



RSG Group Opens Italy's Second JOHN REED Fitness Music Club in Trieste

Trieste November 24, 2022 - From former banking institution to innovative gym: the former headquarters of Banco di Napoli in Trieste is now officially a fitness temple.

German based RSG Group, global leader in the fitness industry, launches JOHN REED in Trieste. JOHN REED is one of three RSG Group's brands present in Italy, along with McFIT and Gold's Gym.



With locations in major metropolitan cities around the world, such as Los Angeles, Berlin, Paris, Istanbul and Vienna, JOHN REED Fitness Music Club opens its doors in the historic center of Trieste. Currently the 45th club worldwide, the brand continues to grow. A brand that combines architecture, art and music into a holistic work, making it a key feature of the training experience.

The opening was attended by Vito Scavo, CEO of RSG Group Italy, Samuele Frosio, Country Manager Italy of RSG Group, Massimiliano Fedriga, Regional President and Trieste Mayor Roberto Dipiazza, as well as numerous other public figures.

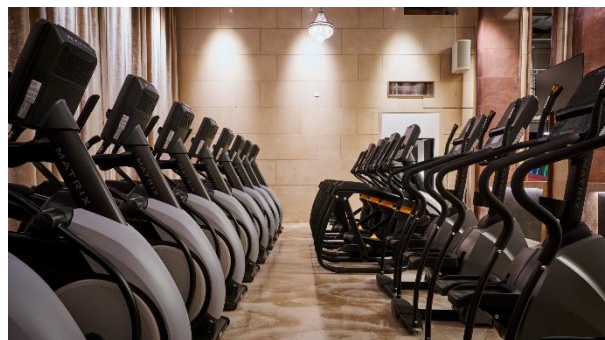
"RSG Group has always had a close relationship with the city of Trieste, which has an international and vibrant atmosphere," explains Vito Scavo, CEO of RSG Group Italy. "We continue to grow, and the 42nd studio in Italy (39 McFIT, 2 JOHN REED and 1 Gold's Gym) underlines our plan to expand further in 2023."

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From banking complex to fitness hotspot

The building, a former banking establishment dating back to the 1920s, was a landmark in the capital of Friuli Venezia Giulia for decades. For some time now, however, it has no longer held its original function and has now been transformed into one of Italy's largest fitness studios.

The 2000 square meter, four-story building has been completely renovated: The bank vault became the free weights area and the bank counters located on the first floor form the reception, cafe and DJ booth. The second floor, with original marble floors, houses a room for group fitness classes and the functional area, among others, while the second floor, which offers a magnificent view of the old town, houses the sauna, wellness area and locker rooms. The course selection ranges from yoga and Pilates to HIIT, total body workouts, step and many other courses.



Music as a motivating beat

JOHN REED features a unique fitness concept that combines three core themes - training, music and design. Twice a week, workouts are accompanied by a live DJ set, with the goal of making the training experience even more intense.

JOHN REED's monthly Boost Club is for those who want more interaction while working out. An intense full-body workout with a dedicated floor trainer and live DJ music, Boost Club creates great team spirit with motivating group dynamics.

Design and art

It's not just the music that makes JOHN REED so unique, design and lighting also play an essential role in creating the club atmosphere. JOHN REED combines music, design and fitness, taking workouts to a new level. No two clubs are alike: In each city, the environment and the local art scene are imbued in the design concept and integrated in the interior design through works by local artists. In this way, each club has its own distinct DNA.



Thus, art also plays a central role in Trieste. Breathing new life into the building's historic heritage, 16 international artists are featured: Peeta, Ravo, Joys, Ozmo, Rancy, Oger, Amina, Sorte, Stuer, Corvino, Fosc, Stefano and Mattia Bonora, Samuele Frosio, Ron Miller and Andrea639.

They were guided by Luca Mayr, curator and artistic director of Urban Colors, and Ron Miller, artistic director of the project. "Urban Colors implemented JOHN REED's wishes and initiated a contemporary art action in a setting with strong imperial and rationalist echoes that stands in contrast to, yet dialogues with, its surroundings," explains Luca Mayr. "The artists' works not only provide the viewer with a strong juxtaposition from the austerity of the building, but also offer an unconventional viewing experience. The artworks will be on free public display from November 25, 2022 to January 24, 2023.

Samuele Frosio, Country Manager Italy of RSG Group and a featured local artist: "For the second opening of JOHN REED in Italy, we chose Trieste because the city is a melting pot of different cultures, arts and sounds. JOHN REED makes music and art its global trademarks. I am very happy to have contributed with one of my works, together with 15 other international artists, to make this reopening a special event."

Life is too short for boring gyms. As part of the RSG Group with locations in Istanbul, Los Angeles, Berlin, Paris, London - and now Trieste - among others, JOHN REED has been using the synergies of sound and design to motivate and move people around the world since 2016. JOHN REED is no ordinary gym, but an international fitness club that combines unique design elements, a music program with live DJs and top-notch equipment.

Upon entering any of JOHN REED's 46 fitness music clubs worldwide, members can be inspired by the unparalleled atmosphere influenced by local artists, cultures and urban metropolises. Members have access to live classes and open group workouts, cardio, barre, Pilates, yoga and a variety of other options.

www.johnreed.fitness.com