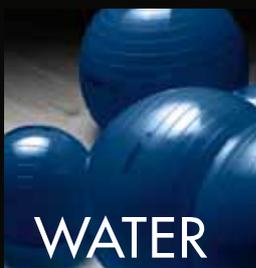
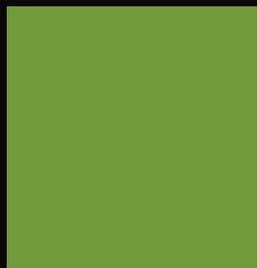
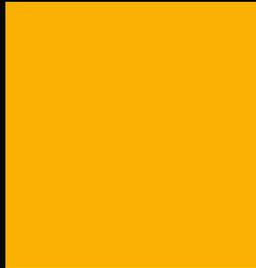


ARKE™

CORE CENTRIC TRAINING



FOR IMPROVED PHYSICAL FITNESS



Today people feel the increasing need to regain full freedom of movement to allow them to perform day-to-day activities in the best possible way. In order to achieve optimum physical fitness, we have to train coordination, stability, balance, flexibility, strength, speed, agility, reaction time, cardiovascular and respiratory capacity.

The new **ARKE – Core Centric Training** method, researched and studied by the **Technogym Scientific Center**,

is the best solution offered by Technogym for those wanting to globally train these components, transferring the benefits of training in the gym into movements used in everyday life.

It is a method intended for all users in terms of age, level of experience and goals, with the support of the Personal Trainer.

As well as guaranteeing excellent results in a short space of time it is a natural type of training which

therefore minimises the impact on joints. Ideal for those wanting to train in an effective way, with the functions and potential of their body day by day with progressive development.

The ARKE Core Centric Training method:

- provides immediate and progressive results
- trains and develops the whole body from head to toe
- improves all movements through working on the Core.

ARKE - RETURNS TO THE ORIGINS OF MOVEMENT



ARKE is Greek for the origin of things –from which everything originates and towards which everything returns. Think of a baby: at the start of his life they are mainly in the supine or foetal position. Then they develop an awareness of the body: begins to turn and, slowly, tries to move around. At just a few months old they have already discovered how to get around “on all fours”, pick up objects and lift their

arms to attract the parents’ attention. They begin to lift the centre of gravity and to push the hands against the floor: little by little reaching an upright position. From birth until they are able to stand balanced on two feet, all exercise is natural, the only way they knows how to. This is done with no detriment to his body and the best way possible. **ARKE** offers the opportunity

of training through this journey by going back over the development that every person went through as a baby, going from all fours as an infant to an upright posture. It is a journey of awareness, self-perception and knowledge of all of the human potential for movement, both horizontal and vertical.

Technogym starts from the beginning, from the origin of movement. From ARKE.

ARKE™

CORE CENTRIC TRAINING



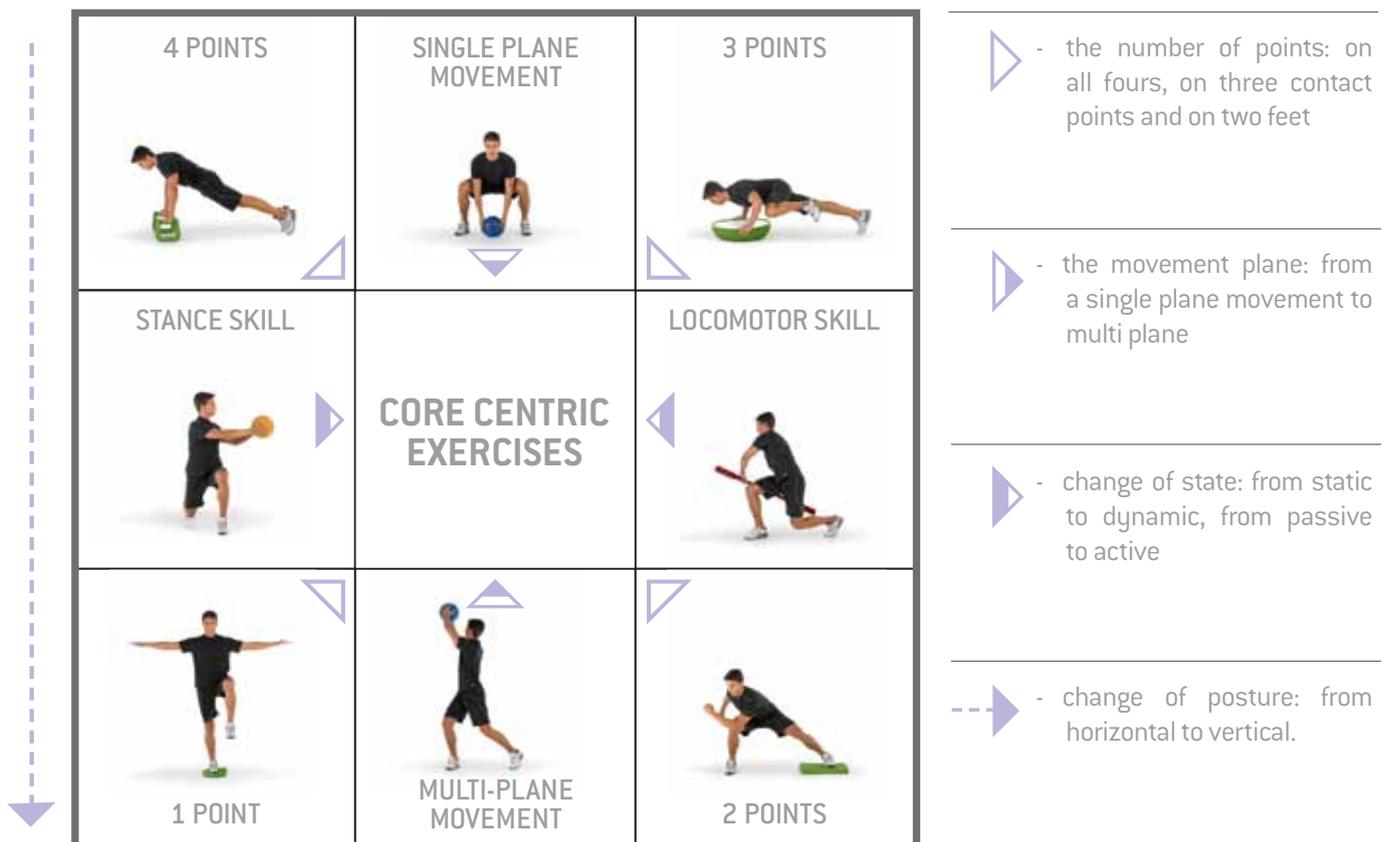
CORE CENTRIC TRAINING: A FUNCTIONAL AND PROGRESSIVE METHOD



The Core, the portion of the trunk made up of the abdominal and lumbar fascias, is the central link of the human kinetic chain from which all movement is produced.

As a functional training method, Core Centric Training enhances natural day-to-day movements and the effectiveness is based on freedom of movement and involvement of all physical components. It works all muscles. Rather than just working on appearance, the training targets the efficiency, effectiveness and correctness of movement produced.

There are certain variables which differentiate the exercises in technical terms and define their graduated level of difficulty:



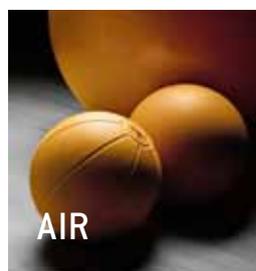
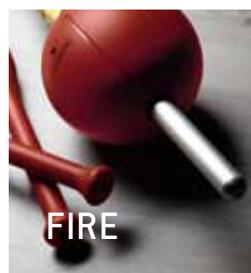
Core Centric Training increases coordination, stability, balance, flexibility, strength and power. Speed-agility-reaction time and cardio-respiratory capacity are also gradually improved.

The variety of exercises made possible by Core Centric Training allows people to progress from a basic level to an extremely advanced level of training.









WELLBEING ARCHETYPES

ARKE equipment is divided into four categories. Each category is named after a natural element in line with the Greek philosophical tradition (Earth, Water, Fire, Air) and is marked by different colours and shapes, according to the type, energy intensity and position of use.

EARTH (green) for stability and proprioception

AIR (orange) for dynamism and reaction time

WATER (blue) for agility and balance

FIRE (red) for adaptability and control



Training with ARKE equipment is based on simulating and emphasizing movements that people perform when interacting with basic shapes and things that have always been present in nature. Shape and movement are complementary aspects which we can't divide.

Each piece of equipment in the ARKE line has a shape which lends itself to its exercise function, with names originating from materials which already existed in the natural world.

INNOVATION TOOLS WITH NEW OPPORTUNITIES

ARKE is a complete proposal consisting of:

- **Product**
- **Visual Display**
- **Education**

INNOVATIVE PRODUCTS

As well as a selection of more conventional pieces of equipment, the ARKE line comprises new innovations tools researched and designed by Technogym:



• **Pendulum:** consists of a pole with holes made in it at various heights, to which a weighted ball is added; using the various positions of the ball along the rod, the lever arm changes and with it the resistance that the user must oppose.



• **Twin Clubs:** two clubs which can be used separately or together, by means of the innovative connecting system; by combining the two clubs in different ways, the centre of gravity can be made symmetrical or asymmetrical.



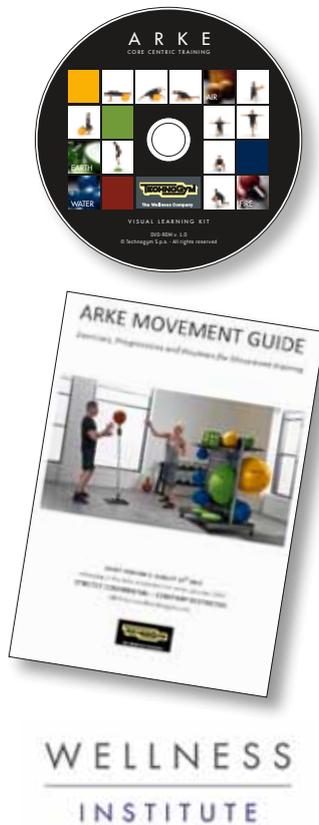
• **Water 8 Ball:** a piece of equipment made up of two half balls filled with water and joined together, which allows people to train by opposing the movement of the mass of water.

VISUAL DISPLAY

To keep the dedicated functional training area tidy, Technogym has created a special display with an elegant, design which makes the equipment in the ARKE kit easy to use.



EDUCATION



• **ARKE Visual Learning Kit**
The Visual Learning Kit is a DVD of a collection of exercises, progressions and routines, with various training aims, supplied together with the product.

• **ARKE Trainer Education Technogym and the Wellness Institute** certified Master Trainers' network offer structured and complete education for Trainers including:

1. **ARKE Introductory Course at the Customer premises**, led by a Wellness Institute certified ARKE Master Trainer.
At the end of each introductory course the customer is provided with the ARKE Movement Guide, a support manual made up of:
- a selection of exercises and

progressions for each type of ARKE equipment;
- several routines combining a series of exercises performed with different equipment for different goals: *Dynamic Warm Up, Core Conditioning, Active Ageing, Speed & Agility, Weight Management, Youth Fitness*.

2. **ARKE Advanced Course at the Customer premises.**

The course is designed to look in-depth at the subject of developing new goal-oriented programmes and how to follow up from the introductory course. At the end of the advanced course, each person who attended the course is given the Core Centric Training Guide, as supporting material.

INVESTING IN ARKE

The complete ARKE solution allows you to offer something in addition to the Personal Training service, following a structured path which guarantees quality and experience in order to generate business opportunities.

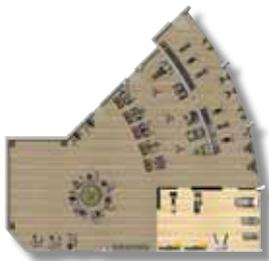
ARKE is a concept that will certainly be attractive both operators and personal trainers.

For Personal Trainers:

- 1 - provides a structured, competent method of working;
- 2 - provides the opportunity to extend one's professional skills;
- 3 - offers the opportunity to approach the end user and propose PT sessions.

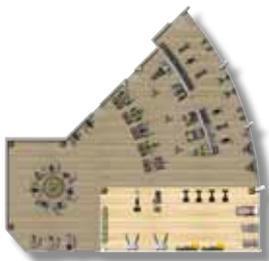
For Club Operators:

- 1 - allows you to extend and diversify your offering
- 2 - represents an innovative proposal to attract those categories of customers interested in functional training;
- 3 - allows the generation of additional revenues.



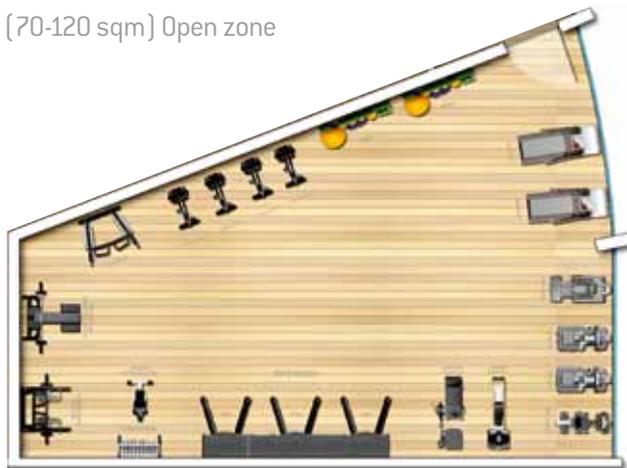
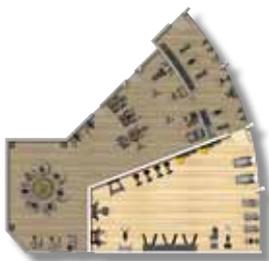
PT ROOM

(30-60 sqm) Semi-closed zone



MOVEMENT TRAINING AREA

(70-120 sqm) Open zone



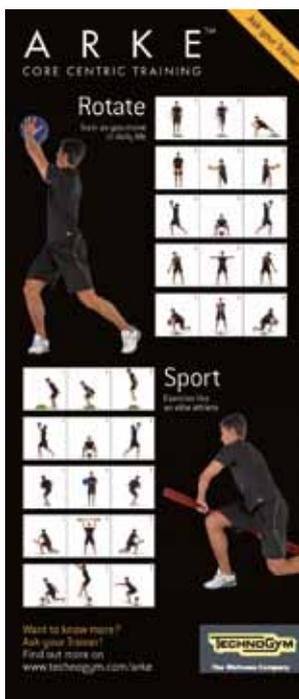
PT STUDIO

(120-160 sqm) Independent structure or dedicated space



PROMOTING ARKE

To enable effective for communication and promotion the ARKE concept in clubs some useful tools have been created in addition to the education support:



Promotional Banners

to arouse the interest of potential users by providing information about the main benefits of the ARKE method.

Code OS001009AA



At www.technogym.com/arke you will find all of the information necessary for training programmes and routines, and you can download the executable file with the ready-to-print teaching poster.

AIR



WELLNESS BALLS
ø 55 cm, 65 cm



2 AIR BALLS



MEDICINE BALLS
3 kg, 5 kg





EARTH



2 KETTLE BLOCKS
3 kg



BALANCE DOME



2 STABILITY DISKS



BALANCE PAD



FOAM ROLLER



WATER



WATER 8 BALL
10 kg



WATER BALLS
2.5 kg, 5 kg, 10 kg





FIRE



TWIN CLUB
each Club weighs 3 kg



PENDULUM
with 5 kg, 10 kg balls



PLATE
40 x 40 cm 10 kg



STAKE
length 32 cm
ø 21 cm

VISUAL DISPLAY

For optimum organization of the area dedicated to functional training and to facilitate the work of the Personal Trainer, Technogym has created a display in which to tidily place all of the ARKE kit equipment.



SET HOLDER FLOOR



SET HOLDER WALL

Featuring an elegant, natural design, well-suited to the philosophy behind the ARKE equipment, the display comes in 2 versions, one for walls (ARKE Set Holder Wall) and one, fitted with wheels, for floors (ARKE Set Holder Floor), guaranteeing maximum versatility.

ARKE SET HOLDER		
Code A0000595	ARKE Set Holder Floor H x W x D (Height x Width x Depth) 150 x 100 x 88 cm	
Code A0000596	ARKE Set Holder Wall H x W (Height x Width) 210 x 200 cm (divided into two panels measuring 210 x 100 cm to be fixed to the wall)	
OPTIONAL PENDULUM ARKE		
Code A0000584	Plate 40 x 40 cm, 10 kg	
Code A0000585	Stake length 32 cm, ø 21 cm	

ARKE KIT			
Standard Code A0000598 * Medical Code A0000587	Air Ball	2	
	Wellness Ball 55 cm	1	
	Wellness Ball 65 cm	1	
	Balance Dome	1	
	Stability Disk	2	
	Foam Roller	1	
	Balance Pad	1	
	Kettle Block 3 kg	2	
	Water 8 Ball	1	
	Water Ball 2,5 kg	1	
	Water Ball 5 kg	1	
	Water Ball 10 kg	1	
	Medicine Ball 3 kg	1	
	Medicine Ball 5 kg	1	
	Pendulum (with 5 kg and 10 kg balls)	1	
	Twin Club (each Club weighing 3 kg)	1	

* A version certified for medical use is available.