



CASE STUDY: HEALTH CLUB DESIGN

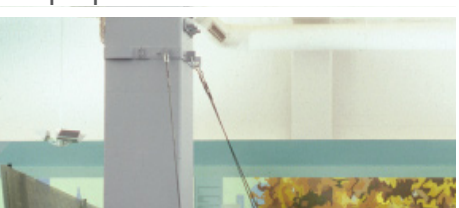


HIRSCH ASSOCIATES ARCHITECTURE+PLANNING

East Bank Club

Chicago, Illinois

Since 1998, Hirsch Associates has been providing architectural services to the East Bank Club, Chicago's premier health and fitness club. Virtually every space in the facility has been reconstructed during that time period. Hirsch Associates has teamed up with the Club's experienced management staff and interior designer, Robert Pope Associates; to program, design and execute a wide variety of projects.



The Cardio-Vascular Room is the "heart" of the East Bank Club, both in location and use. The CV Room had evolved sporadically over the previous 20 years. As the popularity of this room increased, it became apparent to Club Management that it was time to replace the tired collection of equipment and finish materials. When Hirsch Associates was commissioned for the upgrades and expansion, the CV Room occupied two former tennis courts and would grow by taking over a third. The objective was to create an entirely new design composition for an exciting new image for the Club, as well as to accommodate an increase in quantity of fitness equipment. The result is a striking pattern of concentric radial arcs formed by raised tiers and knee walls that organized the space, provided enhanced visibility and fostered social interaction. Zones were subdivided into comfortably scaled "rooms" for a variety of member activities through the use of three alternating colors of sports flooring and modulated perimeter walls. Two free standing structural columns were clad with perforated stainless steel in an inverted cone shape which provided visual focal points. Large rear projection TV monitors were mounted to these columns and to the wall at the front of the room. New pendant hung indirect light fixtures and attractive durable finish materials completed the composition.



Sport and Fitness projects:

- Free Weight Room
- Golf Driving Range
- Selectorize Room
- Running Track
- Pilates Studio
- Functional Training
- Performance Cycling
- Exercise Studios



Amenity projects:

- Women's Spa
- Locker Rooms
- Physical Therapy Center
- Entrance and Reception
- Salon
- Pro Shop
- Management Offices



Food & Beverage projects:

- Fine Dining Restaurant
- "The Grill and Bar"
- Sun Deck Café
- Pool Side Bar
- Roof Top Pavilion
- Food Shop

The 10+ years of service that Hirsch Associates has provided to the East Bank Club has resulted in a series of successful well designed projects. Recognition was received for the Cardio-Vascular Room from the Association of Licensed Architects for outstanding design and Metal Architecture Magazine for the creative use of metals in an interior application. The collaboration between the East Bank Club and Hirsch Associates continues with several new projects in the planning and implementation stages.



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