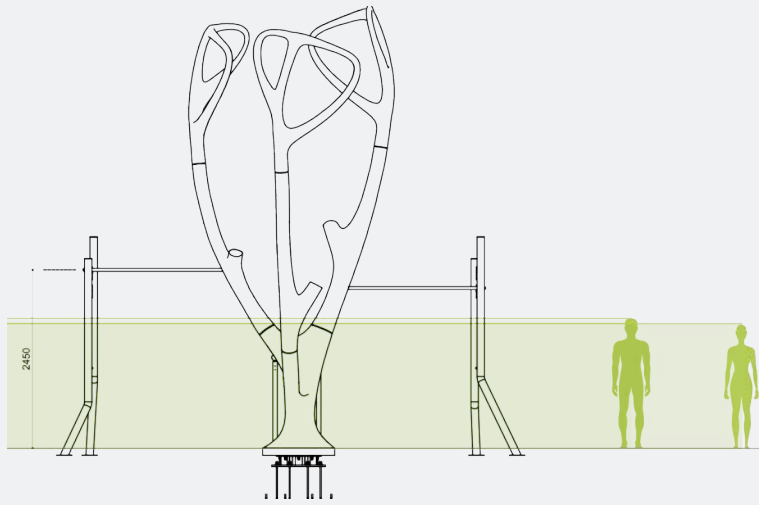
The Unparalleled Tree incorporates bars and parallels to help you quickly develop strength, coordination, balance and agility while building some impressive athletic skills.

Used by fitness pros, world elite personal trainers and major military organizations, pull-up bars and parallel bars are the ultimate exercise to engage your core and strengthen your back, chest, and arms. It's also great for all workout routines.





# DIMENSIONS



# LEOPARD TREE

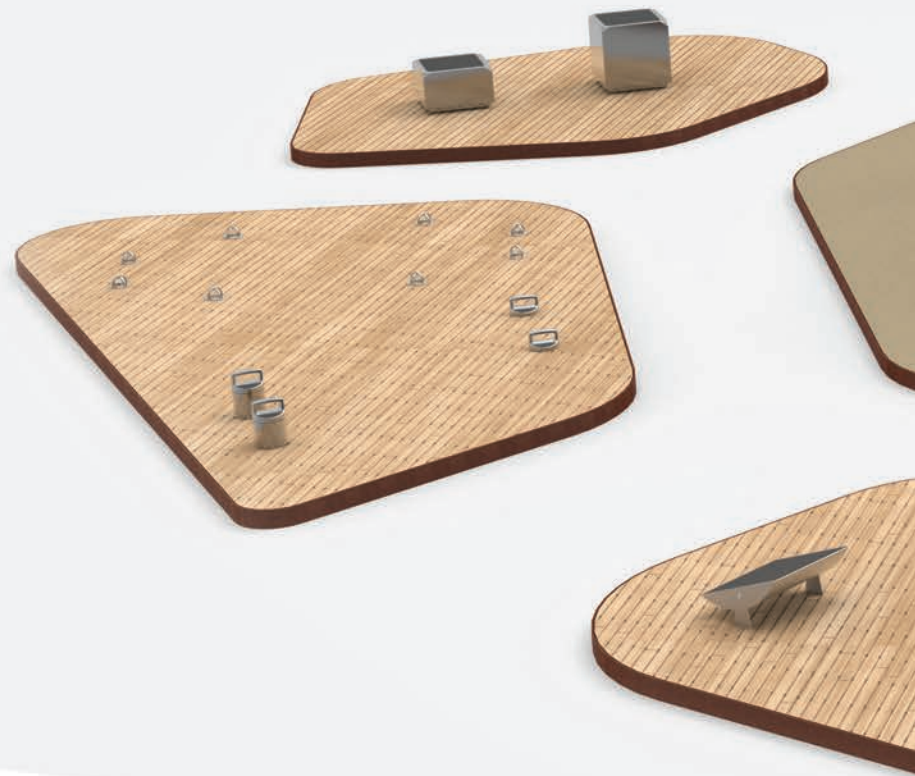
DESIGNED BY VITO DI BARI

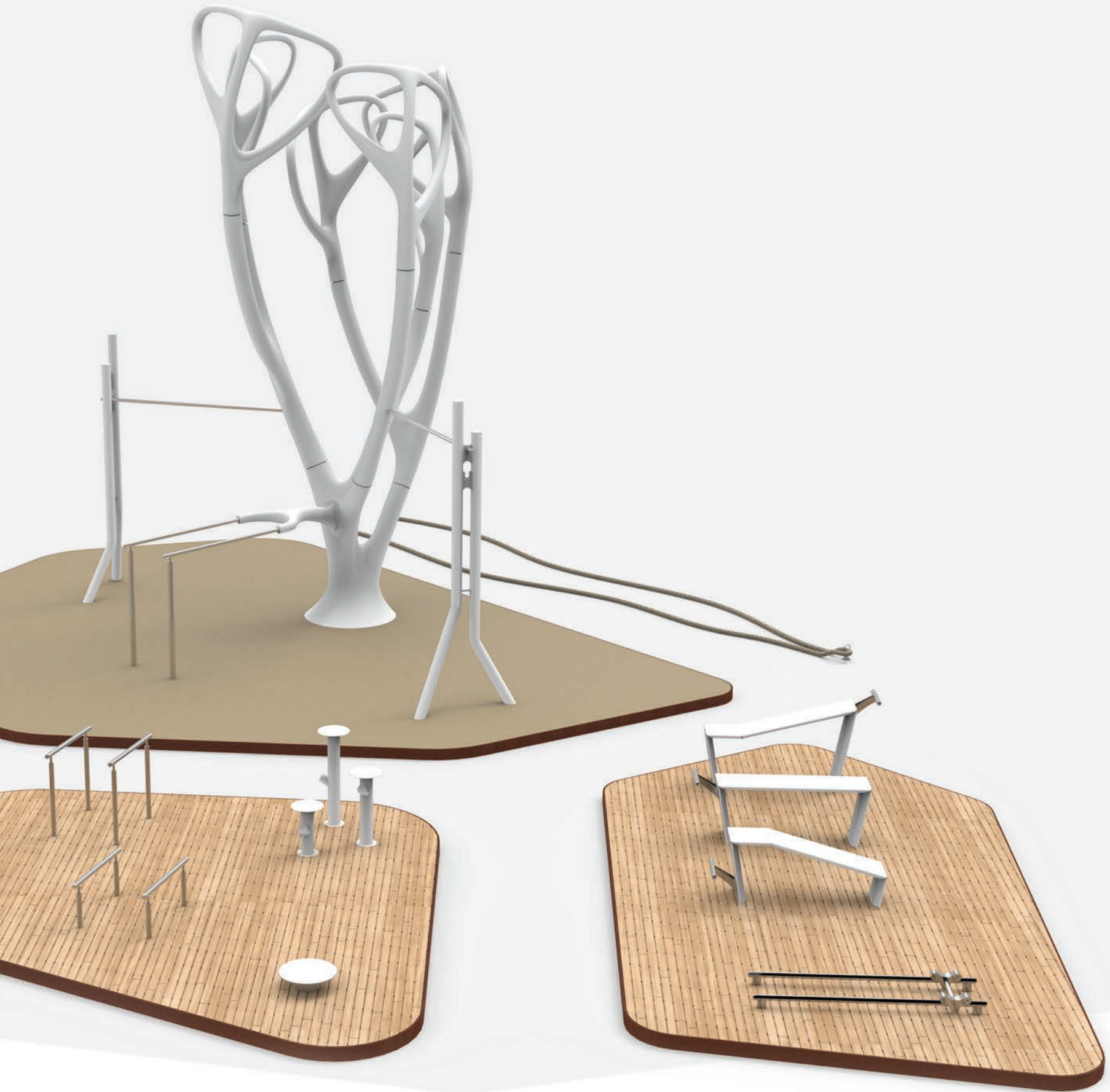
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The Leopard Tree is the first true and complete outdoor gym. Unfolding onto 250 square meters, it boasts several workout islands, with combinations of numerous high-end accessories, designed around a revolutionary Unparalleled Tree to challenge all of the major muscle groups...

Pound for pound it is the sturdiest, the most innovative, the most complete and effective outdoor workout equipment out there.

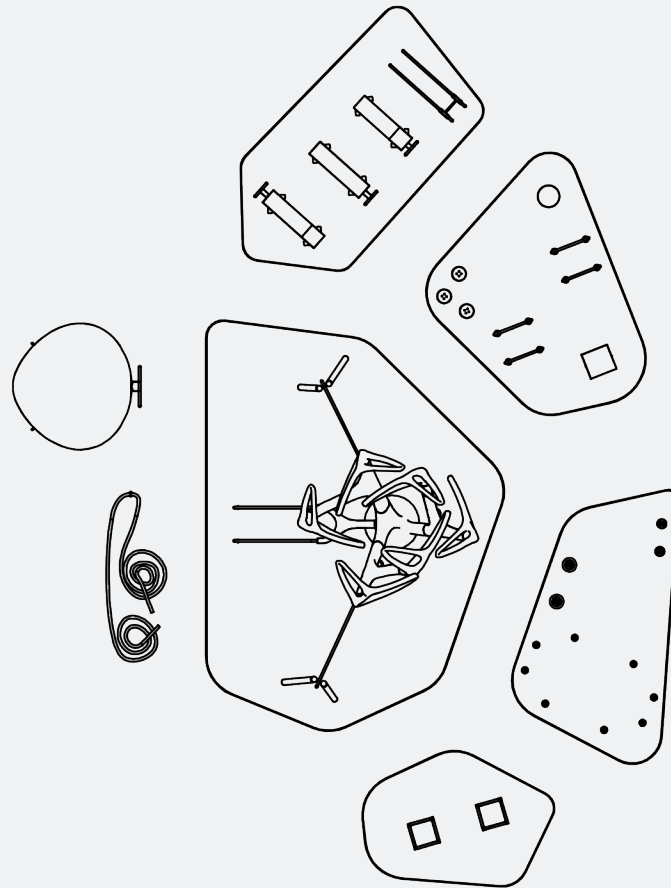
Just like no two leopards have the same markings or color, each Leopard Tree is highly unique and customizable. So you won't find two leopard trees that look exactly the same.





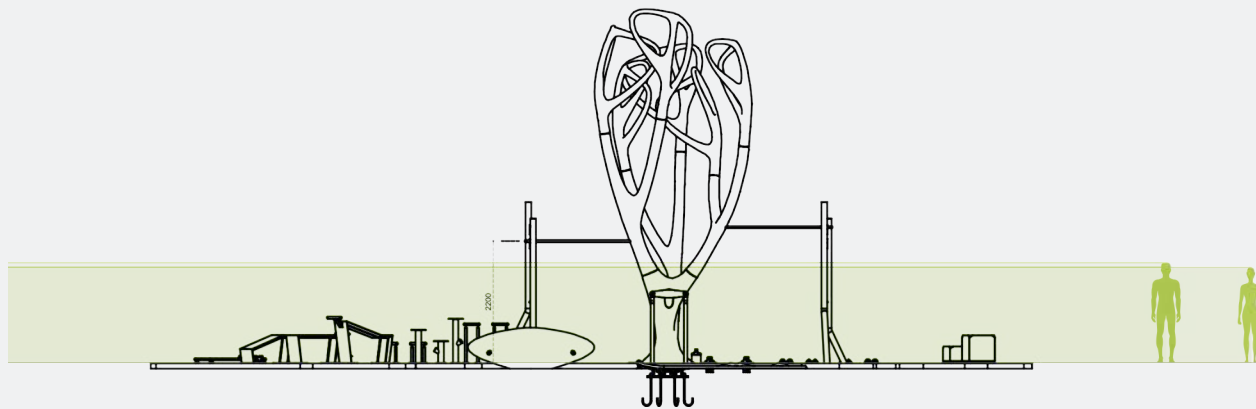
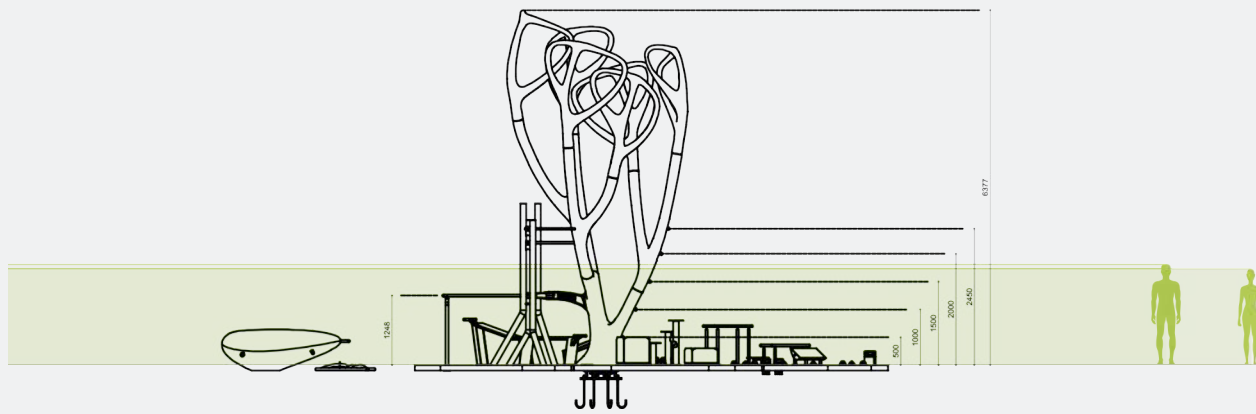
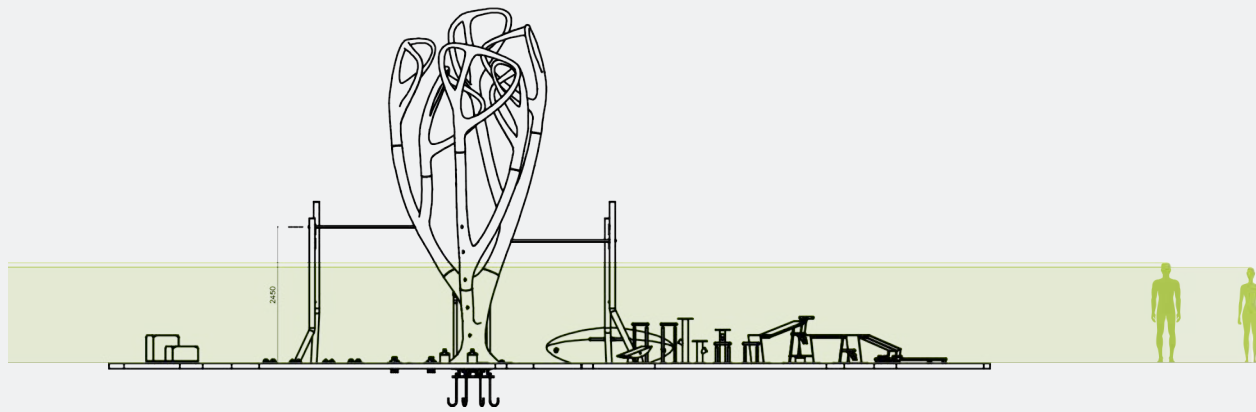
# DIMENSIONS

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## - ACCESSORIES -

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*“Our accessories are a seamless continuation of MyEquilibria installations. Naturally, we engineered them by following the same principles of absolute precision and dramatic performance that we used to design our fitness installations.”*



## BENCHES

DESIGNED BY METALCO DESIGN DPT

---

The abdominals, or perfectly sculpted six-pack, represent the epitome of fitness. Having a strong core is extremely important as it helps with balance and posture and allows to keep your back properly aligned.

With our 3 different versions of benches: FLAT, INCLINE and DECLINE it's easy to hit the complex network of ab muscles, build a crisp six-pack, and strengthen obliques. The additional workout versatility is offered through a combination of ab training with a wide range of dumbbell and barbell exercises.

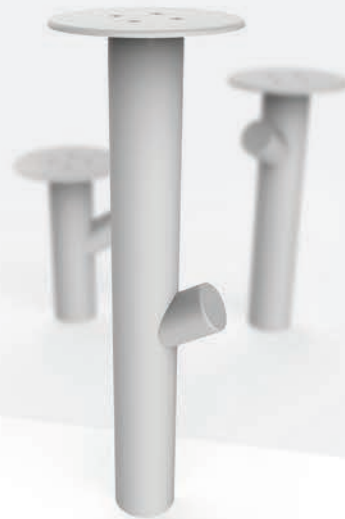


## PISTOL

DESIGNED BY METALCO DESIGN DPT

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This is the perfect way to train for balance that allows developing flexibility, coordination and endurance, and challenges commonly overlooked and often weakened stabilizers and assisting muscles. Pistol is also great for strengthening quadriceps, hamstrings, glutes, core muscles and all coordination exercises.



# PUSH UP

DESIGNED BY METALCO DESIGN DPT

---

The push-up is one of the greatest, simplest, complete and most popular exercise movements for developing some serious upper body strength. Thanks to the force of gravity, push-ups call upon every major muscle involved in horizontal pressing, but they also activate the entire core.



# ROTARY PUSH UP

DESIGNED BY METALCO DESIGN DPT

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Rotary Push-Up Handles allow an enhanced workout routine and get the most out of the push-up exercise, challenging muscles even further. At the same time smoothly rotating push-up handles help to reduce strain on wrists.



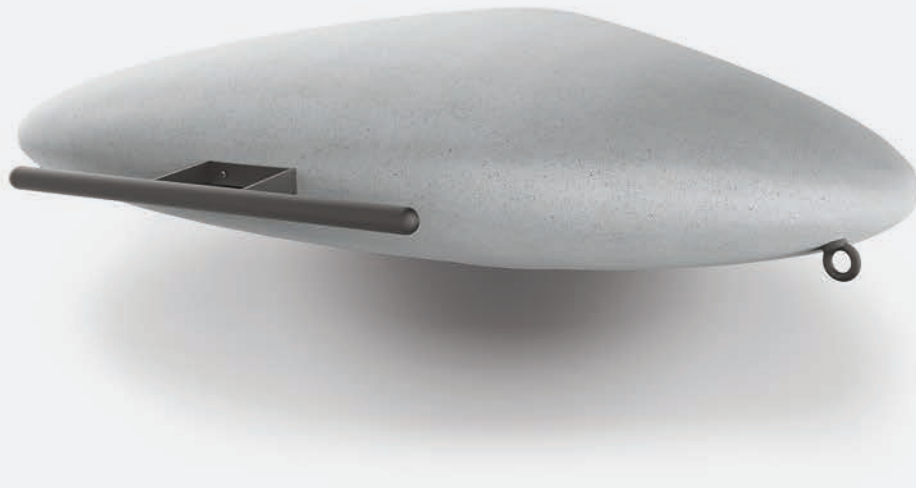
## WELLNESS STONE

DESIGNED BY PAMIO DESIGN

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Created through the interdisciplinary collaboration of designers, fitness experts and engineers it embodies simplicity, elegance and intelligent functionality. The unique shape and anti-slip surface allows you to safely reinforce balance, coordination and proprioception.

The Wellness Stone's natural form and greater size makes it an ideal solution for a wide variety of exercises that range from mindful practice of Tai Chi, yoga, stretching, pilates, meditation to intense workout routines that aim to strengthen stabilizer muscles.



## BATTLE ROPES

DESIGNED BY METALCO DESIGN DPT

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A favorite training tool of elite athletes, Special Forces and professional sports teams. Not only does training with battle ropes help to build core strength, coordination, endurance and cardiovascular conditioning, studies suggest it is one of the most effective tools to burn fat.

With a massive 10.3 calories burnt per minute, Battle Rope training is both fun and highly effective.





# PARALLETTES

DESIGNED BY METALCO DESIGN DPT

---

This solid, versatile and premier accessory has quickly gained popularity for functional training, calisthenics and gymnastics because of its effectiveness and universality. The fact that parallettes are elevated off the ground allows for a deeper range of motion, thus increasing muscle loading without significantly altering workout routine.

Results? They are equally impressive, including dramatic muscle growth, greater strength, endurance, power, coordination, and stability, not to mention perpetually pumped up physique.



# STABILITY BOARD

DESIGNED BY METALCO DESIGN DPT

---

As the name implies, the Stability Board's main function and purpose is to improve the body's balance, stability and coordination in a fun, safe and efficient way. It's one of the accessories that is instinctively embraced by people of all ages and fitness levels.

There is a reason for that—the benefits of the Stability Board go far beyond enhanced stability. They start with sharpened reaction time, greater strength of core and leg muscles, and end with reduced risk of age-related injuries and better, more confident posture.



# BOX JUMP

DESIGNED BY METALCO DESIGN DPT

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The Box Jump is a powerful workout that has become extremely popular amongst fitness athletes, track and field champions, football players, pro skiers and anyone who aims to improve their physical condition, build muscle fiber and burn fat quickly.

This is an explosive movement that is paramount in terms of strengthening glutes, quads and calves while improving balance and agility.



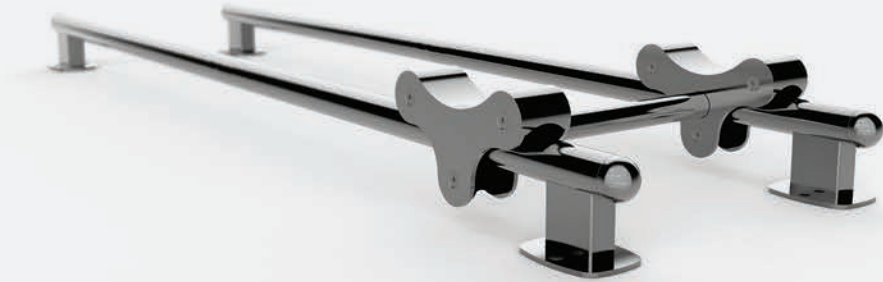
## AB RAIL

DESIGNED BY METALCO DESIGN DPT

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This is a professional and innovative version of an old-school ab wheel. The dual wheels, incorporated into a specially-designed parallel steel track, allow for a smooth, guided movement.

An easy-grip bar helps to prevent slippage and to give the most comfortable hand position during an ab workout. Another serious benefit of Ab Wheels vs regular ab exercises is that, in order to properly execute the movement, the core, arms, shoulders and lower back muscles have to contract together as a group. It means better, more defined results with only a few deeper, more controlled movements!



## HOOKS

DESIGNED BY METALCO DESIGN DPT

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Thanks to a wide range of tubes featuring various resistance levels, and the Easy-Connect Hook System, it is possible to do hundreds of strength training, resistance and coordination exercises that were previously available only on the high-end cable weight machines. Different resistance tubes offer a complete and continuous full body workout, making them both an exceptional and practical addition to the Leopard Tree.









- MATERIALS -

“

*“Quality is at the heart of who we are. It is reflected in high-end performance of our products and in-depth experience, honed over 30 years of realizing award-winning outdoor projects and innovative materials. It is also recognized in the timeless exclusivity, distinction and impeccable craftsmanship of ‘made in Italy’ products that have gained unprecedented admiration and acknowledgment worldwide.”*







## MATERIALS

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Only the most exclusive materials have been selected to craft MyEquilibria products and accessories. Our ultra-high performance fibre-reinforced concrete, stainless steel, exotic woods, technical compounds used in competitive sports, and break-through materials are engineered to withstand highly demanding outdoor environments and come in a wide range of colors and eco-friendly finishes.

These technically-advanced materials and treatments are resistant to water, wear, shocks, abrasion and mildew, in any atmospheric condition.



## - TECHNOLOGY -



*“MyEquilibria App has been designed to guarantee its users full support and guidance, facilitated by an impressive library of video exercises for each installation and accessory, direct access to MyEquilibria personal trainers and exclusive workout sequences, created by some of the world’s top celebrity wellness experts.*

*We’ve created the most polished interface and packed it with intuitive social features to help you connect with like-minded people, access profiles of the MyEquilibria certified trainers, challenge friends, and have fun socializing.”*



# MyEQUILIBRIA APP

## LEARN

It's easy to create a customized workout program, by selecting a choice of difficulty level, your physical characteristics or wellness goals you'd like to focus on.

Thanks to geo-localization and augmented reality, MyEquilibria app can recognize the installation next to you. Then it can show you targeted exercises performed by a top trainer on exactly the same installation. It's like having your own personal trainer guide you step-by-step through the entire workout.

## TRAIN

MyEquilibria app real-time tracking features, combined with smartphone and wearables' sensors, help to automatically monitor your level of physical activity, including time, distance, speed, calories burnt and heart-rate.

The App's audio features, including music support and audio coach assistance make it simple to stay focused, push harder and track your progress.

## SHARE

With the brilliant social features it's possible to turn an ordinary workout routine into an adrenaline-pumping event.

- Challenge your friends with just one click.
- Get real-time pep-talks from friends and supporters, following you live as you work out.
- Share workout programs, results and your rankings on social networks.
- Video record your workouts and watch other people's workouts too.





*"There are over 500 videos in the MyEquilibria workout protocol made by top personal trainers.*

*This video library will continue to expand and empower thanks to the numerous collaborations established with elite trainers and athletes worldwide.*

*Why? So that everyone can have an opportunity to embrace wellness and have fun on their own terms."*









## - SOLUTIONS -

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*“While each installation is a unique work of art, the result is always the same one-of-a-kind, multi-sensory experience guaranteed by the timeless sophistication of design, innovative functions, and personalized workout support.”*







## PUBLIC PARK

### BOOST WELLNESS FACTOR WITHIN COMMUNITIES

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With a quickly growing urban population, parks and green areas become the only 'breath of fresh air' from hectic, stress-charged city life.

With over 5 billion people being geographically cut off from nature, outdoor and nature-based wellness solutions become increasingly important for communities' health and well-being.

The most progressive municipalities are actively working on enhancing public spaces with true 'wellness projects for everybody'.



# PUBLIC BEACH

## CREATE A MAJOR TOURIST ATTRACTION

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Many innovative cities, renowned for their beaches and their residents' active lifestyles, are embracing wellness and creating urban spaces dedicated to sports. The public parks located along the beach line and beaches themselves create a perfect backdrop for outdoor workouts and complementing sports activities such as swimming, kayaking, surfing, yoga, beach volleyball, aqua gym, walking and jogging.

For centuries the beach has been considered an open air spa and benefits of exercising there are abundant and evident.

In this case, a beautiful contemporary design of outdoor equipment plays a key role in stimulating people to be more active and exercise daily.















## PRIVATE VILLA

### PERSONALIZED WELLBEING SOLUTIONS

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An undeniable benefit of owning a villa is the possibility of taking advantage of outdoor space and getting closer to nature. In fact, creative use of outdoor spaces has been one of the most profitable new design areas for several years.

Owning or renting a villa it is not just about enjoying the views and being secluded from the city crowds. It's also about staying healthy and spending more time outdoors. One of the ways to do that is to incorporate outdoor exercise into your daily routine.

# COMMUNITY

## EXCEED EXPECTATIONS OF HEALTH-CONSCIOUS RESIDENTS

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Wellness experts agree that boundaries between indoor and outdoor sports have become blurred.

Outdoor fitness devices, wearables and bodyweight equipment are gaining popularity.

Naturally, an outdoor wellness park would be a smart addition to any prestige condominium. It's just a matter of choosing the best equipment to match the active lifestyle of its residents and to create a distinct statement by enhancing the landscape.















## SPORTS CENTER

### NEW WELLNESS SOLUTION

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One of the most important factors for sports centers when it comes to choosing fitness equipment has always been performance, innovation, scientific research and quality of materials.

Fitness centers, club-houses and university campuses are looking for new ways to incorporate popular bodyweight training into their facilities. They also want ways to optimize their investment and choose functional installations that will look great for years to come.



# HOTEL & RESORT

## WELLNESS LIFESTYLE

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Increasing numbers of discriminating businesses and leisure travelers are looking for something more exciting than just a fitness center.

The gym and spa are no longer seen as mere 'amenities'. They have become key requirements, within the much larger 'wellness everywhere' environments.

Outdoor spaces of resorts and hotels create a significant additional value for the guests. No wonder gym walls are being broken down, embracing workouts in the open air and giving people the opportunity to enjoy a more active lifestyle and being closer to nature.















## CORPORATE

### BOOST PRODUCTIVITY & WELLBEING

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Employees are the core of intellectual capital at any business. Their well-being has a serious and direct impact on the corporate organization and its ability to stay ahead of the game.

Yet with longer work hours and an increased number of connected devices, many employees experience negative effects from lack of exercise and being cut-off from the natural world.

Many forward-thinking companies have long realized that human brains and bodies thrive in natural environments. They leverage outdoor spaces to create 'green' areas where employees can relax, disconnect and change their surroundings. Impressive and welcoming outdoor corporate campuses are popping up around the world.



# REAL ESTATE

## PROVIDE HIGHER VALUE & CUSTOMIZATION

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Outdoor spaces and easy access to wellness activities are emerging factors influencing the real estate industry.

As a result, the common areas including gardens, terraces, rooftop lounges, and pool decks become bigger and more functional to better meet residents' active lifestyle needs and wellness goals.

Design, services and functionality of an outdoor space drives people's buying preferences and enhances perceived value of the living space. Real estate experts agree that elegant open air 'sanctuaries' not only provide owners with a peace of mind—they make smart investments.













- ABOUT US -

METALCO

METALCO S.p.A.

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*“Wellness is not limited to exercise or diet. It's important to balance those things with your lifestyle, your goals, your desires. It's important to nourish your spirit as well as your body.”*



# GIAN LUCA INNOCENZI

FOUNDER OF MyEQUILIBRIA

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With over 20 years of marketing and communications experience Gian Luca is considered to be one of the major experts in the area of fitness.

Before dreaming up MyEquilibria he founded an innovative technology company that became the biggest European library of new media fitness content and video courses dedicated to wellness.

Bringing together his passion for wellness and profound knowledge of social and lifestyle trends, Gian Luca founded the MyEquilibria project. By bringing together an international team of designers, industrial engineers, futurists, fitness experts and personal trainers, he managed to transform his ambitious idea into an industrial project, creating a brand new business model.

Gian Luca is a sports-addict himself. Skiing, track and field and soccer are just some of the sports he has practiced on a competitive level.

No matter where in the world he happens to be, he works out almost daily with some of the best personal trainers certified in Boxing, Calisthenics, and Functional training. In fact, it was during one of his trips to the Maldives that he first realized there was an unmet need of having a beautiful outdoor gym. A gym that would complement, rather than clash with the beauty of surrounding nature. Thus, MyEquilibria was born!



# METALCO

## INDUSTRIAL PARTNER

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Metalco is an unprecedented Italian leader when it comes to innovation, design and superior product quality.

Founded in 1984, Metalco is now known in over 4,000 cities across 32 countries for its award-winning outdoor and landscaping products, created through a close collaboration with the world's most talented designers and top architecture firms.

They are the company behind such ambitious and demanding projects as Tesla Supercharger stations and Interactive Metro stations in Paris.

From the very beginning, Metalco has positioned itself as a brand that focused on enhancing the best features of traditional materials, including steel, wood and stone; and applying these to innovative products that help to transform cities into beautiful homes for their citizens and visitors.

MyEquilibria has been designed as a crucial part of this vision that aims to increase cities' well-being and community wellness.







## IL CANTIERE

### TECHNICAL PARTNER

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In the area spanning architecture and interior design, IL CANTIERE has been long recognized as the best interpreter of ultra-high performance concrete worldwide.

With over 30 years of experience in research and development applied to concrete materials, the company has successfully carried out thousands

of projects and products that range in scale, sophistication and complexity.

Innovative use of UHPFRC (ultra-high performance fiber-reinforced concrete) and company's know how has made it an ideal partner for MyEquilibria, helping to translate ambitious ideas into solid, yet seemingly weightless, one-of-a-kind installations.



# WELL-MENT

## CONTENT PARTNER

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Based in US—a home of the most innovative wellness, fitness and technology trends—Wellment is the brainpower behind products and market strategies of MyEquilibria.

With its main office located in Miami, Wellment is responsible for all the content development, marketing and workout protocol creations of MyEquilibria, both for US and European markets.

An in-depth expertise of fitness innovation, entertainment and social networking allows Wellment to identify leading wellness trends, emerging technologies and key factors influencing the market before they become mainstream.

By integrating this knowledge and collaborating with the top influencers as well as the best digital tech start-ups, Wellment helps companies and

brands to develop revolutionary concepts for the next generation of products, services and contents.

In order to do that and stay at the forefront of shaping new wellness behaviors and workout protocols, Wellment has brought together a team of futurists, trend hunters, sociologists, filmmakers, marketing consultants, and technology innovation experts.





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For possible modifications or updates, please refer to the web site:  
[www.myequilibria.com](http://www.myequilibria.com)

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