

WEL AT HUMANA

Louisville, KY
Flagship Fitness
Center

Size

29,000 square feet

Project Highlights

Wellness and fitness center focuses on the whole body and is open to all Humana associates and the surrounding community

State-of-the-art services and amenities, including sauna, steam, massage, and meditation rooms; indoor and outdoor fitness areas; space for wellbeing education; group class and game spaces; and locker rooms/showers

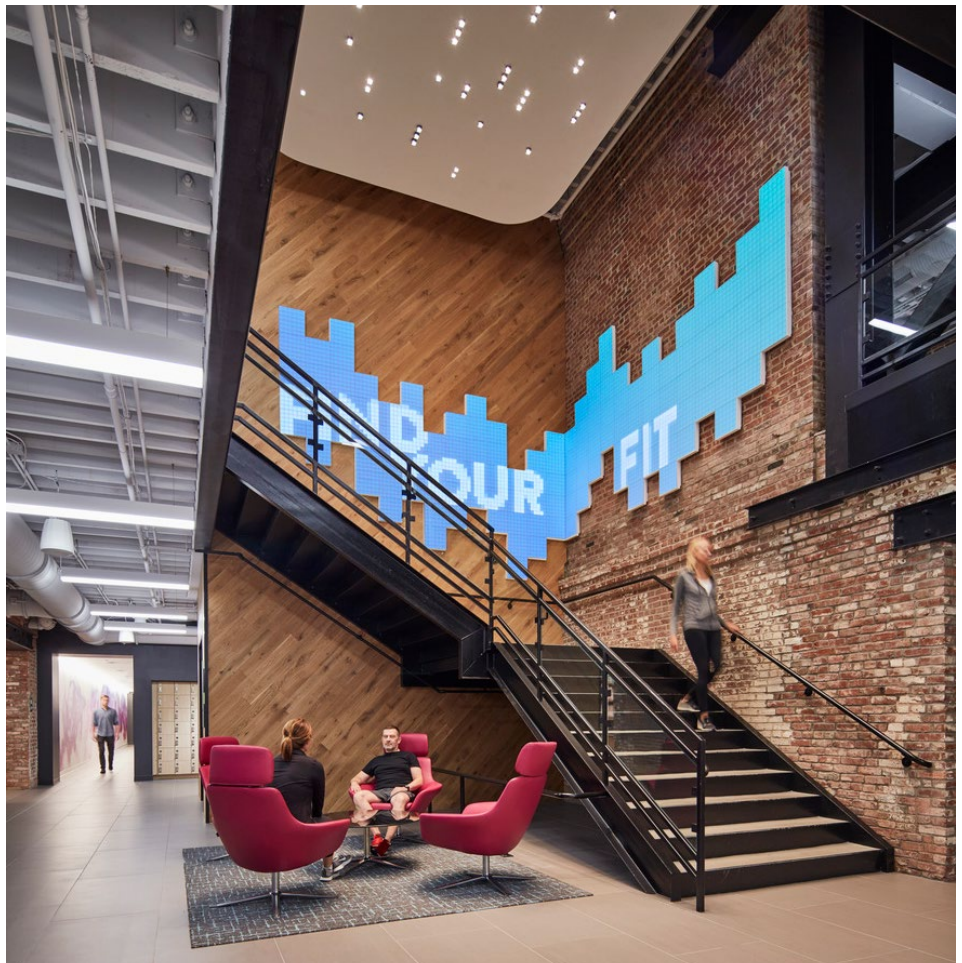
Building's original architectural features integrated with new, soft palette

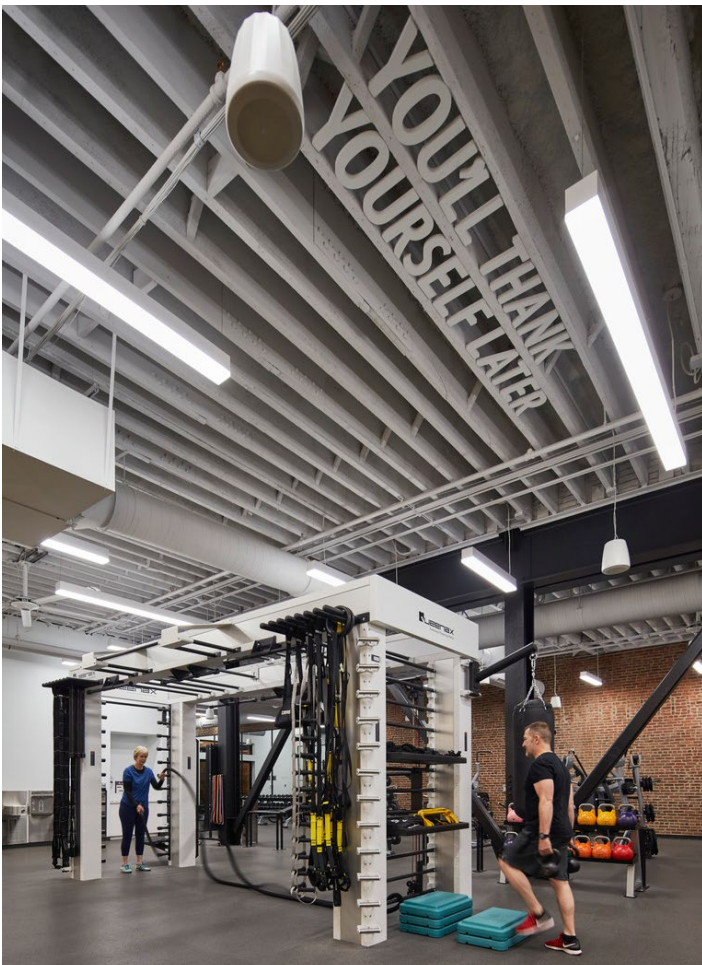
A custom LED interactive technology wall responds to the movement of members passing by

Graphic instructions and words of motivation integrated throughout

Services Provided

Full service interior architecture and design; Experiential graphic design: branding and signage; Furniture specification; Lighting design





Wel at Humana's flagship health and fitness center in Louisville, KY features the brand's culture of inclusion, focus on innovation, and commitment to inspiring health. At the heart of the brand is an emphasis on holistic health and a commitment to attracting and inspiring participants at all levels of interest in fitness. The 29,000 square-foot facility is housed in a vintage building on historic Main Street and is open to all Humana associates as well as the surrounding community.

The site's original architectural features—tall ceilings, reclaimed wood, and historic brick—paired with a soft palette of color, sets the tone for authenticity and provides a stunning backdrop for a timeless design. A custom LED interactive technology wall responds to the movement of members passing by. Colorful, large-scale graphics celebrate the compelling energy of people working, avoiding any reference to intense or daunting fitness regiments. Signage includes instruction and words of encouragement—some embedded in the ceiling—as well as wayfinding.

The center focuses on the whole body through a comprehensive range of state-of-the-art services and amenities: sauna, steam, massage, and meditation rooms; indoor and outdoor fitness areas; space for wellbeing education; a spin room; group dance/exercise spaces; a game area; and stylish, private-club-caliber locker rooms and showers.