

THE URBAN FITNESS EXPERIMENT

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The Urban Fitness Experiment seeks to augment the current social health and wellness conditions by further expanding the reach of technology within the field. The immediate area surrounding Goose Island, is populated by young professional individuals. Studies show that the millennial generation is heavily interested in both health and fitness. Consequently, this has greatly expanded the market for local gyms, health food, workout regiments, wearable technology, and many other entities within the fitness environment.

The Urban Fitness Experiment is a collaboration between Life Fitness and Intel that strives to further integrate the world-wide fitness community at the gym level. By utilizing the gym equipment of Life Fitness and the computational and networking resources of Intel the two companies will create a modular device that attaches to the equipment itself, and is used to track individual activity. This data will remain personal to the individual by being stored on a card, or fob, that the user will need to scan before using the piece of equipment. If the user desires, their work out metrics may be uploaded to a world-wide database that is used to promote accountability and friendly competition. The Urban Fitness Experiment campus primarily consists of office spaces. However, a secondary and smaller building functions as a public recreational center to be utilized by the community. This is to help Life Fitness and Intel gather data which will allow them to further improve upon the product.

