

New gym for Century City

R60 million state-of-the-art facility under construction

A new concept Virgin Active Exercise and Wellness Club is being constructed on a prime site at Century City.

The custom-built, state-of-the-art facility is being developed on Century Boulevard opposite the recently completed Colosseum development, which offers convenience shops and a variety of top eateries.

The new club, which is being developed at a cost of more than R60 million and constructed by Stabilid (Cape), is due to open in October.

Ample parking on an adjacent site will be available, says Greg Deans, a director of Rabie Property Group.

"One of the most frequently asked questions by stakeholders at Century City is when a health club would be opening," he says.

"Although a number of the residential and commercial developments at Century City do have their own gyms it has become clear that a health club environment, as offered by Virgin Active, is fulfilling a major component of the third dimension (leisure activities) in people's lives.

"I am convinced the health club will have strong support-



MUSCLING IN: An artist's impression of the new Virgin Active gym now being built at Century City

there are currently more than 35 000 people living and working here – and because of its central location and proximity to the N1 we expect it will also be well-frequented by commuters and people from neighbouring suburbs."

Deans says the gym is located in a growing precinct close to a number of amenities.

In addition to the convenience

shops and restaurants at the Colosseum, measured walking and jogging trails will start and end near the health club – providing an additional attraction for members."

Anton Brown, national marketing manager of Virgin Active South Africa, says Century City is a hive of activity with almost every conceivable amenity resi-

dents could possibly need on their doorstep.

He says great things can be expected from the new gym, from its dynamic interior features to its friendly and expertly trained staff.

Facilities will include a kids' "club-within-a-club", called Club-V Max, where children can enjoy age-appropriate exercise

classes, make friends and have fun while learning about the benefits of staying fit and healthy.

There will also be new equipment from Technogym, where the cardio range will keep you entertained as you train while watching multiple DStv channels.

A range of strength equipment is specially designed to ensure users do not damage their joints.

If you're not that keen on working out on the training floor, the Easy Zone will provide a secluded space where you can enjoy a fast and proven method of training in 30 minutes.

Brown says other facilities include an indoor heated pool, saunas and challenging spin classes, power plate, kinesis, yoga, tai chi and Pilates classes.

He says members will also be able to grab a snack at the Kauai Health Food and Juice Company in the complex, and internet stations will be available to allow members to browse the web before heading home.

Members will also be able to track their key health measurements such as blood pressure and body fat percentage at the Virgin Life Care HealthZones.