



As businesses look to combine impressive design with environmentally friendly policies, Equinox's most recent location represents the realization of such innovative thinking put into practice.

GREEN WORKOUT

A new, eco-conscious Equinox opens in Chelsea.

ROBERT ION

The business and social awareness of green-related matters has grown so much in the past few years that the term *philosophy* needs to be used. Embracing environmentally conscious solutions benefits everyone, and this is the philosophy by which Equinox has developed its latest fitness club location, Equinox at 17th Street, already opened in the luxurious Caledonia condominium complex. For some time now a question of "when and how" rather than "if," turning green encompasses holistic views and solutions. Recycling your paper bags, cans, glass

and plastic bottles may be necessary, but it is not sufficient anymore, and Equinox has figured this out all too well.

This new location will mark "the gold standard in eco-friendly health clubs and the starting point of our green initiative," certifies Paul Strachman, senior manager of operations at Equinox Fitness Clubs. The venture is facilitated by the strategic partnership between Equinox and GreenOrder, a Manhattan-based company whose primary role is to advise corporations on their green efforts while increasing their profit. At first glance, this endeavor may seem wishful thinking, but the elongated list of GreenOrder's clients, featuring General Electric, BP, DuPont and Allianz, among others, confirms that the project is feasible.

In Equinox's case, "The efforts are a natural fit with its long-standing commitment to health, performance and luxury," says Andrew Shapiro, CEO and founder of GreenOrder. This is a statement corroborated by Strachman, who adds that the company "has always incorporated a certain number of eco-friendly materials, and the location on 17th Street will expand on these offerings." Participating in a national recycling program, improving water and air quality through state-of-the-art filtration systems, reducing the amount of a conventional club's electrical energy and water consumption—these are just some of the ingenious means that will make this location a greener workout option. "We want to be eco-friendly and, at the same time, provide a luxury environment, thus enhancing our members' experience in a responsible way," Strachman notes.

And where better to assemble this green puzzle than in the utterly artistic, contemporary art-influenced Chelsea district? Caledonia is located steps away from the Hudson River, close to some of Manhattan's most chic boutiques. Deliberately, the interior design choices for Equinox closely mimic the neighborhood's novelty. "The design, created in collaboration with the international award-winning firm Clodagh, is our most avant-garde presentation to date," says Paul Boardman, Equinox's chief development officer.

Having all these incentives lined up—the ecological technology, the impressive design and the new, upscale location—nothing is stopping you from switching to a green workout. After all, they don't say, "Where there is a will, there is a way of living healthy," for nothing. •

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