

INNOVATION MEETS TRADITION

McFIT VIENNA
VIO PLAZA

RK

Hello, Vienna!

McFIT VIO PLAZA



In the city where historical charm and modern life converge, McFIT celebrated the opening of its groundbreaking eleventh studio within Austria's capital. At the heart of Vienna, in the trendy VIO PLAZA, this gym not only marks an **expansion of its presence** but also the introduction of a **pioneering training concept**. As the **general contractor and carpenter**, we were involved in this project from the start, transforming visions into a WOW! experience.

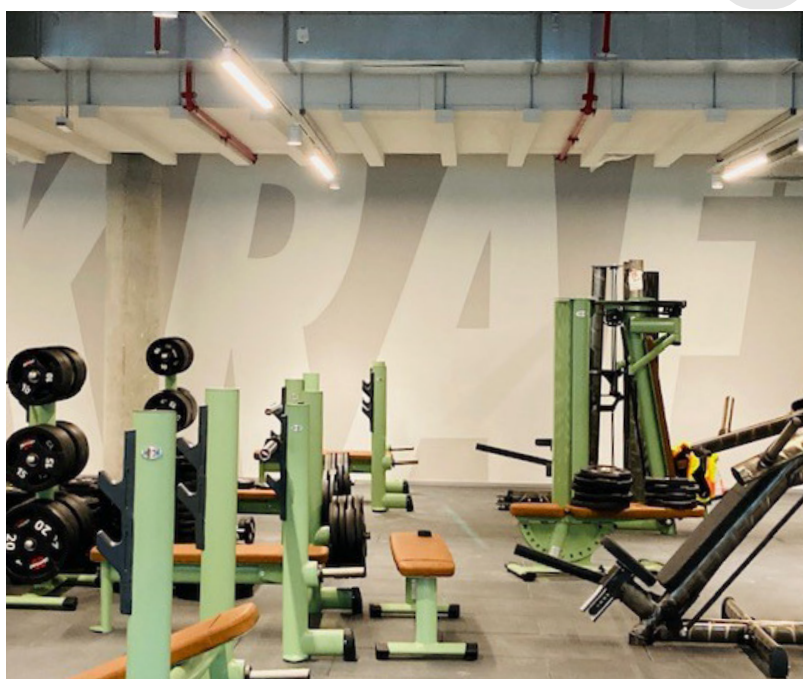


The **fresh look of the studio** invites a unique training experience. Across 2,900 sqm, including **1,900 sqm of pure training area**, a sophisticated space concept has been developed. The power area has been significantly expanded, while the entire studio boasts a bright, welcoming ambiance. The use of materials such as **steel, concrete, and wood** contributes to a motivating atmosphere. A ping pong table, as an **extraordinary eye-catcher**, adds a playful note and is a welcome addition to the usual gym offerings.

The **course program** has been substantially expanded: with up to 25 different classes per week, the studio offers a richer array of courses than previous McFIT locations. This development enhances the sense of community and exemplifies the **innovative design of modern fitness experiences**.

Particularly noteworthy is the **significant enlargement of the women's area**. This dedicated zone, accessible through the women's changing rooms, functions like an independent mini-studio.

In a long-standing **innovative partnership**, REINHOLD KELLER has helped make McFIT's ideas a reality. The shared goal: a studio that delights not only with its **diverse offerings** but also with its **motivating environment**.





VIENNA IS CALLING!

McFIT



- + Leopoldstadt (2nd district)
- + Neubau (7nd district)
- + Lugner City (15nd district)
- + Jägerstraße (20nd district)
- + Favoriten (10nd district)
- + VIO PLAZA (12nd district)
- + Wienerberg (10nd district)
- + Simmering (11nd district)
- + Meidling (12nd district)
- + Donaustadt (22nd district)
- + Floridsdorf (21nd district)



WOW!
WOW!
WOW!
WOW!
WOW!
WOW!



FACTS



PROJECT

McFit
Vienna VIO PLAZA
(12nd district)
Schönbrunner Straße 230
1120 Vienna



KEY DATA

2.909 sqm
McFIT 3.0



SERVICES RK

General contracting
Joinery
Delivery
Assembly



WOMEN'S- POWER

McFits Empowerment Initiative

As part of the realignment, McFIT set itself new goals. One central aspect was the creation of additional premises and offers **specifically for women**. The introduction of live classes has already shown positive effects. Now, McFIT is taking the next step: future studios will be equipped with **significantly larger and more prominent women's areas**, tailored to the needs of female customers. In addition to enhancing physical training options with equipment preferred by women, McFIT also places great emphasis on creating the right look and feel in these areas.

The pilot project for this new orientation in Austria is the studio at **VIO PLAZA Vienna**, featuring an **exclusively designed 130 sqm training zone** known as a "studio within a studio". Accessible directly from the women's changing room, this area is not only a safe and empowering environment but also supports women of all fitness levels in achieving their individual athletic goals. The design blends retro charm with modern functionality. Training equipment specifically designed for women, including innovative solutions like the Hip-Thrust Machine, provides **optimal conditions** for female strength training.

Here, **WOMEN'S EMPOWERMENT** is not just emphasized – it's lived!

WOW!

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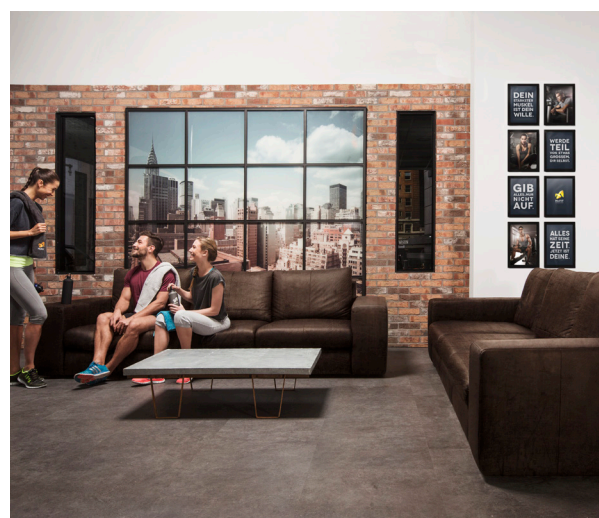


PIONEERING SPIRIT IN THE FITNESS MARKET

McFIT and the Success Story of the RSG Group

The RSG Group is a global fitness conglomerate that began in 1997 with the opening of the first McFIT studio. With more than 11 brands (including McFIT, JOHN REED and Gold's Gym) and over 10,000 employees, the Group has developed into one of the **leading companies in the fitness and lifestyle sector**. With **4.5 million members in over 30 countries**, the Group has secured one of the top positions in the global market.

McFIT, as the core brand of the RSG Group, has significantly contributed to the group's growth through innovative concepts and expansions, such as the acquisition of Fit24 and the introduction of CYBEROBICS. The corporate culture reflects the spirit of founder Rainer Schaller, focusing on **teamwork, collaboration, and continuous brand development**.





HEY!
HEY!
HEY!
HEY!
HEY!

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LET'S TALK!

FROM VISION TO WOW!

WHAT WE OFFER YOU

Depending on how far you have progressed with your construction and ideas, we have the appropriate solution for your requirements. Whether it's a new build or refurbishment, you choose the moment when you want to bring us on board as a partner.

INTERIOR / JOINERY

GENERAL CONTRACTING

