

## Case Study – Mode Gym: Design, Production, and Installation

**Client:** Mode

**Project Managers:**

ARC UK – John Perrott, Chris Mansfield, Irene Fesaki

**Project Designer:**

ARC UK – Irene Fesaki

**Project Title:**

Mode Gym - Design, Production, and Installation

**Project Architect:**

Sparc Studio

**Project Value:**

£120,000

**Project Specification:**

Design, high end wayfinding, manifestations, fabrication, installation.

**ARC UK:**

Core Services employed by MODE

- Full consultation services to transform W3 Club to MODE
- Creative and design services
- Environmental graphics
- High quality - wayfinding / signage
- Manifestations
- Full in house fabrication
- Installation

**Scope of Works:**

We were approached at ARC by Sparc Studios, to transform the W3 club into the new fully refurbished MODE club in Acton London.

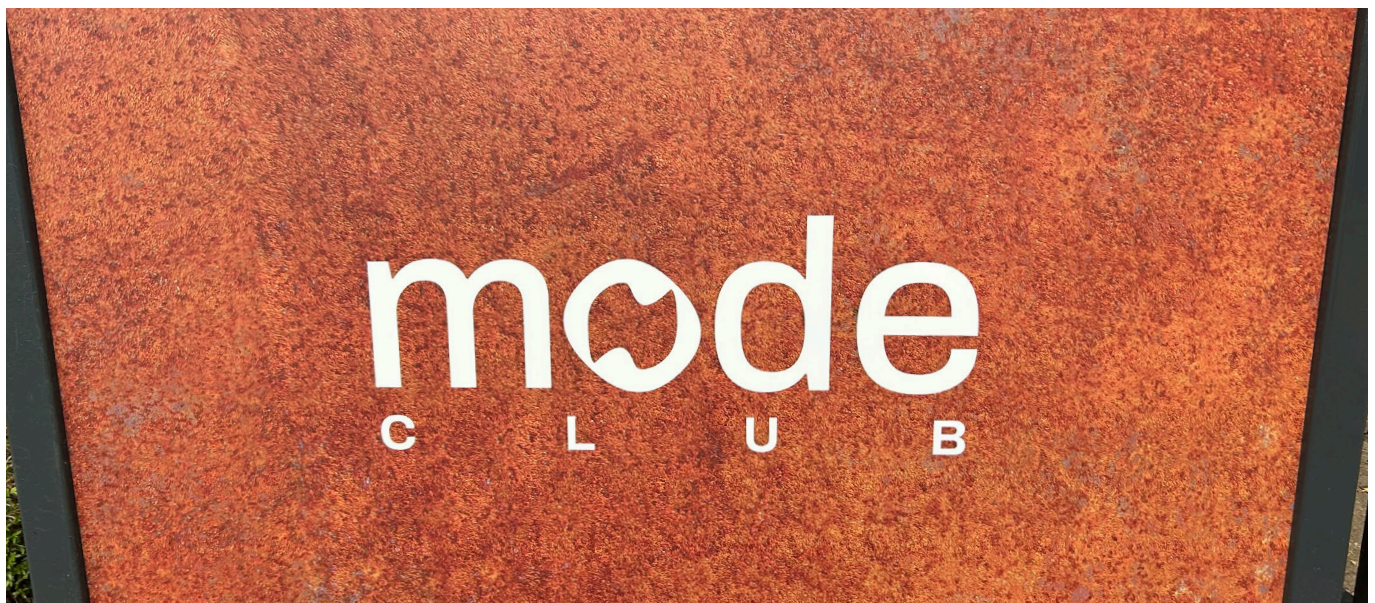
The Project was a 2 month D&B Project and entailed using ARC for consultancy, design, prototyping and working closely with the Architect - Sparc Studios and MODE to achieve a very high end signage package, produced and delivered and installed within programme.

ARC surveyed and advised on various ideas that could be used throughout the Club incorporating several different materials.

- Window manifestations
- Building wraps
- Di bond Murals
- Entrance signage
- Environmental wall graphics to spin studios, HIIT studios, hydro pool, kids pool
- Solar film installation
- Entrance signage back lit
- Tinted mirror film
- Magnetic chalk boards
- Wayfinding

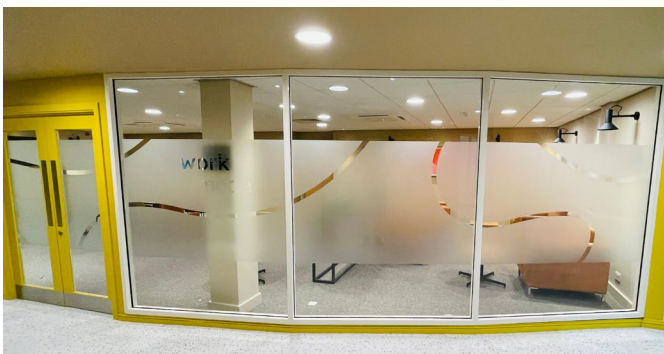
ARC's design team led by Rhys and designer Irene - set about the task of delivering the full rebrand of the existing Gym into the fresh and new look of MODE Health. Designs were back and forth over a 2 month period using our manuals over 3 phases to deliver what is an exceptional Project.

Once all the artwork was approved and set to go into Production – Chris our PM on the Project worked at pace, with the Production and Install team to ensure the Project was printed and installed in time for a fast approaching opening in September.



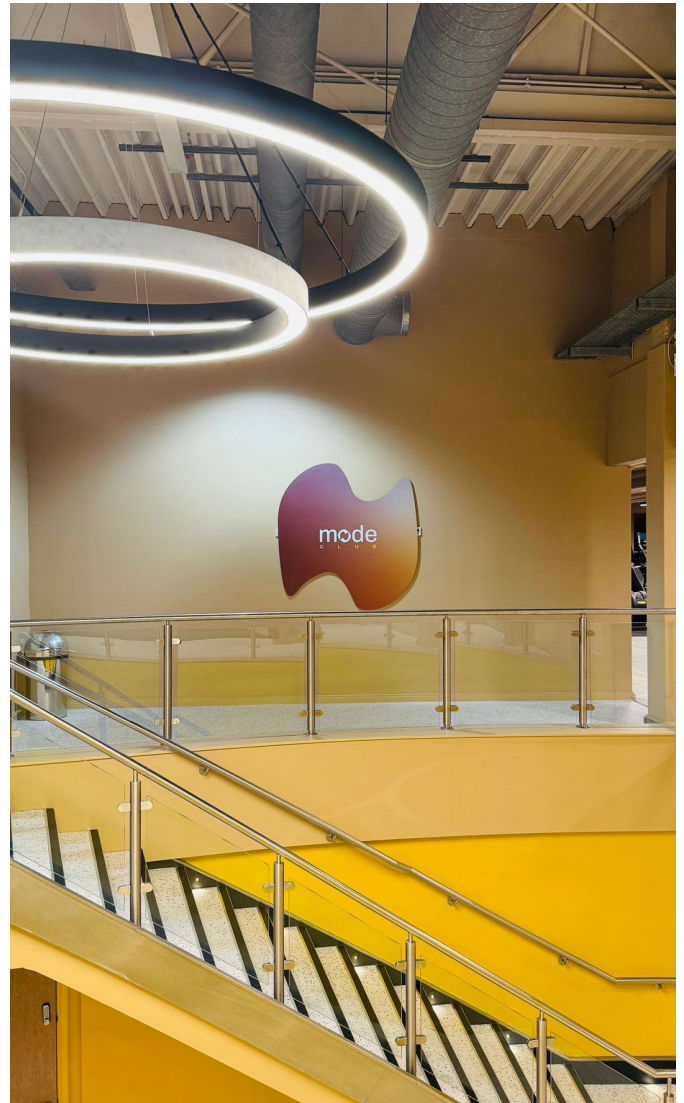


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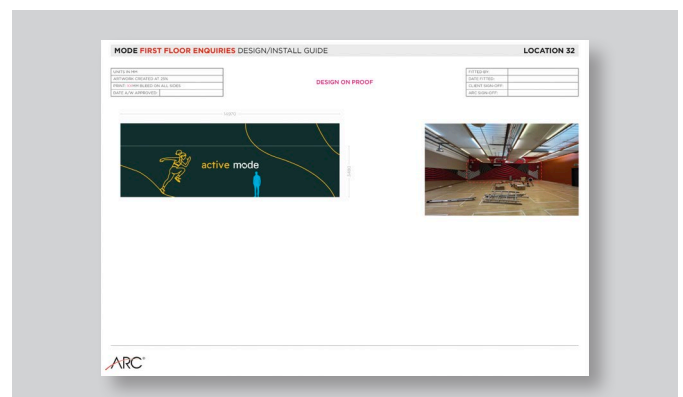
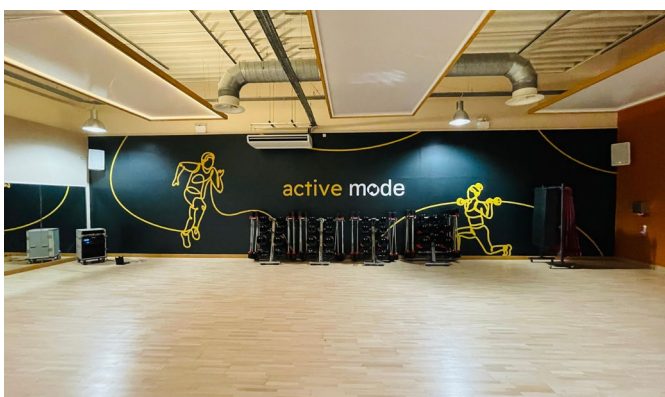
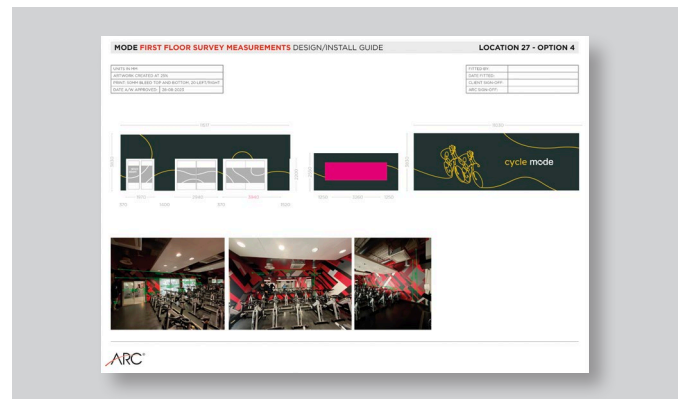
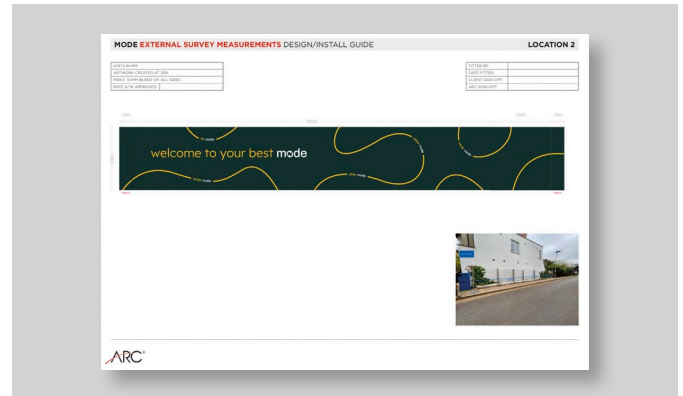
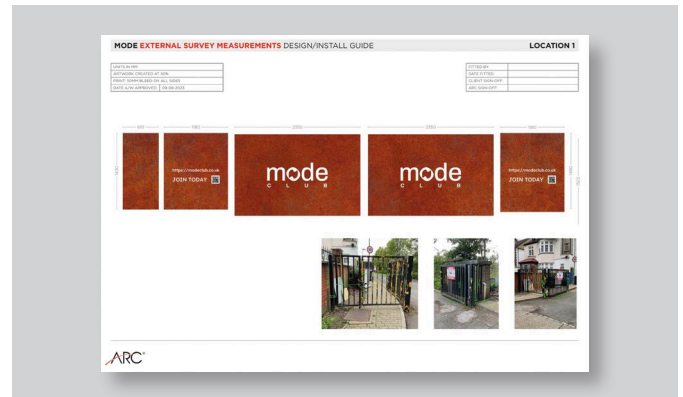


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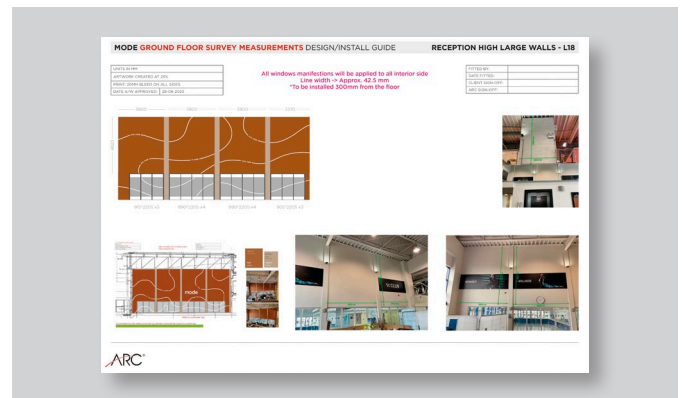
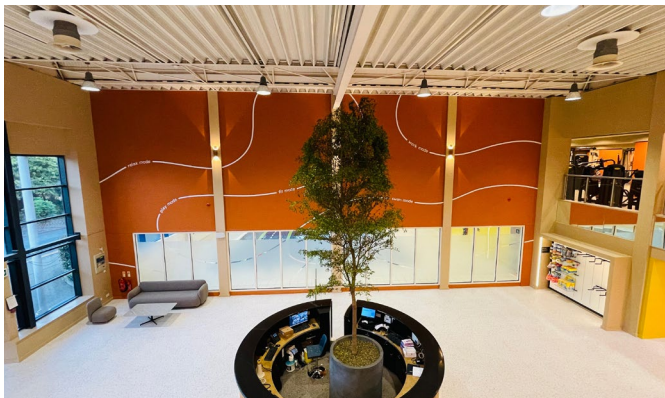
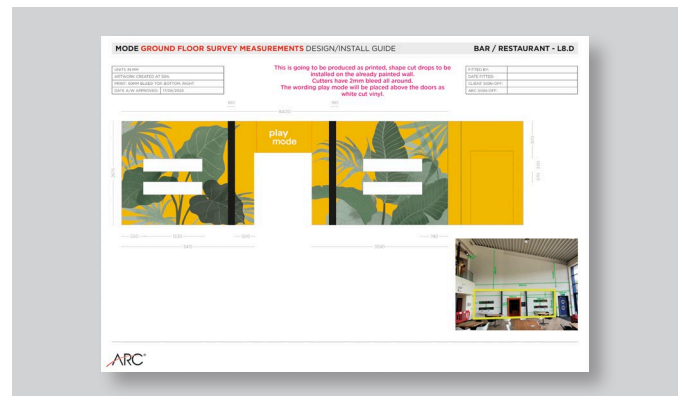
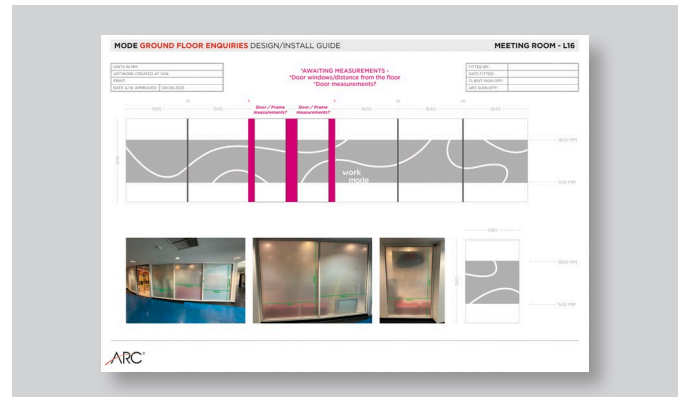




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### CLIENT RESPONSE

*"We are extremely happy with the quality and finished result of the Design / Signage and installation package at MODE. We knew that ARC could manage our requirements, for the Design, Signage & Wayfinding.*

*Their consultative approach and willingness to add value made sense to award ARC the Contract.*

*We had several challenges at the Club as we were focussed on the initial stages of refurbishment and Signage was always going to be the finishing touch.*

*The team at ARC were extremely professional from the off and the quality of their work is second to none. From communication, design, print and installation we are very happy with the new look at the MODE Health Club.*

*We are looking forward to working with John and the team at ARC UK on future Projects, and would not hesitate to recommend ARC to anyone else in our industry space".*

**Client – Neil Fairplay - Sparc Studios, Thierry Delsol - MODE Health.**