



Press release

Urban Sports Club celebrates Housewarming

Berlin, 21 November 2019 - Last Tuesday, the sports and fitness platform Urban Sports Club invited almost 200 guests to the opening of its new headquarters in the heart of Berlin. For the two founders, Benjamin Roth and Moritz Kreppel, the move represents a great moment in the still young history of the company: *"Just a few years ago we cut out membership cards from paper at our flexdesk in the Betahaus Coworking Space just a few kilometres away. Now, over 200 employees work at our Berlin location."*

On a tour of the building, architect Tilman Glatz of Glatz&Glatz and creative director Oliver Glutz von Blotzheim from Urban Sports Club showed how the building subtly brings the sports theme to life: cast-iron lounge furniture is reminiscent of weights in a gym and, instead of a carpet, a fitness floor on the ground floor accents the space. Around the building, colourful mesh fabrics, used to manufacture sneakers, serve as curtains. *"The individual floors differ in architecture and furnishings - depending on the work situation needed there,"* explain the two founders. They are not the only ones enthusiastic about the new office: *"The feedback we've received from the staff over the past six weeks has been outstanding."*

In the panel talk, the two founders sat alongside Valerie Bönström (CEO and co-founder of Mrs. Sporty), Prof. Dr. med. Bernd Wolfarth (Medical Director of the Sports Medicine Department at Charité and Director of the Sports Institute at Humboldt University in Berlin) and Frederick Syna



(Physiotherapist at Hertha BSC) to discuss how technology can help increase activity and health. The actress, musician, and reporter Claire Oelkers, known from television segments Galileo and ZDFneo, moderated the talk. Another highlight of the evening was the surprise performance of singer LIE NING and the band. The housewarming was celebrated with music, drinks, and a flying buffet.

Pictures:

From left to right: Prof. Dr. med. Bernd Wolfarth, Valerie Bönström, Benjamin Roth, Moritz Kreppel, Claire Oelkers, Frederick Syna

Photographer Credit: Clemens Bauerfeind

About Urban Sports Club

Urban Sports Club offers a flexible sports flat rate. The aim is to motivate people to participate in sport through the widest and most diverse range of activities and to encourage a healthier and more active lifestyle. From fitness, yoga, swimming and climbing to team sports and wellness - members can choose from over 50 sports and more than 7.000 partner locations in seven countries (Germany, France, Italy, Spain, Belgium, Portugal and Denmark) to create their individual training plan and check in for the sport via smartphone app. Diversity, flexible conditions as well as organised team sports and wellness offers round off the offer for private and corporate customers.

Please do not hesitate to contact us if you have any questions.

Press contact:

Urban Sports Club
Michaelkirchstraße 20
10179 Berlin

Franka Schuster

E-Mail: franka.schuster@urbansportsclub.com

Telefon: +49 (0) 171 298 8941

Konstanze Schön

E-Mail: konstanze.schoen@urbansportsclub.com

Telefon: +49 (0) 151 414 153 63