

In its constant bid to reach out to new clients, World Class has recently opened its seventh fitness centre in Bucharest on the first floor gallery in America House, which is managed by the French real estate investment and asset management company, AEW Europe.

“We have grown together with you and we thank you for that. We have developed in line with your demands and expectations, but at the same time we have set new market trends and instilled a healthy living culture. We have created an addiction for physical activities and exercise. After 11 years of success and the opening of nine fitness centres, your after training smile is our daily satisfaction. You deserve a new dynamic environment in which energy becomes one with perfect shapes and harmony at World Class America House in the centre of the city,” Madalina Tanasescu, the manager of the newly opened fitness centre, said in a message to clients.

The new 920 sqm club, soon to extend with 105 sqm, aims to cover the demand originated from the corporate as well as the private sector and offers the latest concepts in fitness training gym and cardio, functional training, cycling, aerobics, wet and dry sauna and is the only modern gym in Piata Victoriei. “The total investment for the ninth centre of WorldClass amounts to around 900,000 Euro, including fit-out and fitness equipments. The landlord, represented by AEW Europe, also contributes in covering the costs together with World Class. Our objective is to open 15 to 20 World Class centres by 2014, including the confirmed two new locations in Titan and Floreasca,” said Mikael Fredholm, CEO, World Class International. America House is the biggest business centre in Piata Victoriei, with a total leasable area of 27,000 sqm and the largest floor plates (over 3,000 sqm).

The Class A business centre, built on nine floors provides for 350 underground parking spaces. The building has historically accommodated some of the most prestigious multinational and Romanian companies, offering them high visibility, flexibility in managing their office area as well as infrastructure to support their corporate needs. Currently, almost 1.200 employees are working in America House and 600 people are visiting the building every day.

“We worked together with Jones Lang LaSalle in bringing World Class into our building, and now they are exclusive leasing agent for our office spaces. The choice of World Class was made due to their strong recognition within the gym industry and their high standards fitting with the image of building. Accommodating a gym centre in an office building has several advantages: a gym activity improves employees happiness and their working performances and also it is a interaction place where people can network and why not-develop business opportunities,” said Isabelle Clerc Head of Asset Management for AEW Europe in Central Europe.