

ICONA: STRATFORD, LONDON

Telford Homes

CASE STUDY

Winner of the 2005 Hot Property New Homes Award for Investor Potential, this landmark development is an architecturally striking residential addition to Stratford.

At its tallest the structure rises to 18 storeys and provides 249 one and two bedroom apartments and penthouses with impressive views of the future Olympic Park. There is also 325 square metres of retail space plus a central landscaped podium, 24 hour concierge and gated basement parking. In keeping with the luxurious lifestyle choice, **motive8** was brought on board to create a state-of-the-art gymnasium for the scheme's lucky residents.



With such a fantastic space to work with, we were able to provide a full equipment specification that maximized use of the facility.

The equipment provision features an express circuit for those who are short of time, allowing a full-body workout at varying intensities that is very user-friendly. There is also a dual-action pulley for a more thorough training session as well as a large mat area for floor-based workouts and stretching.

Complimenting this is a comprehensive selection of Life Fitness cardiovascular equipment including treadmills, bikes, x-trainers and Concept2 rowers. The equipment is arranged in such a way so as to enable maximum use by multiple residents at peak times.

