

Aspria Spa and Sporting Club



World Class Clubs



Bio Ritmo



In both the main and Elite changing rooms, the lighting is subdued, calming, and concealed in the ceiling, creating a beautiful, dramatic effect. Special touches, such as swirling lacquer tables, individual hair dryer stations, and vases of birds of paradise, make the space an enchanting one for members.

Germany
Aspria Spa and Sporting Club
Berlin

The next leg of our trip takes us west to Germany's largest city, where the three-and-a-half-year-old Aspria Club is setting the standard for locker-room luxury and warmth.

"The locker rooms are of the utmost importance," insists Susanne Lube, the public-relations director for Aspria. "They generate the first and final impression for members each time they visit the club."

The 130,000-square-foot facility boasts a host of special amenities, including a day spa, a members-only bistro, a restaurant, and 3,300-square-foot locker rooms. More than 600 rich wooden lockers line the walls of these

spacious, yet intimate, areas; the well-designed layout maximizes space, while, at the same time, providing a cozy feeling, with sparkling tile floors, comfortable benches, built-in shelving, and television sets incorporated into the cabinetry.

"The goal is to create a relaxing environment where it's easy to prepare for, and look forward to, sporting activities," she says.

Oversized mirrors, a styling and makeup area with hair dryers, separate changing rooms, a telephone connected to the reception area, and complimentary shower gel and body lotion provide added convenience and complete the experience for the estimated 1,300 members who make use of the locker rooms each day.

Aspria also owns and operates clubs in Brussels and Hamburg, is part-owner of a facility in Milan, Italy, and plans to open new units in Europe's major cities in the future.

Russia
World Class Clubs
Moscow

Heading southwest to Russia brings us to World Class Clubs, which, with 11 owned and seven franchised

locations, qualifies as one of the country's leading club companies.

These facilities—and their locker rooms—live up to their name: World Class. "Every area in the clubs, including the locker rooms, strives to reflect this ideal," notes Alla Neverova, the chain's advertising and public-relations manager. "Each club is an exceptional design achievement."

For example, at World Class Lady's, a women-only facility, the decorative details are distinctly feminine: the lighting is soft, there are plenty of mirrors, and the furnishings are accented with inlaid pearl. The lockers are sized for women's hangers and clothing, and each contains its own mirror.

In all of the clubs, it's clear how important the locker rooms are: 20% of the buildings' square footage is dedicated to them. The rooms, each of which caters to the needs of 250-700 people daily, also feature "warming" floors made of special bricks that radiate heat and are especially easy to clean. Each room is complemented by Russian and Turkish saunas, a dry steam sauna, a spa, solarium, medical consulting rooms, massage tables, and a fitness café. Because safety is of paramount importance at