

THE ZONE: BRISTOL

Barratt Bristol

CASE STUDY

The Zone is characterised by bold, confident architecture incorporating a range of coloured fascia treatments that complement the clean lines of glass and steel feature balconies. The Zone interiors are both flexible and sophisticated, providing adaptable living solutions.

The Zone is the first development in Bristol to have its own on-site, residents-only gym and motive8 was the company instructed to design and install it.



The fitness suite at The Zone has been used as an integral part of the sales and marketing strategy, with potential customers offered a full view of the gym upon entering the marketing suite.

Rectangular in shape, the gym allows for two distinct rows of equipment to be placed along either wall, providing enough room for a comprehensive selection of workout apparatus. For a cardiovascular workout, this included 2 treadmills, 2 cross-trainers, 2 rowing machines as well as 1 upright and 1 recumbent bike.

For resistance training, motive8 recommended six pieces of apparatus, including a chest press and lateral pulldown.

