

HOME GYM

KRISTEN MCGINNIS FOR ASICS

Designer Kristen McGinnis has given the Esquire bachelor a home gym that smartly realizes the wellness philosophy behind the ASICS corporate motto—a sound mind in a sound body, *Anima Sana In Corpore Sano* (ASICS). Founded as a sports footwear company in Kobe, Japan, in 1949, and a cosponsor of the annual New York City Marathon, ASICS embodies the belief that the best way to create a healthy and happy lifestyle is to promote total health and fitness.

Along with the Asian tradition of having an exercise space in one's home, the company's Japanese heritage is reflected in the room's clean lines, earth-tone materials, subtle textures, and personal craftsmanship. The walls are covered in subtly textured, sand-speckled traditional Japanese stucco provided by Harlem-based *Habitus Architectural Finishes*. In sharp contrast to the harsh ambience of most professional gyms, this personal workout space is lit by an illuminated shoji screen and Asian-inspired brass lighting fixtures custom-designed by McGinnis.

A copper-sheened, wall-to-wall handwoven leather floor-covering from *Dualoy* invites the bachelor to sink into sun salutations, and a vintage 1940s ASICS poster and carefully tended thirty-five-year-old bonsai bring a sense of history and harmony into this space created for both meditation and action.

Outfitted for his workout in a top-of-the-line ASICS biomorphic compression top and wearing digitally enhanced ASICS footwear, the bachelor can achieve a full-body workout in his home, thanks to professional-grade gym equipment designed for the home by Italian manufacturer *Technogym*. His "Personal Kinesis" machine—a sleek chrome-and-leather apparatus that, when at rest, looks more like a wall sculpture than workout



gear—is actually a computer-controlled lattice pulley system with a rotating 360-degree extension that delivers a full-body workout based on natural, free-flowing motions. The *Technogym Excite Run 900E* treadmill provides a great cardio workout, and its built-in TV screen enables the user to follow fluctuations on Wall Street via *DirectTV* as he logs his miles.

As ASICS marketing vice president Gary Slayton says, the room provides just what an energetic executive should want, and certainly needs: "the soothing, Zen-like atmosphere of a richly decorated workout room with the latest and greatest technical products."



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