

Fitness Evolution – How Harley Pasternak and Ecore Are Taking Wellness Outdoors

Background

Harley Pasternak is one of the top-selling fitness authors in the world, the costar of *Revenge Body* on E! and boasts the largest celebrity client roster in Hollywood. Pasternak is also a global fitness advisor to the hospitality industry, having designed some of the most exciting and dynamic fitness centers in the world.

Challenge

Wellness is in the midst of an evolution. Exercise is no longer tethered to fitness centers and gyms. Pasternak is helping to change that mindset by no longer focusing on equipment, but rather exercise as an overall wellness experience. To do that, he focuses on an area of fitness that is often overlooked – flooring.

When designing a new fitness space, he always begins with the surface. “Flooring tells an entire story that has been neglected in the past,” explained Pasternak. “Surfaces can transform the way trainers interact with clients while encouraging a variety of fitness activities.”

The concept of incorporating the mind, body and spirit into workouts is taking wellness outdoors. With flooring as the core foundation of fitness centers, the demands of surfaces are becoming greater in the areas of performance, durability, sound absorption and ergonomics.

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Solution

When Pasternak designed his fitness compound in Los Angeles, he wanted an outside focal point where a range of different activities could occur. EverTop™, the multipurpose surface selected, promotes safety, function and interaction.

EverTop™ is a poured-in-place, one-layer, troweled-on-site system featuring colored ethylene propylene diene terpolymer (EPDM) rubber. EverTop™ surfaces are designed to provide excellent footing for high-traffic, recreation and outdoor sports areas. This surface is forgiving to joints, which increases safety on the court and can prevent injuries.



“With outdoor flooring, it’s important to have a surface that puts less stress on joints while offering excellent sound absorption properties,” said Pasternak. “The ability to put lines on the surface and brand it helps create a central place for people to gather and interact.”

Pasternak also wanted to bring elements of nature into his space, while still providing athletes with the surface characteristics needed to help them train with sufficient resistance. Ecore’s Speed & Agility Turf checked all those boxes, with maximum durability for aggressive functional and free-weight training, sled work and footwork exercises.

Finally, inside the facility where light-strength, high-intensity interval training and conditioning is performed, Ecore’s Performance Beast and Rally vulcanized composition rubber flooring shifts fitness from traditional equipment to more functional training. Both surfaces feature flecks of color to hide sweat and footprints, making it appear ageless.

Results

The fitness evolution started by Pasternak is now being seen across numerous markets, including hospitality, multifamily, corporate and club spaces. Taking fitness outdoors requires flooring that can stand up to the elements while creating safe spaces where athletes can achieve and maintain their wellness goals.

Specifying EverTop™, Speed & Agility Turf, Performance Beast and Rally surfaces in his facility allows Pasternak to give athletes a holistic indoor and outdoor wellness experience with all the benefits of force reduction and energy restitution needed to fine-tune the body.

“In the past, fitness was compartmentalized and driven by equipment and technology,” stated Pasternak. “We are breaking down walls and making flooring the new foundation that moves wellness outdoors and gives athletes the freedom to do more individualized training.”