## EVOLUTION OF THE FITNESS INDUSTRY: A BRIEF HISTORY OF THE PUBLIC GYM

The health club you are running today with rows of treadmills, weight machines, pumping music and cutting-edge programming has taken centuries to come into being. While not a straight line, there is a long history of public gyms, going back thousands of years to the first gymnasiums of ancient Greece.



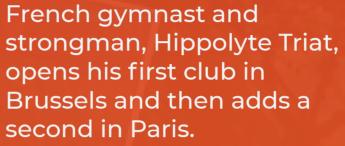
Greece is the root of the modern health club or gym. The word 'gymnasium' originates from the Greek word "gymnos," meaning naked.



Gyms make a resurgence in Germany.



An Idea is Born -



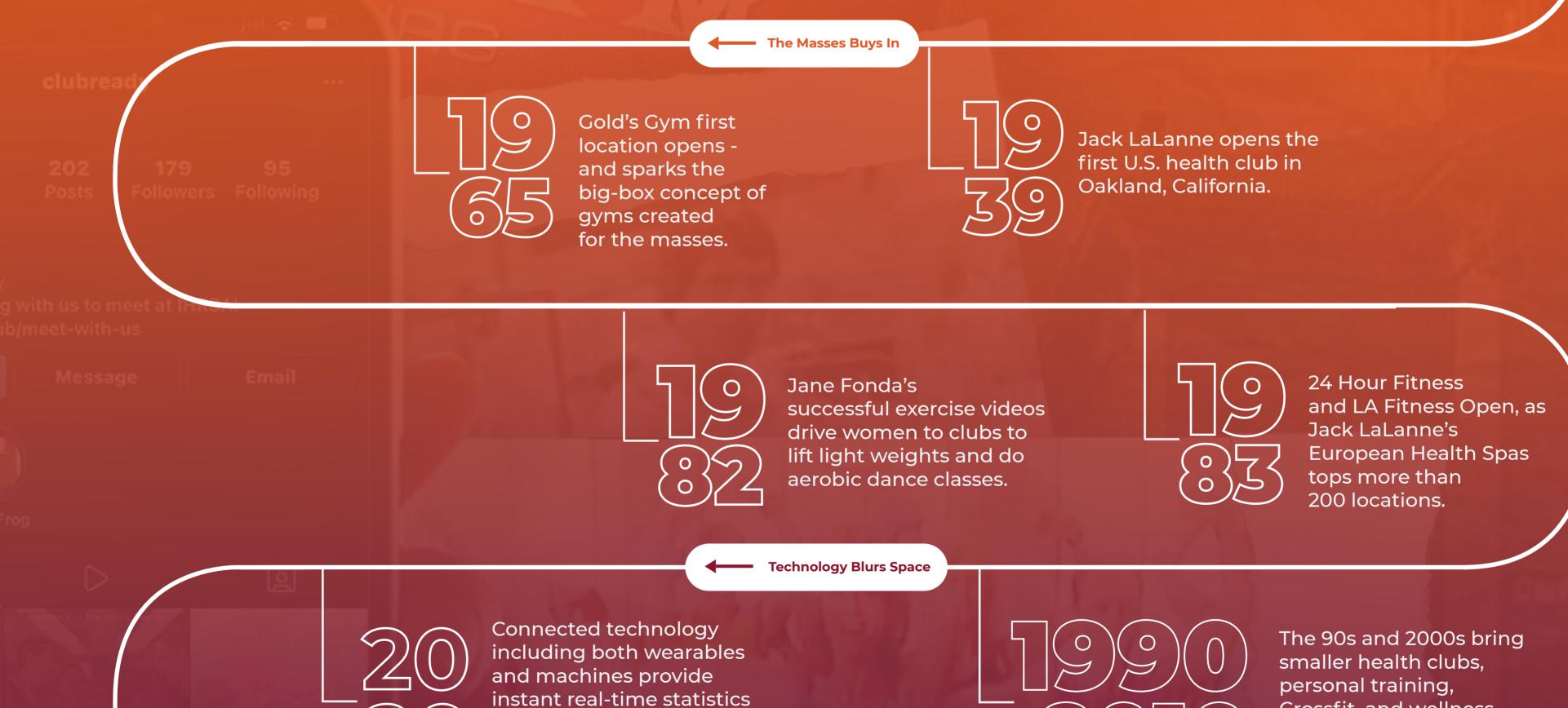
The Concept Takes Shape -----



The YMCA builds the first buildings with gymnasiums.



Robert J. Roberts coins the term "body building" and develops exercise classes.



personal training, Crossfit, and wellness studios that cater to the personal touch.

## and out of the gym.

while monitoring

member progress in



Clubs within clubs within homes arrive as members workout with their tribe and trainers across digital platforms and in person gym sessions.

## **S**ClubReady