

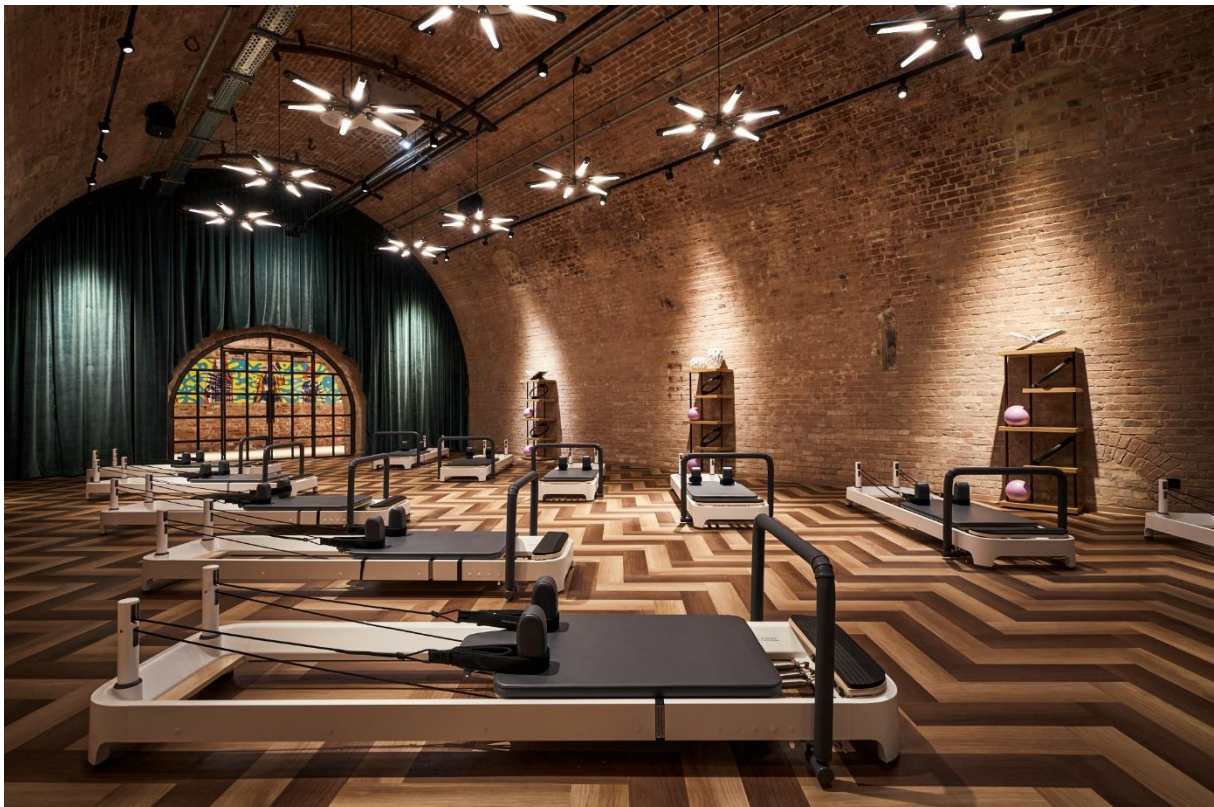


## JOHN REED Fitness Club Berlin Bötzwow – Urban Training in a Historic Brewery from 1884

### RSG Group opens new flagship club in the heart of Berlin

Berlin 14/09/2023 – A special novelty conquers the Berlin fitness scene: JOHN REED opens one of its most spectacular clubs in Prenzlauer Berg, combining underground feeling with high-class training. The breathtaking location in the listed Bötzwow Brewery impresses with 7-meter-high domed ceilings and promises an incomparable training experience.

JOHN REED stands for intensive training, motivating music, street art on the walls and high-quality interior design. The brand's largest gym in Berlin is no ordinary training venue, but rather reminiscent of a hip premium club - but with a focus on creative workouts. The unique fusion of music, design and fitness takes training to a whole new level.



#### The most individual place to train in Berlin

The extensive 3,136m<sup>2</sup> offer includes cardio training, free weight area, equipment park, a wide range of classes, with the highlight Reformer Pilates, Treadmill Classes as well as Functional- & Group Workout Areas - Drink Flatrate at two beverage dispensers and entertainment screens are included. In addition, body check-ups, nutrition coaching, personal training and the creation of a training plan can be booked.

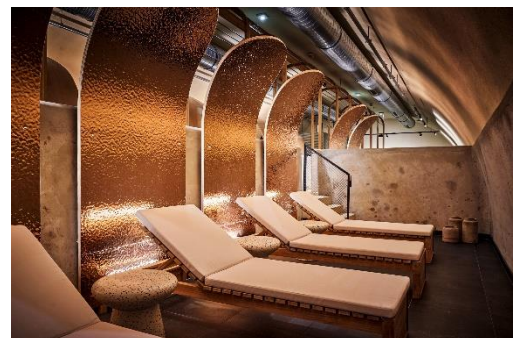
### Music for motivation

JOHN REED features a unique fitness concept that combines the three core themes of training, music and design. With live DJs, music workouts and the exclusive JOHN REED radio - which can also be streamed outside the clubs - training becomes the ultimate motivation boost. The music actively accompanies the exercisers and creates an energetic atmosphere.



### Pool, Whirlpools, Sauna and Relax Lounge

In addition to training, the club offers pure relaxation. After swimming in the 20-meter pool, the whirlpools and relaxation lounges, located in the old cooling pools of the former brewery, invite you to linger. The unique features of the brick building were given special consideration in the design of the fitness studio. In particular, individual light installations show off the vaults to their best advantage in a unique way. The wellness area also features two saunas, including a ladies' sauna. A Coffee & Health Bar provides the necessary refreshment and strengthening with hot & cold drinks, bowls as well as protein shakes.



### Art and Street Art

The JOHN REED Bötzw Club has much more to offer than just fitness. Regularly changing art exhibitions with vernissages take place here. Curated by Street Art Berlin and RON MILLER, artists such as Ekaterina Koroleva, Isakov and Sam Crew exhibit their works at the opening. The club thus becomes a place of encounter and inspiration. The highlight is a 35-meter long canvas designed by the artist duo RON MILLER - the longest in Berlin. In the always unique JOHN REED clubs, which are never the same in terms of their history, location, size and floor space, local artists each have a place for their creative work, are promoted and can present themselves. This once again underlines the great importance and passion for art and street art that characterizes the JOHN REED brand in particular.

### Adress and Opening Hours

Saarbrücker Str. 4, 10405 Berlin

Mo – Fr: 06:00 – 23:00

Sa – So: 08:00 – 22:00

[www.johnreed.fitness/clubs/berlin-boetzow](http://www.johnreed.fitness/clubs/berlin-boetzow)





#### **About JOHN REED**

*Internationally, there are already 47 JOHN REED Fitness Music Clubs. Among them is a Women's Club in Berlin and locations worldwide in Budapest, Prague, Venice, Salzburg, Linz, Zurich, Istanbul, Los Angeles, Dallas, London, Paris, Lyon and Vienna.*

*For more Info: [www.johnreed.fitness/en-de](http://www.johnreed.fitness/en-de)*

#### **About RSG Group**

*With more than 4.5 million members in its studios, RSG Group is one of the world's leading fitness companies. Founded in 1997 by Rainer Schaller - and still family-owned - RSG Group has developed into an internationally active company. Including its franchisees, it employs 10,000 people at over 900 locations and is represented in more than 30 countries. Its extensive and forward-looking portfolio includes brands such as McFIT, the JOHN REED Family and Gold's Gym. The RSG Group has set itself the goal of constantly setting new standards and ensuring that it is an essential part of its customers' active everyday lives.*

*For more info: [www.rsggroup.com/en](http://www.rsggroup.com/en)*

#### **About Bötzw**

*The Bötzw site (built between 1864 and 1884) is located not far from Alexanderplatz, in the middle of Prenzlauer Berg. The former brewery site was purchased in 2010 by Professor Hans Georg Näder, owner of the medical technology company Ottobock.*

*By restoring the original urban planning idea - combining work and pleasure, public and private - the 24,000 m<sup>2</sup> site is to be transformed once again into a new meeting place for Berlin. The transformation is being planned and realized by the renowned architectural firm David Chipperfield Architects Berlin. After the restoration of the existing building parts in accordance with the preservation order and with special consideration of the historical substance, the topping-out ceremony for two of the four planned new office buildings was celebrated in the summer of 2023. Completion of the new buildings is planned for the end of 2024 / beginning of 2025. A beer garden with space for 600 guests is then also scheduled to open in the summer of 2024. The vision: to combine modern working environments with space for creativity and a vibrant city life, thus creating a lively neighborhood within the neighborhood.*

*For more info: [www.boetzowberlin.de/en](http://www.boetzowberlin.de/en)*

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