

HEIMAT.

RSG GROUP LAUNCHES ‘HEIMAT’, THE WORLD’S FIRST CONCEPT FITNESS CLUB
Members Only Space Offers Five Floors of All-Encompassing Fitness Classes, Spa, Coworking Space,
Signature Restaurant by Michael Mina, Rooftop Pool and Cabanas Amidst Exceptional Design



LOS ANGELES, USA – June 20, 2022 – RSG Group, the global leader in fitness, is proud to announce the opening of [HEIMAT](#), a groundbreaking first-of-its-kind fitness and wellness concept club for those to work, play and simply ‘be’. Translated from German as ‘the feeling of home’, HEIMAT is defined as a state of belonging and carries this very philosophy as Los Angeles’ most holistic respite.

Across 75,000 sq ft of real estate, HEIMAT transformed a 1930s industrial building in Hollywood’s Media District into an immaculate structure through thoughtfully sourced marble, woods, and custom forged metals amongst other premium materials. Raw concrete elements and small design touches like original graffiti from street pop artists infuse a clever balance of high design with industrial edge. Original murals on view were commissioned by emerging artists Abel Macias, Jessalyn Brooks and Sophie Dherbecourt to invoke LA’s vibrant cultural topography.

While rooted in fitness, HEIMAT is also fundamentally about nurturing a community and weaving a social element through every member touchpoint. Therefore, it’s no surprise that HEIMAT a group fitness classes

under one roof. Taught by best-in-class instructors certified the specific discipline they are leading, all memberships will include Cycle, Run, Bootcamp, Barre, Boxing, Dance Cardio, Kinesis, TRX, Yoga (mat & hot) and, uniquely, Reformer Pilates. Rounding out the fitness offerings, HEIMAT has been equipped with custom weight and circuit training machines from gym80, who's products are world renowned for being aesthetically beautiful while bio-mechanically researched and ergonomically constructed. For cardio, Technogym has provided state-of-art treadmills, ellipticals, rowers and more that can be linked to each member to create individual workouts and track progress.

Once the workout ends, a world-class restaurant, rooftop with pool, jacuzzi, cabanas and an outdoor bar boasting panoramic views of the Hollywood Hills await. A boutique spa features a full range of treatments to pamper while the top floor of the club offers a charming coworking and event space. For gourmands, HEIMAT has partnered with Michelin-starred Chef Michael Mina to debut the globally inspired Mother Tongue, which also serves as the one amenity open to the public inside the club. A juice bar, boutique spa, coworking and event space enhance the member experience while valet parking allows for a seamless arrival and departure experience for guests.

These amenities, combined with a robust calendar of cultural and fitness programming, underscore that at HEIMAT, members can truly have it all.

HEIMAT offers three year-long membership tiers which can be found [here](#).

ABOUT RSG GROUP

With 6.4 million customers across gyms, sports nutrition, lifestyle brands and digital services, RSG Group is the global leader in fitness. Founded in 1997 by Rainer Schaller and still owner operated, RSG Group has become an internationally operating business with 41,000 employees, including franchisees, at around 1,000 locations in 48 countries. With a renewed emphasis on health and a determined focus on sustainability, RSG Group's extensive and future-oriented portfolio comprises of 20 innovative brands including fitness powerhouses such as Gold's Gym, McFIT and the JOHN REED family of clubs, the world's first concept fitness club HEIMAT as well as creative and lifestyle brands such as PEARL MODEL MANAGEMENT and RON MILLER. Additionally, RSG Group has substantial investments in dynamic partners within the fitness industry and beyond such as gym80, HERO Workout and MARCELL VON BERLIN. RSG Group consistently sets new benchmarks, brings people together and provides forward momentum through continuous evolution within its existing and future businesses.

For more information on RSG Group and its family of brands, visit [RSG Group](#).