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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding no.	92084320
Party	Defendant David Barton Consulting, Inc.
Correspondence address	ANDREW J. OLEK LIPPES MATHIAS LLP 50 FOUNTAIN PLAZA SUITE 1700 BUFFALO, NY 14202 UNITED STATES Primary email: aolek@lippes.com 716-853-5100
Submission	Motion to Dismiss - Rule 12(b)
Filer's name	Andrew J. Olek
Filer's email	aolek@lippes.com
Signature	/AJO/
Date	02/10/2025
Attachments	Motion to Dismiss 2nd Amended Complaint LBN.pdf(217665 bytes) Exhibit A1.pdf(4206190 bytes) Exhibit A2.pdf(2920800 bytes) Exhibit A3.pdf(3544384 bytes) Exhibit A4.pdf(4759410 bytes) Exhibit A5.pdf(1480017 bytes) Exhibit A6.pdf(6061015 bytes) Exhibit A7.pdf(2648543 bytes) Ex B - Affidavit Barton.pdf(558403 bytes) Ex C - Affirmation of Shanahan.pdf(110698 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

TOWN SPORTS GROUP, LLC **Petitioner** **v.** DAVID BARTON CONSULTING, INC., **Respondent.**	Cancellation No. 92084320 Registration No. 7032113 Mark: LOOK BETTER NAKED

DAVID BARTON CONSULTING, INC.'S MOTION AND MEMORANDUM IN SUPPORT OF MOTION TO DISMISS THE AMENDED CANCELLATION PETITION FOR FAILURE TO STATE A CLAIM UNDER RULE 12(b)(6)

INTRODUCTION

Respondent David Barton Consulting, Inc. ("DBC"), through its undersigned attorney, respectfully requests dismissal with prejudice of the second amended petition for cancellation ("Petition") filed by Petitioner Town Sports Group, LLC ("Town") because the Petition fails to state a claim for relief under Rule 12(b)(6) of the Federal Rules of Civil Procedure, specifically, Town fails to allege facts sufficient to support a plausible claim for which relief can be granted as to fraud or abandonment.

Town seeks to cancel U.S. Registration No. 7032113 for the mark "LOOK BETTER NAKED" in connection with "personal fitness training services, physical fitness training services; health clubs for physical exercise; health club services, namely, providing instruction and

equipment in the field of physical exercise" and "hats and activewear, namely, t-shirts, shorts and pullovers" in International Classes 041 and 025, respectively (the "Registered Mark").

BACKGROUND

David Barton created and as utilized in commerce "LOOK BETTER NAKED" since at least June of 1992, through entities of which he is the majority owner or individually. While Mr. Barton or his entities may have undergone reorganizations, facts are clear that (i) Mr. Barton never abandoned use of LOOK BETTER NAKED, (ii) other than the infringing use by Town, all use of LOOK BETTER NAKED since 1992 was by and for the benefit of entities owned and/or controlled by Mr. Barton, and (iii) Town never acquired any interest in LOOK BETTER NAKED.

FACTS

Eastern Gymnasiums, L.P. filed a trademark application for "Look Better Naked" for Class 025 on September 19, 1996, and claimed a date of first use of June 1, 1992 (the "1992 Registration"). The 1992 Registration registered on August 5, 1997 (US Registration No. 2086029).

The 1992 Registration was assigned to DB 85 Gym Corp., an entity owned by Mr. Barton, through an assignment with an effective date of December 20, 1996 (this assignment was recorded with the USPTO on January 7, 2004). The 1992 Registration was renewed on July 27, 2007.

DB 85 Gym Corp. has also filed US Serial No. 75168797, as noted by Town (22 TTABVUE 3).

Mr. Barton incorporated DBC on September 28, 2017. DBC submitted the application for the Registered Mark on August 11, 2021.

Despite the bankruptcy proceedings referenced in the Petition (22 TTABVUE 4-5), the media articles attached as Exhibit A, which publication dates span from 1994 through 2023 (and

include articles from 2018), demonstrate continuous use of LOOK BETTER NAKED by Mr. Barton or entities owned by Mr. Barton, as does the affidavit of Mr. Barton, attached hereto as Exhibit B and affirmation of Thomas D. Shanahan, Esq. (Mr. Barton's longtime attorney), attached hereto as Exhibit C.

Neither Town, nor any of its predecessors had or have any rights in the mark LOOK BETTER NAKED. Town has presented no evidence to the contrary, other than the fact that it filed a trademark application seeking to register "Look Better Naked" on February 27, 2023 (the "Town Application") – over two years after DBC, through its counsel sent its first cease and desist letter, which Town attached to its Petition (*see* 22 TTABVUE – Exhibit C).

The facts are clear that neither Town nor its predecessors had or have any rights to "Look Better Naked" and the Petition and cancellation proceeding are Town's attempt to interfere with DBC's business operations as retribution for long-standing contention between the parties, which has resulted in years of litigation.

Town can produce no record of ownership of "Look Better Naked" – in fact, the specimen it submitted with the Town Application to allege use of "Look Better Naked" shows only an illuminated sign hanging on an unidentifiable wall – contrast this use with Mr. Barton's continuous use demonstrated by the articles attached hereto as Exhibit A, and the specimens that have been submitted to and accepted by the USPTO in connection with the Registered Mark.

ARGUMENT

A cancellation petition is subject to dismissal under Rule 12(b)(6) when the petition fails to establish that a valid ground exists to cancel the registration. *See* TBMP § 503.02 (citing Lipton Industries, Inc. v. Ralston Purina Co., 670 F.2d 1024 (C.C.P.A. 1981)). The Board reviews a motion to dismiss by assuming all well-pleaded allegations in the Petition are true and construing these

allegations in a light most favorable to the petitioner. Consolidated Foods Corp. v. Big Red, Inc., 226 U.S.P.Q. 829, 831 (T.T.A.B. 1985).

Fed. R. Civ. P. 8(a)(2) requires that a pleading contain a "short and plain statement of the claim showing that the pleader is entitled to relief." Further, Fed. R. Civ. P. 8(a)(2) requires more than labels, conclusions, formulaic recitations of the elements of a cause of action, and naked assertions. Ashcroft v. Iqbal, 556 U.S. 662, 678 (2009). A complaint, or in the instant matter, a petition, "must contain sufficient factual matter, accepted as true, to 'state a claim to relief that is plausible on its face.'" Id. (quoting Bell Atlantic Corp. v. Twombly, 550 U.S. 544, 570 (2007)). *See also*, TBMP § 309.03(a)(2) (2024).

This plausibility standard applies in "all civil actions," including proceedings before the Board. *See* TBMP § 503.03 (*citing* Iqbal, 129 S. Ct. at 1953); *see also* Zoba Int'l Corp. v. DVD Format / LOGO Licensing Corp., Cancellation No. 92051821, 2011 TTAB LEXIS 64 (T.T.A.B. Mar. 10, 2011) (granting motion to dismiss a fraud claim under the Twombly and Iqbal plausibility standard). A Rule 12(b)(6) motion allows the Board "to eliminate actions that are fatally flawed in their legal premises and destined to fail, and thus to spare litigants the burdens of unnecessary pretrial and trial activity." Advanced Cardiovascular Systems Inc. v. SciMed Life Systems Inc., 988 F.2d 1157, 1160 (Fed. Cir. 1993); *see also* Kelly Services, Inc. v. Greene's Temporaries, Inc., 25 U.S.P.Q. 2d 1460 (T.T.A.B. 1992) (dismissing a cancellation action under Rule 12(b)(6) when facts did not support statutory grounds for cancellation).

Whether Town's Petition states a plausible claim for relief is a context-specific inquire that requires the Board to draw on its "experience and common sense" to determine if alleged facts "infer more than a mere possibility" that fraud or abandonment occurred. *See* Iqbal, S. Ct. at 1950-51.

A. The Petition fails to prove that Application for the Registered Mark Was Not Filed By the Rightful Owner (22 TTABVUE 6).

Town's argument that the application for the Registered Mark was not filed by the rightful owner (22 TTABVUE 6-8) is preposterous. The Registered Mark certifies a date of first use of June 1992, and it is true that use in June of 1992 was not by DBC (the applicant for the Registered Mark / current owner of the Registered Mark). As stated above Mr. Barton was and has been the owner or controlling party of any entity that has or is validly using LOOK BETTER NAKED in commerce (obviously, Mr. Barton has never had any ownership or control in Town, but Town has never had any valid ownership rights in LOOK BETTER NAKED or right to use LOOK BETTER NAKED) despite its attempts to establish same by filing a trademark application for the same exact mark nearly 18 months after receiving a cease and desist letter from counsel for DBC (22 TTABVUE 5-6).

Mr. Barton, through the various entities that he has owned or controlled, has continuously used LOOK BETTER NAKED since June of 1992. Moreover, temporary nonuse due to a business sale or other business-related decision is permissible and does not constitute abandonment. See TMEP § 1604.11.

DBC is a successor in interest to the LOOK BETTER NAKED mark, including all goodwill associated with use of LOOK BETTER NAKED that has accrued since June 1992. Town presents only unsupported statements in its attempt to claim it (Town) is the rightful owner of the LOOK BETTER NAKED mark. Count I must be dismissed because it merely contains "naked assertions" and does not contain "sufficient factual matter […] to 'state a claim to relief that is plausible on its face.'" Ashcroft at 678 [*quoting citation omitted*].

B. The Petition Fails to Prove Lack of Continued Use in Commerce.

Again, Count II of the Petition (22 TTABVUE 8-10) is somewhat unclear as to Town's allegations, but DBC assumes that Town is attempting to allege abandonment.

To prove trademark abandonment, the party alleging abandonment must show that the owner of the mark (i) discontinued use of such Mark, and (ii) does not intend to resume use of the mark in the reasonably foreseeable future (*see* 15 U.S.C. § 1127; Cross Com. Media, Inc. v. Collective, Inc., 841 F.3d 155, 169 (2d Cir. 2016); ITC Ltd. v. Punchgini, Inc., 482 F.3d 135, 147 (2d Cir. 2007)).

Use of a mark to avoid an abandonment finding is use that is sufficient to maintain the public's association between the mark and its owner (*see* Silverman v. CBS, Inc., 870 F.2d 40, 48 (2d Cir. 1989); Pado, Inc. v. SG Trademark Holding Co., 527 F. Supp. 3d 332, 341-42 (E.D.N.Y. 2021)).

Registrations are presumed valid under the law, a party seeking to cancel a registration on the ground of abandonment bears the burden of proof to establish its case by a preponderance of the evidence. On-Line Careline, Inc. v. Am. Online, Inc., 229 F.3d 1080, 56 U.S.P.Q. 2d 1471, 1476 (Fed. Cir. 2000). At trial, if a petitioner makes a prima facie case of abandonment, the burden of production, i.e., of going forward, then shifts to the respondent to rebut the prima facie showing with evidence. Id. "The burden of persuasion remains with the plaintiff to prove abandonment by a preponderance of the evidence." ShutEmDown Sports Inc. v. Lacy, 102 U.S.P.Q. 2d 1036, at 1042 (TTAB 2012).

While nonuse of a mark for three consecutive years, is prima facie evidence of abandonment, such presumption is rebuttable (*see* ITC, 482 F.3d at 147). The Petition alleges that Mr. Barton did not use "Look Better Naked" for three consecutive years (specifically during a "Non-Use Period" defined as "at least 2016 through mid-2024" (15 TTABVUE 8); however, the

article titled "New York's Cathedral of Sweat" dated August 8, 2018 (included in Exhibit A) rebuts this presumption, and also demonstrates that Mr. Barton, even if assuming *arguendo* he had temporarily stopped using "Look Better Naked" never indented to not resume using "Look Better Naked." Town cannot meet the two prong test set forth in 15 U.S.C. § 1127 to prove that Mr. Barton abandoned the "Look Better Naked" mark.

As mentioned above, the Petition references bankruptcies but these references and purported screenshots included in the Petition fail to demonstrate that Mr. Barton did not intend to resume use of "Look Better Naked" – assuming *arguendo* he temporarily ceased use, or that the rights to LOOK BETTER NAKED were transferred to a third-party that was not owned or controlled by Mr. Barton.

"Intent to resume use in abandonment cases has been equated with a showing of special circumstances that excuse nonuse." Exec. Coach Builders, Inc. v. SPV Coach Co., 123 U.S.P.Q. 2d 1175, 1189 (TTAB 2017). "If a mark owner's nonuse is excusable, it has overcome the presumption that its nonuse was coupled with an intent not to resume use." Exec. Coach Builders at 1189. The TTAB has found excusable nonuse where a mark owner was sanctioned and prohibited from offering the goods associated with its mark for a period of time. Arsa Distributing, Inc. v. Salud Natural Mexicana S.A. DE C.V., 2022 WL 4592443, *10, 15 (T.T.A.B. 2022) (precedential). The articles attached hereto as Exhibit A evidence Mr. Barton's continued promotion of his LOOK BETTER NAKED mark (or his intent to resume use of LOOK BETTER NAKED in connection with the goods and services associated with Class 025 and Class 041).

A party seeking to rebut an abandonment claim "must put forth evidence with respect to what activities it engaged in during the nonuse period or what outside events occurred from which an intent to resume use during the nonuse period may reasonably be inferred." *See* Imperial

Tobacco Ltd. v. Philip Morris Inc., 899 F.2d 1575, 14 U.S.P.Q. 2d 1390, 1395 (Fed. Cir. 1990); *see also*, Double Coin Holdings Ltd. v. Tru Dev., 2019 U.S.P.Q. 2d 377409, at *15 (TTAB 2019); Yazhong Investing Ltd. v. Multi-Media Tech Ventures, Ltd., 126 U.S.P.Q. 2d 1526, 1538 (TTAB 2018). The TTAB may consider evidence regarding activities that occurred before or after the three-year period of nonuse to infer intent to resume use during the three-year period (Exec. Coach Builders at 1199). Mr. Barton's and DBC's actions demonstrate that Mr. Barton never intended to abandon the LOOK BETTER NAKED mark.

Town does not allege with sufficient clarity critical matter, namely, the date and period of nonuse, that is, use of the mark for the goods and services that has been discontinued or ceased. Nor does Town allege intent not to resume use of the mark for the goods and services or no intent to resume use of the mark for the goods and services with sufficiency and particularity. The Petition is deficient, as Town does not provide fair notice of the factual basis for its claim. Therefore, with respect to Count II of the Petition, Town fails to state a claim, and DBC's motion to dismiss should be granted.

C. The Petition Does Not State a Clear and Convincing Claim Proving Fraud.

When a party asserts fraud on the USPTO, the party must show that the mark owner knowingly made a false and material fact representation with an intent to mislead the USPTO (Covertech Fabricating, Inc. v. TVM Bldg. Prods., Inc., 855 F.3d 163, 174-75 (3d Cir. 2017); MPC Franchise, LLC v. Tarntino, 826 F.3d 653, 658 (2d Cir. 2016); In re Bose Corp., 580 F.3d 1240, 1243 (Fed. Cir. 2009)).The party alleging fraud on the USPTO bears a heavy burden of proof and must prove the elements of fraud with clear and convincing evidence (Bose, 580 F.3d at 1243 (stating that fraud must be "proven to the hilt" and may not be based on speculation); A.V.E.L.A.,

Inc. v. Estate of Marilyn Monroe, LLC, 241 F. Supp. 3d 461, 480 (S.D.N.Y. 2017) (stating that proof of fraud must leave nothing to speculation, conjecture, or surmise)).

"Where a registered mark or a mark sought to be registered is or may be used legitimately by related companies, such use shall inure to the benefit of the registrant or applicant for registration, and such use shall not affect the validity of such mark or of its registration, provided such mark is not used in such manner as to deceive the public. If first use of a mark by a person is controlled by the registrant or applicant for registration of the mark with respect to the nature and quality of the goods or services, such first use shall inure to the benefit of the registrant or applicant, as the case may be" (15 U.S. Code § 1055).

Mr. Barton through his various entities continuously used "Look Better Naked" in commerce (*see* Exhibit A) and believed the rights of those prior entities inured for the benefit of DBC when the statement of use for the Registered Mark was filed (*see also*, Exhibit B).

Town has not proven fraud "to the hilt" – rather, the Petition only speculates, as Town purports to base its fraud claim on the June 1, 1992 date of first use cited by DBC (22 TTABVUE 11) when it submitted its statement of use in connection with the Registered Mark; however, such allegation (that DBC's date of first use is incorrect) alone cannot form a basis for a fraud claim. Hiraga v. Arena, 90 U.S.P.Q. 2d 1102, 1107 (TTAB 2009). *See also* Standard Knitting, Ltd. v. Toyota Jidosha Kabushiki Kaisha, 77 U.S.P.Q. 2d 1917, 1926 (TTAB 2006) (the claimed date of first use, even if false, does not constitute fraud because the first use date is not material to the Office's decision to approve a mark for publication); and Colt Industries Operating Corp. v. Olivetti Controllo Numerico S.p.A., 221 U.S.P.Q. 73, 76 (TTAB 1983) ("The [Trademark] Examining Attorney gives no consideration to alleged dates of first use in determining whether conflicting marks should be published for opposition.").

The Petition makes no reference to any sale or transfer of "Look Better Naked" to Town or its predecessors (or to any third-party not owned or controlled by Mr. Barton), nor does the Petition present any other evidence to demonstrate that Town or its predecessors own or ever acquired any rights in the mark "Look Better Naked."

Town does not provide fair notice of the factual matters that form the basis for a fraud claim. Therefore, DBC respectfully requests that DBC's motion to dismiss Town's fraud claim be granted.

D. Granting Town Leave to Amend Would be Futile.

The dismissal of Town's Petition for failure to state a claim should be with prejudice. *See* TBMP § 503.03 (stating that the Board has discretion to deny a party the opportunity to amend the pleadings). The Petition's utter absence of facts to establish a plausible claim for relief demonstrates that allowing Town to amend its pleading again would be futile (*see* American Hygienic Labs, Inc. v. Tiffany & Co., 228 U.S.P.Q. 855, 859 (TTAB 1986) (denying leave to amend when doing so would serve no useful purpose)).

Town's Petition, claiming damages wastes the Board's time and resources merely to test a legal premise destined to fail because the Petition lacks factual allegations to support a plausible claim for relief.

CONCLUSION

For the reasons stated above, David Barton Consulting, Inc. respectfully requests dismissal of the Petition with prejudice.

Dated: February 10, 2025

LIPPES MATHIAS LLP

By: /Andrew J. Olek/
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Attorneys for Respondent

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of this Motion to Dismiss has been sent to Jean G. Vidal-Font, counsel of record for Petitioner, by forwarding said copy on February 10, 2025 via email to:

Jean G. Vidal-Font
FERRAIUOLI LLC
jvidal@ferraiuoli.com

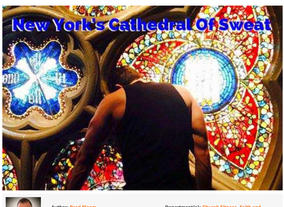
Buffalo, New York
February 10, 2025

By: /s/Andrew J. Olek
Andrew J. Olek
aolek@lippes.com

Attorneys for David Barton Consulting, Inc.

What's your story? WE CAN HELP YOU TELL IT! mystory

New York's Cathedral Of Sweat



Author: Brad Bloom
Read time: 8 minutes
Department(s): Church Fitness, Faith and Fitness Culture, Features
Updated: August 9th, 2018

The David Barton Gym Limelight known as the Cathedral Of Sweat may be New York's most righteous (or totally awesome) gym. They've earned awards and recognition for their retrofit of this historic church building. They foreshadow a look and feel that fitness ministries can have and where faith and fitness can be beautifully integrated into one fantastic experience.

If you wanted to open a really cool gym that everyone would want to use, where would it be and how would you make it truly amazing?

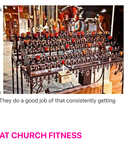
David Barton Gym took a historic Manhattan church built in 1845 and created a dynamic experience that preserves the architecture, integrates with the culture of the city and delivers quality, service and top-rated fitness programs. They set a good example (and price point) for the boutique model of fitness club.

Churches and Christian entrepreneurs can do one better – if they'll try. Beyond the look and feel, they can deliver Christian ministry. Visualize a place where you can get fit, get funk AND get faith.

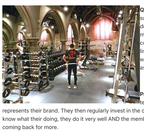
The David Barton Gym Limelight at 20th and Sixth makes working out truly inspirational. The cardio suite has spectacular stained glass windows towering over the treadmills. The strength equipment helps you fire up your muscles in the glow of prayer candles. Even some of the group exercise classes are whimsically named: Muscle Mass, Core Communion, Divine Abs and Salvation.

Visualize a place where you can get fit, get funk AND get faith.

In today's culture "Muscle Worship" isn't just a tongue-in-cheek expression. It is admiration fueled by hard work that can easily become a fitness and sexual addiction. Their imagery of muscles in a church – a temple in a temple, may at the very least challenge gym goers to consider how physical and spiritual beauty are more connected than we realize. Their corporate slogan, "Look better naked" certainly captures your attention and the heart of their culture. However it ventures more closely into the more significant spiritual conversations of body worship and gymnos than they may realize – certainly more than they may address because their purpose is not to do ministry but rather simply be the best gym in the marketplace. They do a good job of that consistently getting rave reviews by media, members and visitors.



WHAT THE DAVID BARTON GYM HAS THAT CHURCH FITNESS MINISTRIES CAN HAVE TOO

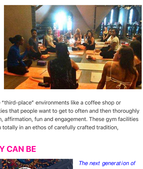


Quality equipment – From the free weights to the cardio suite every piece of equipment is carefully selected for durability, function and overall experience. Great gyms maintain their equipment in clean and top-performing condition. Because space in boutique gyms is often limited and unique, the amount of equipment along with where and how it is placed are all considerations to assure ready availability and continuity.

Professional and engaged staff – Facilities with great teams put great effort into carefully selecting who represents their brand. They then regularly invest in the ongoing training of staff. The results are obvious. They know what their doing, they do it very well AND the members consistently have an amazing experience, always coming back for more.

Distinctive programming that delivers results – Gym goers want a place that will give them a tough workout. They want the intensity that makes a difference. They want the fun that will keep it highly engaging and rewarding. The development of faith and fitness programming is a process that examines wants, needs and deliverables that take the participants to obtain outcomes they can't get from traditional programming.

Photo courtesy of Gina Duval of WhatTheDuck.com. Used by permission.



Overall ambiance and culture – Churches often create "third-place" environments like a coffee shop or bookstore. Gyms like David Barton have designed facilities that people want to get to often and then thoroughly enjoy. They want a challenge, a conversation, instruction, affirmation, fun and engagement. These gym facilities wow you with their style and character and immerse you totally in an ethos of carefully crafted tradition, innovation and expression.

A LOOK AT WHAT FITNESS MINISTRY CAN BE

The next generation of fitness facility – a hybrid gym/church combo.

In every city across the country there are church buildings that are closing for many reasons: shifts in populations, older buildings being replaced by newer facilities, congregation consolidations and decline in attendance to name a few.

A temple in a temple –consider how physical and spiritual beauty are connected.

According to a ChurchLeadership.org article more than 4000 churches close each year. That's a lot of real estate that could be retrofitted into a gym facility. Certainly not every building is appropriate for becoming a fitness facility. However, the David Barton Gym Limelight shows that for some buildings it can be done – and done very well. AND for those buildings that either remain part of the church or are transferred to another Christian ministry owner the new gym in the existing real estate with it's clear ministry purpose can operate as a non-profit and realize tax savings and scales of affordability provided for Christian ministries.

What is needed to do this? Churches and Christian business professionals need to examine, understand and then literally build the next generation of fitness facility – a hybrid gym/church combo. The pattern of a boutique gym is already in place. Most certainly the model of simple church is well established from the early era of the Christian church – Christ's disciples through to present-day small group gatherings.

Tim Suttle, in his book Shrink and his Patheos article *Why The Church Is In Decline…* identifies that the mega-church model is a departure from the smaller (and more preferred) simple church model on which Christianity is originally founded:

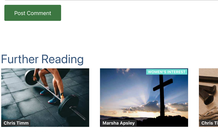
> *My tribe is the evangelicals. We've been the "industry leaders" in developing best practices for the realization of the relevant, the powerful, and the spectacular church. Like industrial farmers, we have been so successful that we have actually moved the dial for the mainstream church as well. We have filled the cities and suburbs with monuments to growth without limits. But we have pushed in the wrong direction, and we have pushed too far. We have confused the very nature of what it means to be a part of the people of God.*

A different future for the church –serving small congregations faithfully.

There is a shift in the fitness industry from the membership model in favor of the smaller and more intimate experience:

> *Sensing that a growing number of people are forgoing their gym membership in favor of specialized experiences like boot camps or cycling studios, some gyms have begun partnering with smaller boutique studios, offering them temporary or permanent space and giving their customers access to the gym's amenities. In exchange, gyms receive foot-traffic from the well-to-do clientele that boutique studios tend to attract and, in some cases, a cut of the studio's revenue.*

Essentially, the mega-gym has discovered and in some instances is adapting to the reality that many people DON'T believe "bigger is better". People want (and pay for), "the cutting-edge workouts and the attention of instructors who have built up personal brands through widely-followed Instagram accounts and best-selling DVD sets." Bret Edward Stout a personal trainer at the David Barton Gym Limelight is a good example. The church can learn from this by putting much less emphasis on "membership" and giving much more attention to shepherding the small flock into spiritual maturity through faithful instruction and a deep koinonia-based fellowship.



These 3 Photos and the top photo courtesy of Bret Edward Stout @bretstout on Instagram.

Suttle describes what hopefully will be a growing trend, "Many church leaders are now faced with a fundamental disagreement about time and money and the use of the world. All around me everyday in my church and my city, I work with people who have chosen the way of descent. They labor in beautiful obscurity and have the audacity to imagine a church that depends upon God for its future. These friends forego lucrative careers and the perks of the upwardly mobile in order to serve small congregations faithfully. They are straining to imagine a different future for the church."

THE BEST BUILD-OUT EVER

That future I believe can be expressed in part through the really cool gym model – a classic church facility that is designed to house quality fitness equipment, thoughtfully crafted spaces, inspiring ambiance and on-target programming. But what it **houses** isn't what defines it as much as those who make it **home**. The relationships, the accountability, the honesty, the compassion, the grace and the joy in the celebration are all the qualities that make this style of gym not only cool but the environment that returns the meaning of church from being a **place** to being a group of committed **people**.

We're here to help you get this model of fitness ministry started. CONTACT US and get help with a retrofit that will bring the most righteous gym to your community.

*Cover photo of David Barton Gym Limelight exterior by Nikki Espinos for **Faith & Fitness Magazine.***

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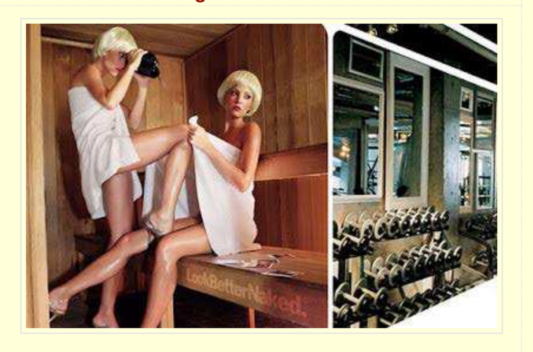
Las Vegas Trademark Attorney

A blog dedicated to exploring, discussing, and sharing with the world the latest news and legal developments in trademark law -- Published by Ryan Gile

FRIDAY, FEBRUARY 29, 2008

Competing fitness clubs in trademark battle over being NAKED



The "Naked Cowboy" isn't the only "naked" trademark dispute going on these days.

DB 85 Gym Corp. ("DB85") is the owner of David Barton Gym, a luxury health club and spa with locations in New York City, Miami, and Chicago. DB85 also owns the registered word mark LOOK BETTER NAKED (for hats and activewear goods and for health club services) which was registered on August 5, 1997, and which claims first use in commerce back to June 1992. Over the last fifteen years, SB85 has been advertising its luxury health clubs using the LOOK BETTER NAKED mark on billboards, magazine and newspaper ads, promotional flyers, and the David Barton Gym website (see picture above). SB85's LOOK BETTER NAKED mark, and the goods and services provided thereunder, have also received widespread publicity in such regional and national publications as Vanity Fair, The New York Times, USA Today, Newsweek, CNN, and NBC.

On February 28, 2008, DB85 filed an opposition with the Trademark Trial and Appeals Board against Body in Power, Inc. ("BIP"), the owner of two fitness centers in the Chicago, Illinois area operating under the name "Body Empowered Fitness." See DB 85 Gym Corp. v. Body in Power, Inc., Opposition No. 91182711 (T.T.A.B. Feb. 28, 2008). A copy of the Notice of Opposition can be downloaded here.

DB85 is opposing a Section 1(a) use-in-commerce application filed by BIP on May 10, 2007, seeking to register the word mark HAVE YOU SEEN YOURSELF NAKED? for various services relating to physical fitness (physical fitness conditioning classes; physical fitness consultation; physical fitness instruction; providing fitness and exercise facilities). The mark was published for opposition on February 26, 2008. BIP's pending application must have been on DB85's radar screen given the immediacy of the filing of this opposition so soon after publication.

DB85 claims that BIP's mark HAVE YOU SEEN YOURSELF NAKED? is confusingly similar to its LOOK BETTER NAKED mark.

DB85 argues that both marks are short phrases that include the dominant element "NAKED" at the end and which associate each "respective owner's services with the concept of looking better when undressed; i.e., the perception that the services offered under the respective marks will improve consumers' body physique and outward appearance." As such, DB85 maintains that both marks create the same commercial impression of enhancing consumers' body appearance when naked.

DB85 also notes the overlapping services – services relating to physical fitness – as likely to create a mistaken belief in the minds of consumers that the services emanate from the same source or that BIP's services are sponsored by, approved by, or somehow connected with DB85 given that DB85 offers the same type of fitness services at its health clubs. In addition, the other services cited in BIP's application are within DB85's logical "zone of expansion" of its health club services.

Finally, DB85 argues that the services are promoted through similar channels of trade (DB85 and BIP both have gym facilities located in the Chicago area) and target similar customers (those looking to stay in shape through physical fitness).

Vegas™Esq. Comments:
DB85 does seem to have the advantage with respect to three of the relevant Du Pont factors, specifically the similar nature of the services, the similarity of trade channels, and the fame of DB85's mark. In addition, there are also no other federal registered marks with the word NAKED in connection with fitness or health clubs, which favors SB85. (It is interesting, however, that there is one other federal registration on the trademark LOOK BETTER NAKED held by The Beauty Market, Ltd. for body masks, salt body scrub and body butter cream which was filed on May 25, 2005 and registered on April 10, 2007.)

As for buyer sophistication, while gym memberships are not typically bought on impulse (notwithstanding the aggressiveness of the sales people at such clubs), it's not clear that the cost of the gym membership is so high that customers are likely to exercise a heightened degree of care so as to eliminate any potential likelihood of confusion. This factor does not seem to favor either side.

Finally, I do not agree entirely with DB85 about the similarity of the marks. A likelihood of confusion analysis considers the marks as a whole and not the marks as dissected; and the use of identical (even dominant) words in common does not automatically mean that the two marks are similar. In this case, the only similarities in the appearance of the mark is the single word NAKED -- BIP's mark includes the additional words "HAVE YOU SEEN YOURSELF" and its mark is in the form of a question whereas DB85's mark, with the word "LOOK BETTER" is more of an affirmative assertion.

While the marks are dissimilar in sight and sound, DB85 may have a valid point that the "meanings" of the two marks are nonetheless similar in a way that conveys similar overall commercial impressions such that there is probability that a reasonably prudent consumer may be confused as to the source of the services.

My initial impression was that BIP's mark HAVE YOU SEEN YOURSELF NAKED? did convey a different message from DB85's LOOK BETTER NAKED because it asks the consumer (with a hint of criticism) whether they have seen themselves naked lately as to suggest that out-of-shape consumers (key target customers for such a business) might realize that they are out-of-shape if they had seen themselves naked. However, on further reflection, this suggestion is ultimately similar to that of DB85's LOOK BETTER NAKED – basically, each are trying to sell their fitness services with the suggestion that they can help the consumer look better when naked.

Because the other factors do tend to weigh mostly in DB85's favor, the similarity of the marks need not be as strong in order for DB85 to make a successful case for likelihood of confusion.

One interesting endnote -- BIP may already be taking steps to try and further distinguish its slogan: BIP's home page currently has the following slogan: "Have You Seen Yourself Naked LatelyTM" But based on the above analysis, even this addition may still not be enough.

Posted by Ryan Gile at 8:34 PM
Labels: Likelihood of Confusion, Opposition, TTAB

3 comments:

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Ryan Gile is a trademark, copyright, and intellectual property attorney and principal of the law firm Gile Law Group. He has been recognized by The Best Lawyers in America for Trademark Law and Copyright Law and has received an AV Preeminent® peer review rating from Martindale Hubbell's. His law firm has also been named among "Best Law Firms" by U.S. News & World Report.

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Selling T-shirts and Creating Brand Advocates

by Rachel Zabonick-Chonko — April 29, 2014 in The Pulse 0

Photo courtesy of DBG.

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Photo courtesy of DBG.

Items sold in your pro shops — specifically those with your brand name or slogan on them — can be extremely efficient tools for branding purposes. This is especially true for items that members wear inside and outside the gym, such as t-shirts. After all, members who wear t-shirts featuring your brand become de facto brand advocates, or walking advertisements.

From its inception, David Barton Gym's members have been avid fans of the company's "Look Better Naked" slogan, which is the brainchild of David Barton Gym's founder, David Barton. The slogan can be seen in the company's advertising, on its website and pasted across gym apparel.

According to Howard Brodsky, the CEO of David Barton Gym, t-shirts and tank tops featuring the "Look Better Naked" slogan fly off the shelves. "It's one of the best taglines I have ever seen," he said. "We get requests from all over the world to purchase our apparel with 'Look Better Naked' [on it]."

The slogan, which is slightly off beat, ties in well with David Barton Gym's image, which is known for its extravagance and off-the-wall vibe. The gym's locations feature nightclub-esque atmospheres married with state-of-the art equipment and Group X classes, which complement the slogan.

By purchasing apparel bearing the company's brand name or slogan, David Barton Gym's members are showing they approve of what the brand represents.

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"There are health clubs and gyms that are bland vanilla boxes [with t-shirts] that the members probably won't even wear, and they usually end up as dishrags," said Brodsky. "Then you have the companies with great slogans or logos that people are proud to wear and of course, that greatly helps create brand awareness."

Currently, "Look Good Naked" t-shirts and slogans are sold only within David Barton Gyms. However, due to the slogan's popularity, the company is looking into selling retail items with the slogan online in the near future.

David Barton Gym's members have become walking advertisements for the gym in which they workout. The company is not the first to use a catchy or off-beat slogan or logo to sell t-shirts, turning members into brand advocates in the process. Gold's Gym's iconic bodybuilder and World Gym's barbell-lifting gorilla, for example, have both generated widespread recognition amongst the healthy and fit.

For Brodsky, the "Look Better Naked" slogan is similar in its effect, and is extremely effective for the gym's branding purposes. "I love [the slogan's] simplicity," he said. "It's sexy and it's what everyone who goes to a gym wants."

By Rachel Zabonick

Tags: David Barton Gym featured industry news

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Rachel Zabonick-Chonko

Rachel Zabonick-Chonko is the editor-in-chief of Club Solutions Magazine. She can be reached at rachel@peakemedia.com.

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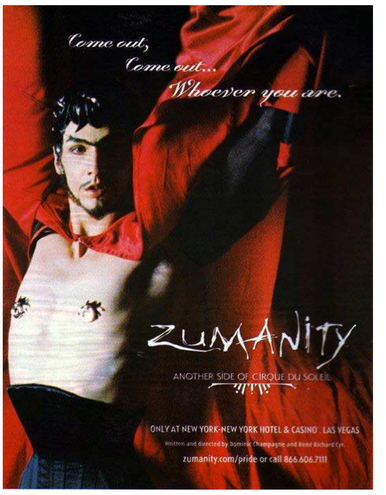
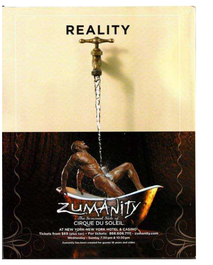
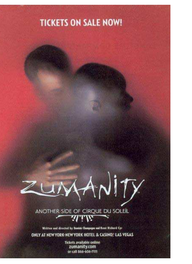
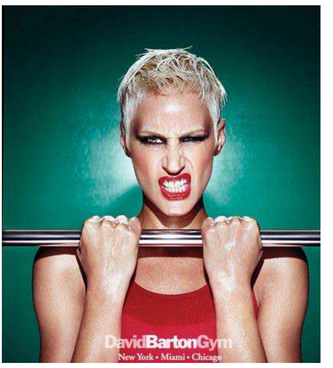


Cirque du Soleil with a direct gay reference: "Come out, come out... Wherever you are". Followed by the tagline "Another side of Cirque du Soleil".





German beer Cölner Hofbrau advertising during the Cologne Pride (CSD): "Especially tasty when it gets warm in Cologne".



The marketing of New York's David Barton gym in Chelsea comes 'straight' to the point. The message here is not "feel better" or even "look better." It's "Look Better Naked". Staying true to its identity — and to its predominantly gay male clientele — the gym's trainers greet clients wearing jeans and tight T-shirts, teaching classes such as "ASSolutely ABBulous," "Hot Core" and "WillPower & Grace." The description on that last one is "Pilates meets Pain & Pleasure without any equipment (is that possible?!)" Hey, at least they know their brand.

IKEA has always been a frontrunner in portraying gay couples as-a-matter-of-factly.

Left: "My daddies are also a set", right "Peekaboo" coming out of the closet.

Elevator icons, showing a 'modern family' (Stoughton, Mass.)

IKEA have consistently set the standard in all markets (with the exception of one faux pas in Russia).

Left (Italy): "we are open for all families".

Right (UK): another modern family, interracial and all. If that does not look "comfortable", what does?

Travel agency Nouvelles Frontières: setting new boundaries?

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Three new sweat palaces promise to help you shed that winter tonnage, but choosing among them could keep you in a chip-chomping holding pattern. We did the research for you.

by MELISSA MALAMUT . 4/28/2015, 5:15 a.m.

Read all about the latest gym openings, healthy events, and fitness trends in our twice weekly Wellness newsletter.

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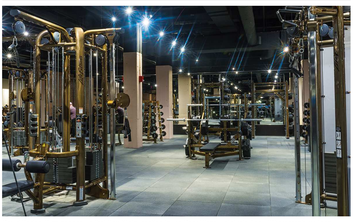

David Barton Gym opened its first Bay State location in the Park Plaza Hotel this April. (Photograph by Toan Trinh)

BFX Studio

Town Sports International—the owner and operator of Boston Sports Clubs—downsizes its concept at BFX, a boutique studio with digital perks (electronic check-in, free WiFi) and a wide range of classes.

Size: 10,000 square feet.

Locker-Room Amenities: Intelligent Nutrients, a certified organic line.

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From Spa Treatments to Timepieces, These Are the Top Gifts for Boston Moms, Grads, and Dads This Season

Who's There: Back Bay residents; savvy tech nerds; the contract-averse.

Coolest Perk: The "fusion room" is split into half stadium-style spin studio and half high-intensity training room for the ultimate combo class.

Price: $25–$30 per class; unlimited class option also available.

Location: 699 Boylston St., Boston, bfxstudio.com.

Republic Fitness

The women-only Healthworks chain goes coed with Republic Fitness, a Financial District gym offering group classes—boxing, Tabata, and -weightlifting.

Size: 15,000 square feet.

Locker-Room Amenities: Luxe products from Malin + Goetz.

Who's There: Office workers; suburban commuters; new condo residents.

Coolest Perk: Miss your favorite class? Members can use the group fitness studio at their convenience (when it's empty, of course) and participate in a slew of prerecorded classes on a large screen.

Price: Starts at $115 a month.

Location: 2 International Place, Boston, 617-379-5800, republicbos.com.

David Barton Gym

David Barton's "nightclub meets gym" theme captivated flashy fitness buffs in the early '90s. Decades later, the company has launched its first Massachusetts location in the Park Plaza Hotel, with a new vibe (less Studio 54, more trendy lounge) but the same "sex sells" concept.

Size: About 18,000 square feet.

Locker-Room Amenities: The company's own brand, called "Look Better Naked."

Who's There: Young professionals; hotel guests; people who frequent nightclubs.

Coolest Perk: A Cyc Fitness indoor cycling studio is housed right inside the gym.

Price: Starts at $112 a month.

Location: 50 Park Plaza, Boston, 617-830-6745, davidbartongym.com.

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Where to Work Out With Miami's Hottest Trainers

Can you handle the heat in this map?

by Lauren Wilcox | April 8th 2014 at 10:07

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Welcome to Racked Miami! Bonjour, Miami, you're a new place to read our stories on Racked. Thanks also to Carmen Jacobs for Miami and Jill Ettinger for the map, have a lot to thank them for, otherwise, what's coming is everyone's favorite: Where To Work Out. We've one-time-tried everyone in the gamut on Where Eat.

Last month you met all 16 of our Hottest Trainer competitors and voted on who deserves to be the winner. Everyone's workout of choice? Yoga, of course. Lots of people also like to box, and a few people like to lift heavy things and hurl them back down. Either way, Miami's gym scene is home to single-sex or co-ed, big or small, fancy or dive-y, and everything in between. We've also rounded up every single gym where you can train with Miami's hottest pros, no matter where you are in town.

Photo: Luxola Lowenthal

Hint: Right click (or control-click on a Mac) a couple of times, choose "Open Link in New Tab" to avoid the annoying page reloads.

Fight Club America – Guillermo Dapelo

The winner of this year's Hottest Trainer competition dominates the ring at Fight Club, offering boxing classes with trainers in Miami Beach and Doral. Private training, medicine ball classes, and open studio time make Vinegar's visit a must for those who want to get their muscles kickboxing gloves, and Guillermo Dapelo's classes make it must-try for adrenaline junkies who love boxing gloves.

FIND A BOXING GYM | FOURSQUARE

- 1414 NE 2nd St, Miami, FL 33137
- (305) 573-7600
- Visit Website

Anatomy at 1220 – Marc Megna

What do you get when a virtuosic trainer and a mirror NFL player put their heads together? Anatomy at 1220, South Beach's exclusive exclusive gym, where Marc Megna and Ryan Mathews have created a dream combination. Marc Megna, who formerly played for the Jets and Panthers, is also where you can catch a cheer-lead by another Hottest Trainer contestant Michael Phillips. Personal training, group training, medical testing, stretching, mobility, aerial hoop, dancing, aerial silks. Place all of your fitness needs into one place, and you'll be doing a pretty damn good job through not only a tremendously powerful bod.

FIND A PERSONAL GYM | FOURSQUARE

- 1220 20th St, Miami Beach, FL 33139
- (786) 276-3100
- Visit Website

SoulCycle Coral Gables – Soorya Wilson

Although there are two SoulCycle locations on the way (South Beach and Brickell), SoulCycle on the Village of Merrick Park is the one that earned a place on our list. Leading trainer Alvin Ailey dancer and president of the company Soorya Wilson, SoulCycle Coral Gables is home base for its musically driven and motivational spinning classes, not to mention channel-riders to arrive via Equinox or Bridge Spaces.

FIND A SPIN STUDIO | FOURSQUARE

- 350 San Lorenzo Ave, Coral Gables, FL 33146
- (305) 740-3600
- Visit Website

Yelp/Yoshiko

Jetset Pilates – Rachel Schardin

Let's get one thing out of the way: we don't care about Pilates studio. It's pleasant enough, but not emphasized at strength training, sore training and conditioning as does traditional Pilates or classes. Plus, it's the only fitness company in Miami to use the Lagree Fitness Megaformer, a machine that looks like a torture device but is actually a fun, challenging workout. Apparently it's perfected by Rachel Schardin, who now is pleased as a meal in with sliding lungers grunts you a pure full body experience. Check out a class at one of its three locations: Westward, Coral Gables, and South Beach.

FIND A PILATES GYM | FOURSQUARE

- 1020 Prince De Leon Boulevard, Coral Gables, FL 33146
- (305) 209-9007
- Visit Website

Morphe Fitness Studio & Wellness Spa – Roberto Santamarina

Morphe's fitness is one-stop-shop for all your fitness and wellness needs. There's TRX training, kickboxing, cold shrinking, and yearly radiancee training, not to mention acupuncture, massage therapy, facials, and even meal plans. Founder and former volleyball star Roberto Santamarina's Morphe is a place where you can get your sweat on, or whatever you sign up for, one of the hottest on one-on-one packages or you pop in for group classes, you're bound to get the results you want without ever getting burned.

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- 200 Sunkissed 22nd Avenue, Miami, FL 33155
- (305) 521-8520
- Visit Website

Equinox – Christa DiPaolo

Equinox is just a wonderful all-encompass-with-a-luxury-feel b.o. With treatment at Rumbrunch, Group Warrior Pack, in Brickell, and at Equinox Sunset Harbour, Christa DiPaolo's classes are a must-do. Equinox is seen in ads all totally all-group-classes-ish, then Pilates by Christa DiPaolo would celebrated Bio-Mill class. There are also aqua classes, so you can get your mind, body, and skin in shape.

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- 1800 Bayview Blvd, Aventura, FL 33160
- (305) 935-9344
- Visit Website

SobeKick – Christa DiPaola

SobeKick is a kickboxing-and-yoga-and-what-you-can-apply-force-your-opponent-with-a-one-on-one-session-as-you-can-jump-into-a-hot-pedal group class-feel-like-Thai. Christa DiPaola's Bio-Mill, found only at the gym's South Beach location, although Christa also works in Oakland.

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- 1642 West Avenue, Miami Beach, FL 33139
- (305) 397-9999
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Lauren Lowenthal

IronFlower Fitness – Christa DiPaola

IronFlower Fitness is a personal training gym if you couldn't tell by the awesomeness punching bags that drive everything from Pilates bicycle to Pilates Bio-Mill to Pilates Bio-Mill. Christa DiPaola's personal training class Bio-Mill Pilates needs her much-celebrated Bio-Mill class time a week here. This former dancer doesn't play when she says, "Go back to ballet."

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- 1200 Biscayne Boulevard, Miami, FL 33132
- (305) 640-5370
- Visit Website

LegacyFit – Manning Summer

Manning Summer's Hollywood-worthy shower transformations are popular. Her LegacyFit gym, which is in Miami's Wynwood neighborhood, is also popular with Wynwood-Hollywood-worthy-shower-hair. You'll partner up and jump through different stations, from cardio-mainness to weights, and TRX training to lapa-around-the-block. This Wynwood location is the one that starters at, so he's set to expand outside of Florida very, very soon.

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- 77 Northeast 29th Street, Miami, FL 33137
- (305) 790-0800
- Visit Website

Yelp/Yoshiko

Pulse163 – Clara Tunstall

Powerful cardio at a hot-ass pace, sign up and ready to power-punch following with Aventura-based Beth Bryan's UK, especially if you're a Hottest Trainer contestant. Clara Tunstall's classes are a must-do for people-watch. Everything here seems around Clara, so don't be surprised if you're asked to tighter those bows with a free quick-release after a downward dog, or if you're asked to finish a few thousand weights during burning-thing sequence.

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- 3947 NE 163rd St, North Miami Beach, FL 33162
- (305) 454-4344
- Visit Website

Lauren Lowenthal

David Barton Gym – Raul Hernandez

Weights, light training, rodeo basketball, yoga, spring, rock climbing, cardio, trapeze bar. Does it sound like a list of the ways that David Barton Gym trains its members? Well, it's the list of the ways that Raul Hernandez, personal trainer and Hottest Trainer contestant, who knows what pulling out for his coaching, from physical cues to olympic lifts.

FIND A PERSONAL GYM | FOURSQUARE

- 2301 S Biscayne Blvd Ste 106, Miami, FL 33137
- (305) 534-9660
- Visit Website

Yelp/Yoshiko

Exhale Spa – Morgan Anderson-Reed

If you haven't had one of Exhale's Core Fusion classes, then get you hath to the gym. ASAP. There are two locations that offer up such fitness-amazeballs: Downtown Miami and South Beach - although you find inspiration's ultimate new-fan fantasy: spin (for class). Wind Body Manager Morgan Anderson-Reed's classes are sold-out page-and-frames, although you can also find balancing, tone-and-

FIND A PERSONAL GYM | FOURSQUARE

- 1625 Collins Ave, West Miami Beach, FL 33139
- (305) 205-1100
- Visit Website

Lauren Lowenthal

AD

Flywheel Sports – Ashli Katz

Walk into Flywheel's stadium-seating cycling class, walk out with up to 1,000 calories burnt. This 45-minute class packs in light weights and endless peddling to playlists that will keep you from slowing down. On the off chance you're not into being locked into a bike, the barre classes here are tough enough to tone, especially if they're lead by Hottest Trainer contestant Ashli Katz, who's known to put together some pretty legit old school hip-hop playlists to go with those leg lifts.

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- 1919 Purdy Ave, Miami Beach, FL 33139
- (305) 763-8227
- Visit Website

Lucia Lowenthal

Barry's Bootcamp – Derek Degrazio

Barry's Bootcamp is known for two things: insanely hot trainers, and insanely hard classes. When you're not hitting maximum speed on a treadmill you're hitting the weights hardcore, and if Hottest Trainer contestant Derek Degrazio is leading, then you'd better believe that water breaks are not on the agenda. For now, Barry's only has a location in South Beach open, however Midtown should be opening very soon, and another Aventura gym is slated to open early 2017.

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- 1835 Purdy Ave, Miami Beach, FL 33139
- (786) 888-1699
- Visit Website

Lucia Lowenthal

24 Hour Fitness – Suyumi Quiroz

Ever wished you could workout at 4am? If you're a member at 24 Hour Fitness, you can. It's your traditional gym– weights, cardio equipment, personal training, group classes– but if you're down for some rump shaking with a Zumba master, then our Hottest Female Trainer Suyumi Quiroz can be found at the gym's Coconut Grove, Miramar, and Pembroke Pines locations.

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- 2982 Grand Avenue, Miami, FL 33133
- (305) 448-2416
- Visit Website

Raquel Zaldivar

Green Monkey – Megan Eastman

Ever since Green Monkey merged with Bala Vinyasa, it's been able to expand its network of critically acclaimed yogis, which already included Hottest Trainer contestant and Lululemon ambassador Megan Eastman. With locations in South Beach, Coral Gables, Fort Lauderdale, and Naples, soon there won't be a neighborhood in South Florida where you can't sign up for a Slow Flow or Power Vinyasa class to get your mind and body in check.

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- 1430 South Dixie Highway, Coral Gables, FL 33146
- (786) 953-7709
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Raquel Zaldivar

AD

U-Fit Health and Performance – Cody Patrick

If you're in the market for a personal trainer, then take a close look at U-Fit Health and Performance. Here, Cody Patrick has built a hub to host this city's top trainers, who all run their businesses independently under one roof. Cody recently signed a lease to expand his Sunset Harbour gym, which could signal potential group classes for those who aren't interested in personal one-on-one services.

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- 1910 Alton Road, Miami Beach, FL 33139
- Phone number (305) 979-1005

Lucia Lowenthal

Pro Style Athletics – Lance Burns

If you were wondering where to find Lance Burns, you can find him at Pro Style Athletics, a Kendall-based gym that specializes in training athletes. Whether you're looking to enhance your speed, strength, agility, and flexibility both in season and off, this gym will work on a personalized program for you. That's not to say non-athletes can't throw the weights down with Lance, though; he's kept a long list of happy clients who aren't necessarily basketball or football players that keep coming back for more.

OPEN IN GOOGLE MAPS

- 14260 Southwest 142nd Street, Miami, FL 33186
- (786) 537-3040
- Visit Website

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NAKED PURITANS

By PageSix.com Staff
Published Feb. 6, 2009, 5:59 a.m. ET

MANHATTAN Community Board 4, which covers Chelsea and Hell's Kitchen, seems to be turning puritanical. Board chair man **J.D. Nolan** is demanding an investigation into gym mogul **David Barton**'s new posters in the neighborhood, claiming they're pornographic and should be censored. Barton – whose cli ents have included **Alex Rodri guez**, **Justin Timberlake** and **Gwen Stefani** – built his gym empire around the motto, "Look Better Naked." One board member was overheard at a recent meeting complaining, "You'd think we were living in Kansas."

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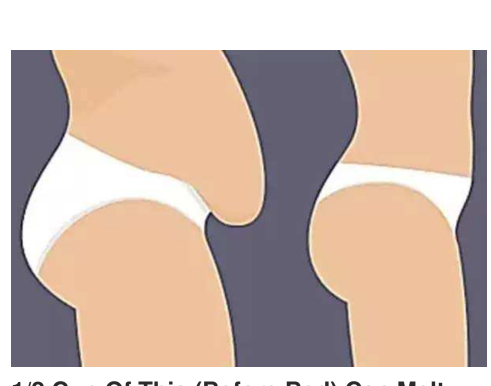
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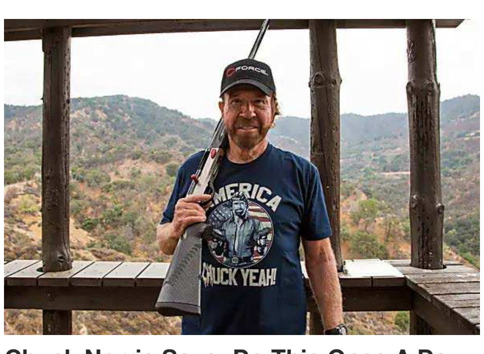
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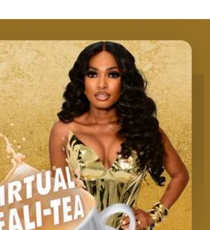

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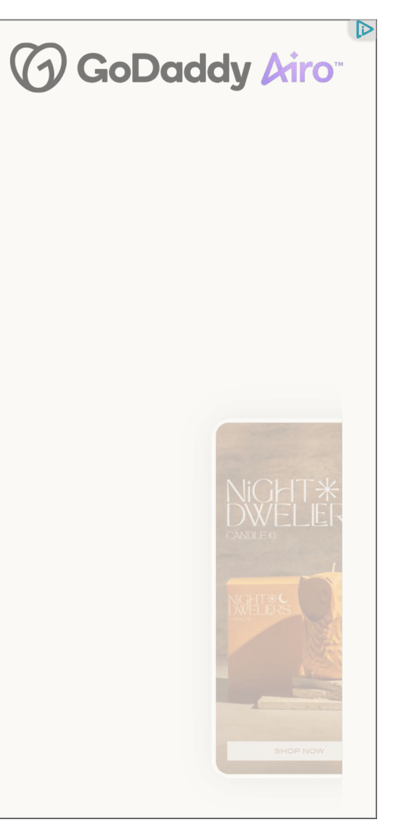

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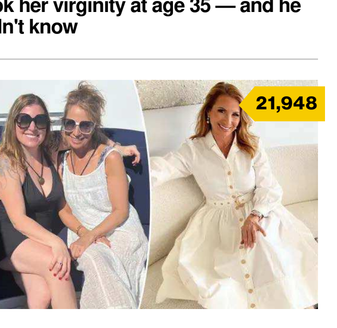

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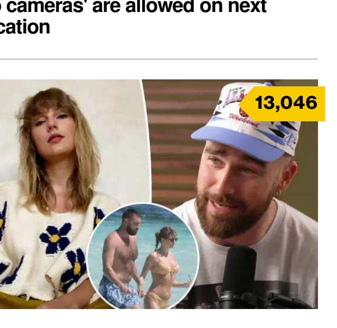

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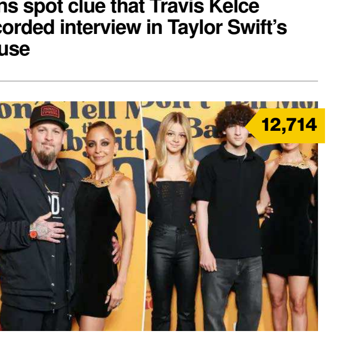

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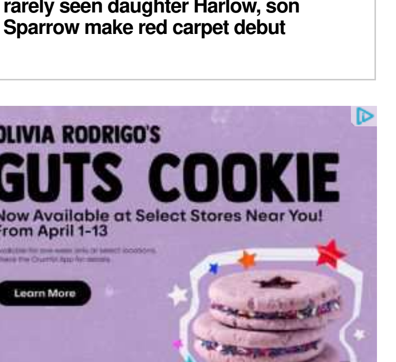

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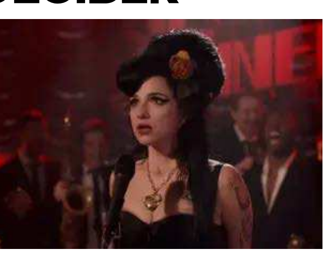
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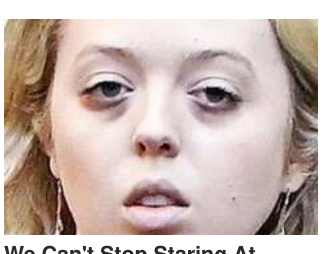
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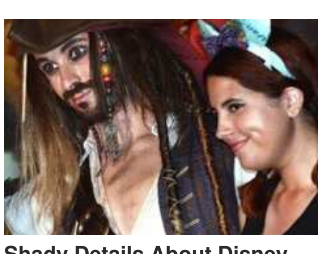
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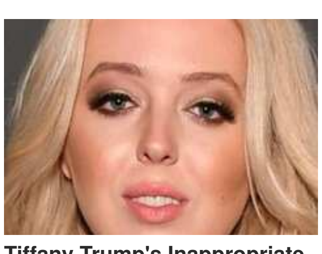
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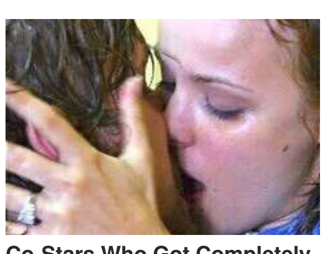
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New York Nightlife Queen Susanne Bartsch the Subject of New Documentary

Long before Lady Gaga was 'Born This Way' and RuPaul had a TV show, Bartsch was promoting inclusion.

BY VINCENT BOUCHER SEPTEMBER 7, 2018 10:42AM

ASTRID STAWIARZ/GETTY IMAGES

On the day I screened *Susanne Bartsch: On Top*, the new documentary by directors Alex & Anthony about New York's undisputed "Queen of the Night" for more than three decades now, I was talking to a friend on the phone and she told me that the teenage daughter of a couple she's friendly with had come out to her parents as transgender.

"She had been presenting as a boy for a couple of years now," my friend, the mother of a teenager herself, said blithely. "So it wasn't a big surprise."

before he was a TV star. It's a different world now but it started with people like her. As one voice says in the film but speaks for all of them, "Susanne has always accepted who I am. You're part of her ensemble, part of her fabulous machine."

The beginning of the movie, though, takes us behind the machine, when Bartsch is getting ready for an event she's throwing and bickering a bit with her makeup artist as he paints her face and eventually plants a brown pyramid-shaped wig on her head.

"I never wanted to fit in with the norm," she declares in in her heavily accented Teutonic voice. "With my Swiss background—everything was like clockwork!—so I was just, 'No!.'

And, as soon as she could, Bartsch broke out, first to punk-era London and then to New York in 1981 when she moved into The Chelsea Hotel, home to Warhol's Edie Sedgwick and Sid Vicious before she got there, where she still resides all these years later.

Soon Bartsch opened a store downtown, when such things were still possible in pre-Bloomberg New York, and started importing London designers nobody had heard of and bringing their clothes to Manhattan and later Japan as well.

finger on why exactly Bartsch is so pivotal. "She's a perfect example of how it's not just one person who makes fashion," Steele says. "It's not just one designer, it's a while lot of creative people in venues where the creativity is validated."

In the film, Bartsch is seen preparing for a 2015 retrospective exhibit at FIT with all her fabulous nightclub emcee costumes, digging through clothing racks jammed with garment bags before the fizz of the opening night. Talking about it this week in an interview just hours before the premiere in Los Angeles Tuesday and opening at the Laemmle Monica Film Center on Friday (and available on video-on-demand starting September 11), Bartsch says she had just met the directing duo the night before at one of her "On Top" dance parties.

"They were showing a little clip of a fashion designer and I liked it because it had kind of a Warhol feeling," she says. She invited the pair to come to the museum opening and document it for a "five-minute thing" and thought that was it. "They called back a couple of hours later and said, 'Would you do a documentary?' I said, 'Yeah,' and it was that simple."

THE Hollywood REPORTER

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Filmmaker Anthony says, "What was really great is that we didn't know Susanne before we met her and, as we were creating the film, we were learning who she was and that was informing all of the decisions we made." Alex chimes in, "We just went to the exhibit to see all of the fashion and when we got there and saw Susanne being Susanne we knew we wanted to do more than document the clothes."

Of course one of the signature outfits in the FIT show is her 1995 Thierry Mugler wedding costume, consisting of a nude bodysuit and a sheer white structured veil that completely enclosed her like a futuristic pod. Her unlikely groom, several inches shorter and bulging with muscle, was gym mega-entrepreneur ("Look Better Naked") David Barton, clad only in a matching nude thong, attended by 43 "bridesmaids" of all sexes and genders and their toddler son Bailey.

Today the marriage has gone kaput and Bailey is a Brown University student studying classical literature and he gives some of the most thoughtful commentary in the film.

"She's so empathetic with everyone and gives me such good advice. I feel like that's my mother," he says. "When she gets dressed up, that's not my mother, it's a character she plays," adding, "I think appearing like a normal person is a source of vulnerability for her."

Or maybe not. Now that the wig has come off, so to speak, in the film, Bartsch reflects afterwards in the interview, "Originally I wanted people to say the film was fabulous and glamorous. You don't really want anybody to know your shit because we all have it," she says.

"One thing that I really liked is that I don't care about wearing the wig so much anymore. Having seen the film, with nothing on, its kind of, 'Oof! It doesn't matter.' It's kind of a relief."

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New York-Based David Barton Gym and Cyc Fitness Coming to Center City

by EMILY LEAMAN • 10/1/2014, 3:20 p.m.

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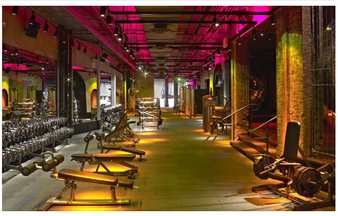

David Barton Gym at Astor Place in New York

Until today, I'd never heard anyone describe a gym as "theatrical." "We're all about theatrics in the way we design our gyms," says Howard Brodsky, CEO of New York-based David Barton Gym. "Each has a unique look and feel to create this energy."

Next summer, Brodsky will bring his very first David Barton Gym to Philly, setting up shop in the historic Drexel Building at 1435 Walnut Street. It's part of a major expansion for the brand, which includes gyms in New York, Los Angeles, Las Vegas, Miami, Chicago, Seattle and, next year, Boston. The 25,000-square-foot Philly space, currently occupied by LA Fitness, will get a total revamp—one, he says, that will feel nothing like a typical gym as you know it.

"I fell in love with the building," he says. "I looked up 30 feet and saw that intricately carved celling, and I knew we needed to pay homage to the history. We're going to tear the sheetrock down and find the character."

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Not that it'll feel like a stodgy museum, of course. David Barton Gyms, which carry the tagline "Look Better Naked," have a reputation for being experiences unto themselves, club-like places with dramatic decor and lighting aimed at enticing people to linger and hang out long after a workout (or even, instead of one). It goes back to the theatrics—high-end gym equipment dressed up by intriguing surroundings—which at this point are still in the to-be-determined phase for the Center City space, as the ink is barely dry on the lease.

Here's what we know: LA Fitness will leave by the end of next May, Brodsky says, and his team will flip the space in just a month's time, a gargantuan feat they've accomplished before at one of their gyms in New York. He will have workers there around the clock, seven days a week, he says, to pull off the tight timeline. He plans to open by next July.

The gym will include high-end equipment and studio spaces, with an emphasis on personal-training and small-group classes (with names like Rock Star Yoga, Fight Club and Ass Blast, according to rosters from other David Barton Gyms). It will also be a partner location with New York-based indoor cycling studio Cyc Fitness, which will have a studio inside the Walnut Street space. "We started a partnership with Cyc in our Astor Place location. It's a natural fit," says Brodsky. "They bring the spin experience to our members much better than we can ourselves."

Cyc classes, which combine cardio and strength training, will be open to David Barton members and nonmembers alike. Members will get reduced rates on Cyc classes, as well as a few free classes as a part of their membership agreement.

Speaking of memberships, the David Barton team will begin selling them in November, but no word yet on prices. And even though a single hammer has yet to be swung at the Walnut Street location, Brodsky is already scouting spaces for a second Philly outpost. Details on that to follow.

Meantime, take a peek at more photos from other David Barton Gym locations and Cyc Fitness.

David Barton Gym Astor Place

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MUSIC ARCHIVES

NY Mirror

by MICHAEL MUSTO
September 28, 2004

the village VOICE

The muscle appetizer at the opening of the new David Barton Gym PHOTO: DAVE JOHNSON

DAVID BARTON is always expanding and so are his gyms, growing and throbbing like washboard abs enlivening a midlife midriffectomy. His new spot, at the old 22nd Street YMCA space, had a gala opening last week, and rather than resurrect one of my 10 year-old body fascism is sick rants, I showed up and flexed my flab for the pecsy masses. "This is the YMCA on acid," Barton told me, beaming. "It's like my fantasy of what the YMCA could look like." Inside, scantily clad guys and gals sported the mantra "Look better naked" in body glitter or on T-shirts, and five wackos dressed like the **VILLAGE PEOPLE** pranced around a steamy stage as "YMCA" boomed out of the sound system. Oh yeah, the decor was nice too.

Will Mr. Barton (who's the Barnum to wife **SUSANNE BARTSCH**'s Bailey—in fact, their son's name is Bailey) ever stop working out? He looked pained. "When they throw dirt on me, I'll stop working out!" he swore. "I wake up and bounce out of bed and look in the mirror and I'm so happy to be David Barton! If you didn't tell me I was 40, I'd think I was 18!" (Funny, if you didn't tell me **LINDSAY LOHAN** was 18, I'd think she was 40.)

Well, I'll throw some dirt on you: Near the upstairs steam room, photographer **TINA PAUL** wanted to take a shot of leather clad **VINCENT GALLO** and even slipped him a drink ticket as an inducement, but Gallo handed it right back, pointed to me, and cracked, "No. *He* says I don't look good." Well, if he'd have let me see *The Brown Bunny*, I'd know if he looks better naked! The Republican softcore star admitted that he'd had me banned from his premiere because of his recent *mishegas* with the *Voice* and I'm glad he barely heard me mutter, "Maybe you did me a favor." But Gallo did plainly catch my response when he said he was getting a free Barton gym pass and added, "but I don't think I'm a celebrity." "Neither do I," I quipped, and Gallo laughed sportily.

BEING BENING

In a sweat, I ran back to the world of people who think they're celebrities and are right—like **ANNETTE BENING**'s *Being Julia* character, a theater grande dame who's mounting both a hit play and a young stud. After a special screening, Broadway director **MICHAEL BLAKEMORE** told me he liked Bening's performance and that the film "had charming moments." In a whole new moment, musician **G.E. SMITH**'s wife **TAYLOR BARTON** (no relation to David) said she admires Bening because "she's brave. She never did anything Hollywood to herself." "But she married **WARREN BEATTY!**" said Smith, and Barton laughed, "Blows my whole theory." I also heard someone say to **WALTER CRONKITE**, "You must be so upset about all the CBS stuff going on." "Yes, it's never happened before," said Cronky, but I have no idea if he meant the *Reagan* movie dumping, the **MARTHA STEWART** cancellation, the **JANET JACKSON** wardrobe malfunction, or the faxing from Abilene.

Theater ambience even trickled into the *Shark Tale* premiere; in fact, they probably held it at the Delacorte just so they could use the slogan "Sharkspeare in the Park." (If so, it was worth it. Anything for some cute wordplay, I always say!) The movie mixes appealing visuals with some dull and/or obnoxious stretches, though I welcome anything that argues fish should embrace their offspring even if they're vegetarian—i.e., are *gay*.

It was also a great personal triumph for me—the original gay shark—because I needed a humbling experience and got one when the check in girl acted as if I'd landed from the planet Myanus. (This same Barbizon grad obviously works every door in town lately.) Once in, my head started swelling again—I'm so happy to be Michael Musto—so I was thrilled when the V.I.P. area lady told me I couldn't possibly enter there, though she'd certainly swing the stars over to my seat. Well, five tubs of popcorn later, she hadn't, having clearly bolted off the Oscar winners and soundtrack stars away from my shiny fishbowls. At least thelcons paraded onstage for our delectation—like **CHRISTINA AGUILERA**, sporting a fierce Marilyn Monroe/Betty Boop at the car wash at the end of the apocalypse look; **MARY J. BLIGE**, looking ready for the highway in her own wonderful sphere; **ANGELINA JOLIE**, oozing sultry lippiness in a leopard print Cruella coat; and **RENÉE ZELLWEGER** (who has good posture), wisely cozying up to **JEFFREY KATZENBERG**.

FISH GOTTA SWIM, TURDS GOTTA FLY

Meanwhile, gossip sharks have their fins in a twist, again about goddamned stage antics. Web bunnies say *Queer Eye*'s **JAI RODRIGUEZ** is telling people he was offered the lead role in *The Boy From Oz* (replacing **HUGH JACKMAN**), but he couldn't do it because of his TV scheduling. He probably would have rearranged the set anyway. . . . Off Broadway, The *Oldest Profession* aims to be on the level of a very special *Gilden Girls* and comes up short. The '80s old-'ho comedy has five expert actresses reciting often stale dialogue, and gabbing about how their geezery johns are either dying or moving away. Strangely, the play doesn't address the fact that geezery johns want young 'hos anyway!

As for old screen legends, author **VICTORIA WILSON** has been working on a bio of the late, great Barbara Stanwyck for eight years now. Well, one insider claims the long haul is partly because no woman has yet come forward to say, "Yep, I slept with the old broad." Maybe that's because there *is* no such woman? After all, butch doesn't always equal dyke (though Stanwyck could be spend the night at neighbor Joan Crawford's house whenever she and her hubby had a fight. And **ARNOLD SCASSI** says that when naked, Crawford looked remarkably like a man. Please, she even looked like a man when gowned. Maybe she went to David Barton. But I digress. Throw dirt on me—now.)

No, wait, here it is: It turns out that datalounge.com, my favorite saucy gay gossip site, has gotten in even more steamy water through the years than my own outspoken ass. At an Out Professionals event at the LGBT Center, the site's creators told me they got a lovely call not long ago from the Secret Service (who followed up with a subpoena) when **LYNNE CHENEY** felt there'd been something potentially life-threatening posted about her beloved lesbian daughter **MARY**. (That must be why they kept Mary from the stage of the convention.) But gaffes sometimes lead to laughs, like when the datalounge's board from '70s TV star **ERIK ESTRADA**'s wife after one of their ranks wrongly wrote, "Erik Estrada outed in the Philippines." It was actually President **JOSEPH ESTRADA** who was *outed* in the Philippines. At least they didn't write "Richard Nixon is a lesbian" when they meant **CYNTHIA!**

Litter Box

DE BIG DEBATE

Last week's debate was part game show, part verbal slam, and all ironic fashion presentation. (**KERRY** wore a red tie; **BUSH** a blue one.) Kerry did well with the two-minute limit—in fact, he should always have one—while Bush couldn't always manage to fill that much time with his thoughts. Furthermore, Kerry was decent and/or crafty enough to start with sympathetic remarks about Florida's woes, while Bush couldn't help adding his usual inspirational touch with all our "prayers." Kerry scored with terms like "colossal error of judgment," while Bush triumphed with "never waver," though he should never simper in cutaway shots. Kerry dropped the names of too many of his who cares endorsers, whereas Bush rattled off way too many questionable statistics.

But Kerry dripped with authority, especially when he invoked Bush Sr.'s own prophetic words to discredit the Iraq mess. Bush Jr. did well with "What kind of message does it say to our troops?" but what kind of message is he giving the troops by sending them to risk their lives in an unjustified war? His best stab was accusing Kerry of changing positions, but isn't that what we want *him* to do? It all ended with the wives gabbing onstage, obviously about how they wore the same outfit. Without flip flops!

Web Extra

The vice presidential debate really came alive during the gay marriage segment, when all the conflicting agendas on parade came to a homo-disquieting head. Both candidates seemed to push their usual let freedom ring but not necessarily for gays agenda, couching it in talk about how approving gay marriage should be up to the states, while making sure to add—in the words of **EDWARDS**—"We both believe that marriage is between a man and a woman." But the twangy Democrat twink generously added there should be benefits for gay couples—namely that they should be able to visit their lovers in hospitals or be able to bury them when they drop dead. Yes, I know those are serious concerns, but there must be more to marital rights than that.)

More mixed messages came when Edwards gushed about the **CHENEYS**. "You can't have anything but respect for the fact that they're willing to talk about the fact that they have a gay daughter, the fact that they embrace her. It's a wonderful thing." It was such a sweet sentiment—though it made it sound as if **MARY** were some disfigured circus freak that the Cheneys were so brave to acknowledge, even if just under pressure, and intermittently.

At least Edwards rocked when he talked about how the proposed constitutional amendment against gay marriage is unnecessary and is being hideously used as a political dividing tool. That shut Cheney right the fuck up. He had no answer. He suddenly couldn't rationalize all his conflicting feelings and statements. Painted into a corner, he simply thanked Edwards for the kind words about his family and just sat there dumbfounded. As I hope he'll stay through eternity.

PS: Afterward, Mary and her lover, **HEATHER POE**, were allowed onstage, as if they were actually human. Gee, thanks, Dick. Mighty brave.

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MORE: DAVID BARTON MARY J. BLIGE MICHAEL MUSTO NIGHTLIFE VINCENT GALLO YMCA

HIGHLIGHTS

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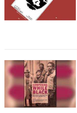

Before the "Goldwater Rule" and Trump: Diagnosing Hitler in 1943

Since the early days of Donald Trump's political rise, mental health experts have argued over the ethics of diagnosing the once and wannabe-again POTUS from a distance. There is one stark precedent, however: In 1943, U.S. psychiatrists felt it was their duty to probe the mind of the madman across the water.

by B.C. DIXIE
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by ELIZABETH ZIMMER
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POLITICS

Trump Says Out Loud What Many Republicans Have Long Wanted to Hear

The former POTUS has taken over the GOP like a WWE trawler flattening all challengers.

by REED SARKAR
February 6, 2024

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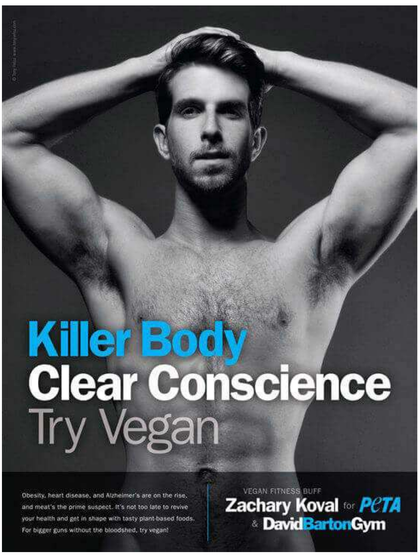
Published May 13, 2013 by PETA Staff. Last Updated October 14, 2013.
2 min read

PETA's gorgeous new ad featuring 2012 Sexiest Vegetarian Next Door winner Zachary Koval offers living proof that you don't need beef to be buff.



Fitness guru David Barton—whose motto, "Look Better Naked," is something we can certainly get behind—hosted Zachary and PETA for the official unveiling of the ad (which has already been featured on the *Men's Health* website) at his sizzling-hot eponymous gym in New York City's Astor Place, marking PETA's first-ever gym partnership.

Zachary, a David Barton Gym regular, also presented a free talk explaining the advantages of plant-powered fitness, from the best vegan proteins for bodybuilding to why so many of today's most admired figures—from Carrie Underwood and Natalie Portman to pro fighters Jake Shields and Mac Danzig—are enjoying veggie vitality.

A slammin' body can be sexy, but combine it with a humane (and healthy) heart and you get off-the-charts hotness. Ready to turn some heads and open some eyes? Just do like Zachary and the 2013 Sexiest Vegan Next Door winners, Yerika and John—get fit the vegan way!

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NEWS

LESS MAY BE MORE WHEN IT COMES TIME FOR MEN TO HIT THE WORKOUT ROOM

By
PUBLISHED: January 2, 1996 at 5:00 a.m. | UPDATED: July 31, 2021 at 3:00 p.m.

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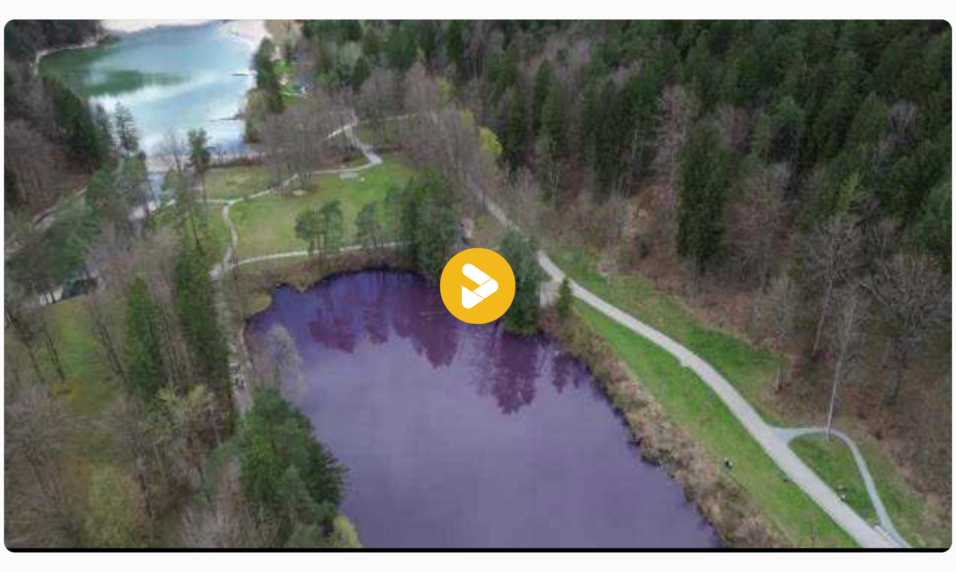
Corporations and the federal government aren't the only ones downsizing.

David Barton, a fitness expert and the owner of two New York City health clubs, also subscribes to a less-is-more philosophy: He lifts weights three times a week – a brief 15 minutes per session – and achieves great results. To Barton, fitness and a well-proportioned body are about balance, not stacking up muscle indiscriminately like Vegas poker chips.

Barton's not alone in his new view of fitness. The experts who look beyond the obvious are gradually lowering the bar, changing what men need to do to look good and live long. They want you to save time, not use more of it.

Weight training



Barton believes that when most guys cut through all the high-minded reasons for working out, the goal is simply to look better naked. And these days the trend is toward the proportioned shape of a swimmer, not the bulked-up physique of a bodybuilder.

The good news is that such a shape is within the reach of more men and can be achieved quicker than the muscle-bound alternative. Barton maintains that high-intensity, heavier-weight training will get you there, and recent studies at the University of Florida support him.

Michael Pollock, Ph.D., a renowned exercise researcher, and his assistant Dave Starkey measured leg flexion and extension strength in people aged 20 to 50. These subjects worked out three times a week for 14 weeks; one group did three sets of 8 to 12 reps to failure and the other did only one set. The results surprised even Pollock: "We thought three sets would do at least a little bit better than one, but the two groups came out nearly identical." Muscle gains were virtually the same.

Guys who believe they need to camp out in the gym to gain muscle may resist Pollock's findings. "Many guys overtrain for the wrong reasons," says Barton. There is an easier way.

The Right Moves:

Frequency: "Many people think they have to train a muscle two or three times a week," says Barton. "I recommend higher intensity, less often – at most once every five days."

Reps: Try to increase the number of repetitions, rather than the number of sets or the load. "It's that last rep that's going to make the muscle grow. Everything else is a warm-up," says Barton.

Order: To get good results with less weight, pre-exhaust your muscles whenever you can. For instance, do leg extensions before squats.

Flexibility

Nobody likes to stretch, admits Adrian Crook, a flexibility and movement consultant in San Clemente, Calif. "It's the most discomfort that endurance athletes have to tolerate," he explains, "and it doesn't produce the big aesthetic improvement – the bigger biceps or chest."

But it will make you a stronger athlete with more staying power. Conventional static stretching, which treats each body part separately, won't do it, though. Crook's movement-based stretches, which loosen you up, improve mechanics and tap into your power source – torso and hips – will. Karch Kiraly, world-champion pro-beach-volleyball player, and Olympic-volleyball phenomenon Troy Tanner are just two of Crook's many all-star clients.

What's he telling them? Flexibility, movement and strength are inseparable. If you're inflexible, your mechanics will be off, and all the strength in the world won't compensate for that flaw. Sound athletic movement provides an advantage – namely, proper body alignment. And flexibility allows you to achieve those sound movements. "In lifting, for example, you need to get your hips underneath you," Crook advises. "You have to extend your torso and keep your center of gravity low; flexible ankles allow you to do that. By increasing ankle flexibility you can keep your hips underneath you and your feet flat on the floor, which helps take a lot of strain off the knees."

Because most athletic movements originate at the hips and waist, Crook's flexibility routine starts there and extends to every link in the kinetic chain. Whether you're pitching, spiking a volleyball, or driving off the tee, "the ankles regulate how much hip rotation you get, and the amount of hip rotation will regulate how much shoulder rotation you get," he says. If your mechanics are correct throughout the chain, claims Crook, you can avoid injury and "stay active in the sports you love when you're 60, 70, or 80."

The Right Moves:

If you do no other stretches, do these two. Repeat each one 60 times in each direction.

Hip Rotation I: Stand with hands clasped behind the small of the back, feet together and flat on the floor, legs straight, torso erect, head up, shoulders relaxed. Fix your eyes on a point in front of you, and move your hips in small circles – first in one direction, then the other – keeping your torso steady. Breathe through your nose, not your mouth. This exercise will work the lower back, but you'll feel it in the ankles as well.

Hip Rotation II: With your feet facing forward, shoulder-width apart, and knees bent, repeat the above motion in larger circles. The pelvis should stay tilted forward and underneath your hips. If you are doing the stretch correctly, you'll feel it in both the ankles and the groin.

Aerobics

Once we believed there was an aerobic training threshold and unless you crossed it, you were wasting your time. But now? "Does a guy who just wants to keep his waistline from expanding still have to go out and run that sub-40 10K?" asks Harold Kohl, Ph.D., of the Cooper Institute in Dallas. Probably not. You don't have to go for the burn to get the benefits. The new approach to aerobic fitness is similar to "gradually turning up a dimmer," says Kohl, instead of flipping an on/off switch.

The Right Moves:

Intervals: You need short, fast bursts to achieve aerobic fitness, but a slower, conversational pace – probably around 60 percent of your maximum heart rate – will also get you there. "All you're doing by adding the high-intensity stuff is getting that half-second improvement in a mile," says Rick Sharp, Ph.D., the director of sports science and medicine for the United States Olympic Swimming Team. "For the average guy, that doesn't matter."

Moderate your endurance: New research suggests endurance training can inhibit strength development – although researchers aren't sure why. Endurance work may use up more protein than we thought, leaving less to build muscles. If aerobic exercise seems to be compromising your muscle gains, cut back on the miles.

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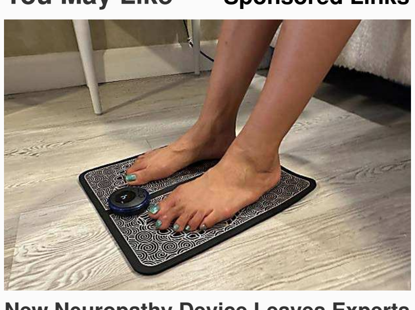
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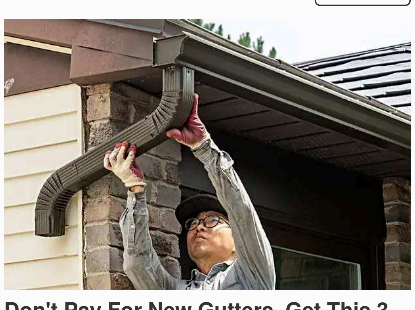
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LAUREN RUTZICK

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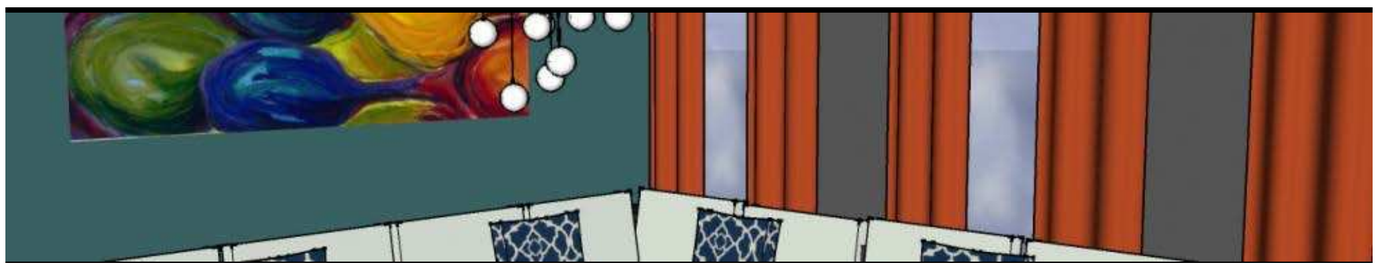


Look Better Naked

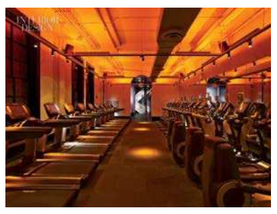
Posted on March 15, 2011 | Leave a comment

As I got into bed tonight in an attempt to go to sleep early following an intense week of studio work and few hours of sleep, I found myself helplessly stumbling through INTERIOR DESIGN website's online job search in hopes of magically finding a job opening that matches my picky criteria. Although I did not find a perfect match, I came across a catchy slogan; LOOK BETTER NAKED. I thought to myself, "Look better naked? What's that about?"

Look better naked sounds like a slogan with high expectations, but for The David Barton Gym in NYC, it appears that it has lived up to its expectations. Studio Sofield gave this gym quite the hefty makeover. With 37,000 square feet to work with, the new gym stands apart from the others in the surrounding area. I can appreciate the fact that David Barton, the owner, is fancied by the old 1980's rustic exterior architecture and how it pairs in contrast with the amped-up "punk-inspired" interior.

If working out in a facility like this isn't cool enough, wait until you see the DJ booth. Yes, a DJ booth. And as if a DJ booth in a gym isn't cool enough, wait until you see the giant disco ball that incases it. All of this was inspired by the extravagant parties David's wife used to host. Cool inspiration, huh?

What I can appreciate most in David's designs is his emphasis of form vs. function. For example, the outdated heating system which is found in the free-weights room can pose a threat to gym-goers. So what does he do? To match the "clanking iron of World War III" theme in the room, he placed steel ballet bars around the perimeter of the room. This way, the people can avoid burning themselves or falling on the radiators. Structural columns got you down because they are in the way? No worries. David complemented them with floor to ceiling mirrors to catch every glimpse of your body so you can perform at your best.



Who wouldn't want to workout here?

Read the whole story on INTERIOR DESIGN website, written by Craig Kellogg

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Look Better Naked at DavidBartonGyms in West LA & Culver City

13 years ago · by Lanee Neil

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GET OFFER

Ready for a new upscale fitness phenomenon that's sweeping the U.S? New York's **David Barton** of the trendy DavidBartonGym, whose claim to fame is "Look Better Naked", is launching gyms on the West Coast in West LA, Century City and Vegas this fall. To kick-off this long awaited West Coast arrival, last week, he hosted an exclusive, star-studded party at **The Roxy** along with **Centrum Sunset LLC**.

Music & Muscle

Guests including **Amy Smart**, 90210's **Evan Ross**, The Apprentice's **Mark McGrath**, and NBC's The Event star **Taylor Cole**, reveled in performances by **Samantha Ronson, The Undertakers** and **Liquid Blond** which featured the fitness guru himself, David Barton, on drums.

Playmate **Jayde Nicole**, Reality Star **Brittny Gastineau**, Life Happens' **Geoff Stults**, Taker's **Johnathon Schaech**, Disaster Movie's **Nick Steele**, Virgin Mobile "celebrity couple" **Spencer Falls** and **Sarah Carroll**, among others, also attended the swanky event, sipping on custom specialty **SVEDKA Cocktails** – Hot_Bot and Celeb_U_Bot – and getting their groove on with dance music by **DJ Devin Lucien**.

Amy Smart & Taylor Cole at DavidBartonGym West Coast Launch Party

Look Better Naked with DavidBartonGym

With locations in New York, Miami, Chicago and Seattle, DavidBartonGym has hand-picked equipment, personally mentored trainers with a tradition of changing bodies and award winning design. Gym innovator David Barton promises to have members that "LookBetterNaked."

Amy Smart & Mark McGrath at DavidBartonGym Launch, The Roxy

To find a DavidBartonGym near you, visit: **www.davidbartongym.com**

David Barton on Drums at the Roxy

Davie Barton participated in the ultrahip Carrera Sunglasses Escape at the Chateau Marmont and gifted many celebrities with a membership at DavidBartonGym.

Malin Ackerman and Maria Menunous at Carrera Sunglasses Escape

Photos by: Seth Browarnik/WorldRedEye.com

#amy smart #david barton launch party #davidbartongym #DJ Devin Lucien #samantha ronson #svedka vodka #The Roxy

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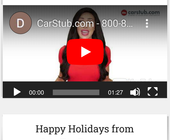

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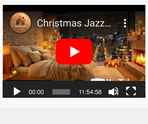

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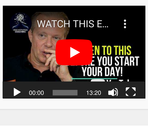

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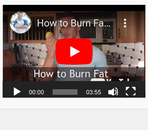

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February 1, 2011

Text: Craig Kellogg

Look Better Naked: David Barton Gym by Studio Sofield

Anderson Cooper, Nate Berkus, and this reporter can't all be wrong. The David Barton Gym rocks. And it's not just the Kiss and T. Rex tracks the DJs spin at the latest New York location while the three of us are working out. . .separately. At 37,000 square feet of smoky mirror and amber lighting, this gym stands out in a city where health clubs often resemble health clinics. "So many other gyms are about fluorescents and Clorox," *Interior Design* Hall of Fame member William Sofield says. Yes, he lifts here, too. Of his five David Barton Gyms in New York, Miami Beach, Chicago, and Seattle, this one was always destined to be the most personal. He's lived in the neighborhood for decades, and Studio Sofield is based here.

To David Barton himself, the new location—four levels in a venerable cast-iron building—suggested 1980's punks squatting in an abandoned church. "I'm obsessed with scale and mood," he says, pointing out the window to the rusting fire escapes and heavy black shutters of an ancient courtyard. "I hope they never fix that up." Not that he and Sofield don't continue to "fix up" the gym interior, an ongoing dialogue. One mural has already been repainted elsewhere for greater visibility, and a pair of highly stylized skeleton chairs disappeared to make way for a snack bar.

Sofield proposed the "bat cave" concept for the men's locker room in the subbasement, where contractors ultimately removed truckloads of useless pipe and outmoded electrical equipment before painting some of the old brick foundation bronze and other parts brown. Both the men's lockers and the women's, on the next basement level up, are walnut-veneered and arranged in bays with vermillion-gelled fluorescents washing the ceiling and a tribal motif on the carpet. The glamour of onyx counters "undercuts the sleaze," he notes.

Wherever possible, he avoids plain painted plasterboard. Asked for a boxing area, he instantly thought: flocked wall covering. "David smiled immediately," he recalls. The fuzzy black-and-white brocade pattern also covers walls in the adjacent corridor, where a niche frames a life-size lawn sculpture of Michelangelo's David. Flooring in most of the corridors is engineered wood with a surface of carbonized larch brushed to reveal virgin springwood. The same planks extend into the basement Pilates studio that Sofield describes as a "Zen dungeon."

The David isn't the only kitsch trophy. Almost all Barton's gyms have a DJ booth, and Sofield suggested housing it inside a giant disco ball. "I don't know why I never thought of that," Barton replied. "I've got one in storage." This relic of the Tuesday parties that his wife, "Queen of the Night" Susanne Bartsch, used to host at the Happy Valley dance club turned out to be the perfect size to park on a stagelike platform left over from the gym's predecessor, Barnes & Noble. The platform is roughly in the center of the wedge-shape top level, by far the largest of the four.

One corner, the former children's reading room, now features the bench presses and free-weight circuits that Barton calls the "clanking iron of World War III." He explains that the steel ballet bar around the perimeter keeps the action a safe distance from the antique heating system set below the huge old windows: "So someone doesn't sit on a hot radiator pipe or fling a dumbbell out." Down the middle of the floor marches a row of structural columns supporting colossal mirrors with charred-looking Goth frames. Anyone standing in front of the mirrors benefits from theatrical spots that highlight every bulge, whether muscle or fat. "If you can't see it, you can't isolate and move it," Sofield argues. Gelled fluorescents, meanwhile, imbue the ceiling with the mystery of black light, even though the actual paint colors are aubergine and smoky cocoa.

He chose high-gloss ultramarine for the ceiling in the lofty lobby. You might not immediately guess that the point of departure for the lobby's industrial beaux arts aesthetic is the Park Avenue Armory, featuring interiors by Stanford White and Louis Comfort Tiffany. However, reverence didn't stop Sofield from wrapping the lobby's columns in hardware-store sisal rope or handing workers circular saws to widen gaps between 10-inch-wide oak floorboards reclaimed from a Virginia army barracks. Furnishings include an ornate antique sideboard from the Black Forest and a turn-of-the-last-century grandfather clock surmounted by a Russian vintage Father Christmas in a flowing red cloak. Year-round.

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WELLNESS

Haute Spots for Your Miami Workout

JUNE 29, 2016 KAREN ESCALERA

Anatomy at 1220 photo courtesy of www.wellandgood.com

By: Jennifer Agress

Once again, it's summer and that can only mean one thing: bathing suit season! This month, add a haute twist to your everyday workout by signing up for classes at some of Miami's most upscale gyms. Below is a list of our favorites for Miami fitness, curated just for you.

Anatomy 1220: Touted as "Miami Beach's most luxurious fitness community," Anatomy 1220 is the brainchild of former NFL player and "Chief Body Architect," Marc Megna. Fueled by positivity, this facility has a full-service gym; a FITLab partnership that offers elite medical testing to help people reach their fitness goals; and a mobile vitamin-infusion service, VitaSquad, designed to increase energy and boost immunity. To round out its services, Anatomy 1220 even has "Sanctuary"; a recovery oasis filled with hot and cold plunges, saunas, and a soothing, eucalyptus steam room.

GreenMonkey Yoga: With locations in South Beach and Coral Gables, GreenMonkey Yoga is one of Miami's hottest yoga studios. Whether you're a novice yogi or an experienced professional, GreenMonkey Yoga lets you continue your practice at your own pace; whether its through power, gentle, Hatha or vinyasa yoga, yoga for kids and more.

SoulCycle Coral Gables/Miami Beach: Becoming the favorite workout of celebrities across the globe, today, more than 13,000 riders take SoulCycle classes everyday to release stress, burn fat, tone muscle, find joy in movement, and change their bodies and lives. With two locations in Miami, one in Coral Gables and another in Miami Beach, riders burn anywhere from 500–700 calories in one 45-minute class, Participants will tone their upper bodies using hand weights and core-engaging choreography, all while "dancing" in a fun-filled, candlelit session on their bikes.

FlyWheel & FlyBarre: With locations in North Miami, Boca Raton and Miami Beach, Flywheel and FlyBarre take you from the bike to the mat to make sure you get the most extensive workout possible. Created by Ruth Zukerman, this one-stop-workout-shop invites you to start with Flywheel, where you'll burn all your calories on a high-speed exercise bike. Then, hop off the bike and move to the floor with FlyBarre, a total-body sculpting class that blends light weight training with core strengthening exercises to give all participants the ultimate toning experience.

David Barton Gym: Powered by the slogan "look better naked," David Barton Gym is Downtown Miami's own nightclub-inspired workout spot. Taking up 35,000 square feet of space, all on the top floor of the Southeast Financial Center's 15th-floor annex, this "gym" has everything from a boxing studio, a basketball court and a squash court, to rock wall yoga, a Pilates studio, and countless classes designed to whip your body in shape.

Barry's Bootcamp: With two locations in Miami Beach and Midtown, Barry's Bootcamp is an elite fitness studio led by Derek DeGrazio. Offering fun, HIIT (high-intensity interval training) workouts, each class includes high-energy bursts of activity, short periods of lower-energy activity and a final "cool-down." Classes last an hour each and are unique to each day; tailored to target arms, abs, butt, legs, chest, back, abs, and full body. With each session, participants can expect to do 25-30 minutes of cardiovascular treadmill routines and 25-30 minutes of strength training with free weights, resistance bands, medicine balls and more. Adding more allure to this studio, Barry's Bootcamp also has a "fuel bar," an outdoor patio, and a shower and towel service.

Orange Theory: Everyone in Miami knows about Orange Theory. Catapulting to fame since the moment it debuted, this one-of-a-kind workout invites men and women alike to push themselves to the limit on treadmills, rowing machines, a weight-lifting station and more. Arming each participant with a heart-rate monitor that lets them know exactly how hard they're working, Orange Theory's signature regimen combines high-intensity endurance, power and strength training with an "after burn" that promises to burn calories and build muscle power long after the workout has ended.

Innergy: To come down from your workout, reward your body with time at Miami Beach's own pure meditation studio, Innergy. With meditation classes guaranteed to relieve stress, this studio is joining a bi-coastal movement of "mindfulness" practiced by rock stars, professional athletes, celebrities and Fortune 500 executives alike. In each 30-45 minute class, a skilled teacher will guide you through the proper steps to calm your mind, relax your body and leave you feeling ready for the rest of your day. There is no special clothing, no gimmicks and nothing needed other than your full body and spirit.

Innergy

And for those of you who belong to the Equinox clubs, try to take in one of the classes of Tania Amthor. Her base is the club at the Equinox on Brickell Avenue in the Four Seasons Hotel. Not only is she a top trainer, but her personality makes the hour fly by.

Tania Amthor, Fitness Trainer

Karen Escalera

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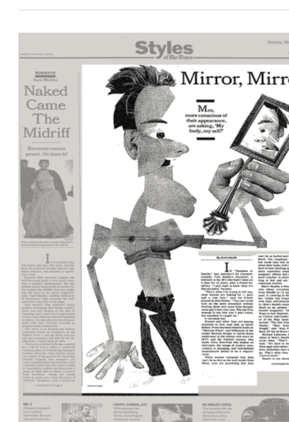
By Dan Shaw

May 29, 1994



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In "Sleepless in Seattle," last summer's hit romantic comedy, Tom Hanks's character, a widower in his 30's who hasn't been on a date for 15 years, asks a friend for advice. "I just want to know what it's like out there," he says.

"That's what I'm trying to tell you, what women are looking for -- pecs and a cute butt," says his friend, played by Rob Reiner. "You can't even turn on the news nowadays without hearing about how some babe thought some guy's butt was cute. Who the first woman to say this was I don't know, but somehow it caught on."

It certainly has.

Women and other men are paying attention to how men look as never before. From the bare-chested studs on "Melrose Place" and billboards of the model Michael Bergin in Calvin Klein underwear to the sinewy rock stars on MTV and the football coaches who hawk Ultra Slim-Fast diet shakes on television, the image of modern masculinity is changing, and well-defined musculature seems to be a requirement.

While women complain that they can't be as thin as the waif-model Kate Moss, men are grumbling that they can't be as buffed and beefy as Marky Mark. The emphasis on appearance has made men feel newly vulnerable about their looks, with increasing numbers of men showing up at department store cosmetics counters, in plastic surgeons' offices and on psychotherapists' couches. In short, they are beginning to feel and act just like body-conscious women.

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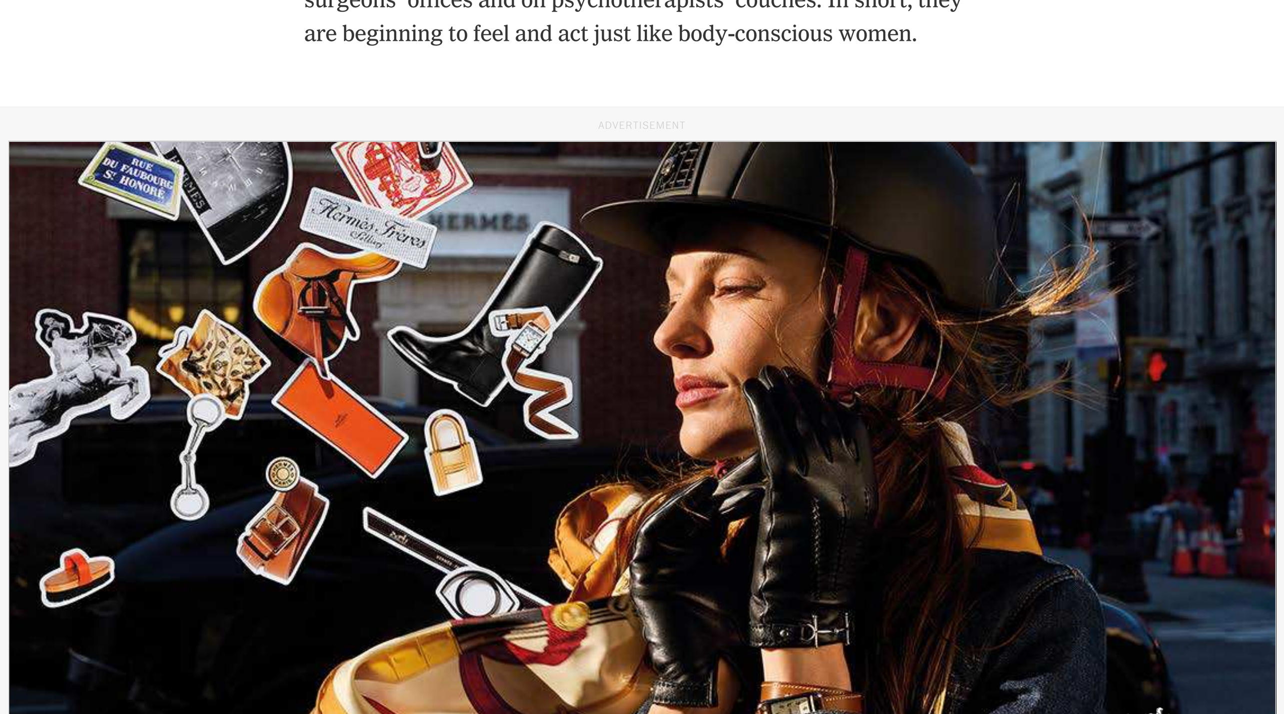

Men's Health, a five-year-old magazine whose circulation has jumped from 800,000 to 1.2 million in the last year, is catering to this growing market. Unlike GQ, Esquire and Details, with their self-consciously hip urbanity, Men's Health resembles nothing so much as an earnest women's supermarket magazine. "Do It Better! 101 Ways to Get Smarter, Stronger, Richer, Calmer and Cooler," reads the cover of the May issue. Other articles include "The One Vitamin Every Man Needs," "Best Exercises to Lose Weight" and "Stay Focused: How to Blow Off the 10 Worst Male Stressors."

Michael Lafavore, 42, the executive editor of Men's Health, is proud of his cover lines. "That's our secret," he said. "We dare to do that. We know what guys care about -- their sex lives, their potbellies, how to get more energy. That's what they respond to on a visceral level."

Health is not necessarily the readers' prime concern. "Men are terrifically vain," Mr. Lafavore said. "There is not much evidence throughout history that men aren't vain. In other times, we wore powdered wigs and knee britches. Men care how they look at the beach. That's supposedly women's territory, but I've seen guys at the beach cover themselves with T-shirts and towels to hide their bodies. Most guys feel no better about being out of shape than women do."

If a man is out of shape, according to the current ethos, he has only himself to blame. "This could be your body," reads the type running over a male model's body in an ad for the Soloflex home workout machine. "Soloflex could be the way."

But for some men, exercise machines could be a dead end. "There are men who no matter what they eat and how hard they exercise will never look like the ideal," said Dr. Kelly D. Brownell, a professor of psychology at Yale University, whose specialty is eating disorders. "There's an illusion that you can look that way, that if you don't you're not trying hard enough, and that the rewards of having an ideal body are worth almost any cost and effort. That lays the foundation for psychological problems."

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Society has made the stakes awfully high. "No pecs, no sex," reads an advertisement for the trendy David Barton Gym in Manhattan. "My motto is not 'Be healthy'; it's 'Look better naked,' " Mr. Barton said.

He practices what he preaches. "I believe in these lines," said Mr. Barton, who has become a cog in the image-making apparatus since many editors and designers work out at his gym. "Being healthy is a nice side benefit. The most potent motivator is vanity. I want people to admire my body."

A lot of men apparently feel the same way. "Most men who exercise want to show it off," said Richard Martin, the curator of the Costume Institute at the Metropolitan Museum of Art, noting the popularity of Gianni Versace's flamboyant, body-conscious fashions. "Boys who believed in superheroes can wear Versace clothing as adults. It's a self-conscious style, one of the most beautiful fashions of narcissism in our time." (Sylvester Stallone, not surprisingly, is a one of Versace's most famous customers.)

Some people, citing the homoeroticism of much of men's fashion and fragrance advertising, believe that a majority of men who devote an inordinate amount of time and money on their appearance are homosexual.

"The gay marketplace has a lot to do with it, but it's trickled down to the heteros," said Christopher Cakebread, an assistant professor of advertising at the College of Communication at Boston University. "People like to look at half-naked people. Society is willing to accept more nudity in advertising, and the advertisers are appealing to a younger group. If you walk down Newbury Street in Boston, you see these heterosexual guys bulging all over the place, showing off their gym bodies. They look like they walked out of the pages of a bad magazine."

Eli Levine, a 30-year-old paralegal in Manhattan who played sports in college, recently joined a gym. "It's definitely a cosmetic thing," Mr. Levine said. "I'm thinking about being in a bathing suit. I want women to accept my body when I take my shirt off. If my body type were what all the models had, I would be very happy not to lift a weight."

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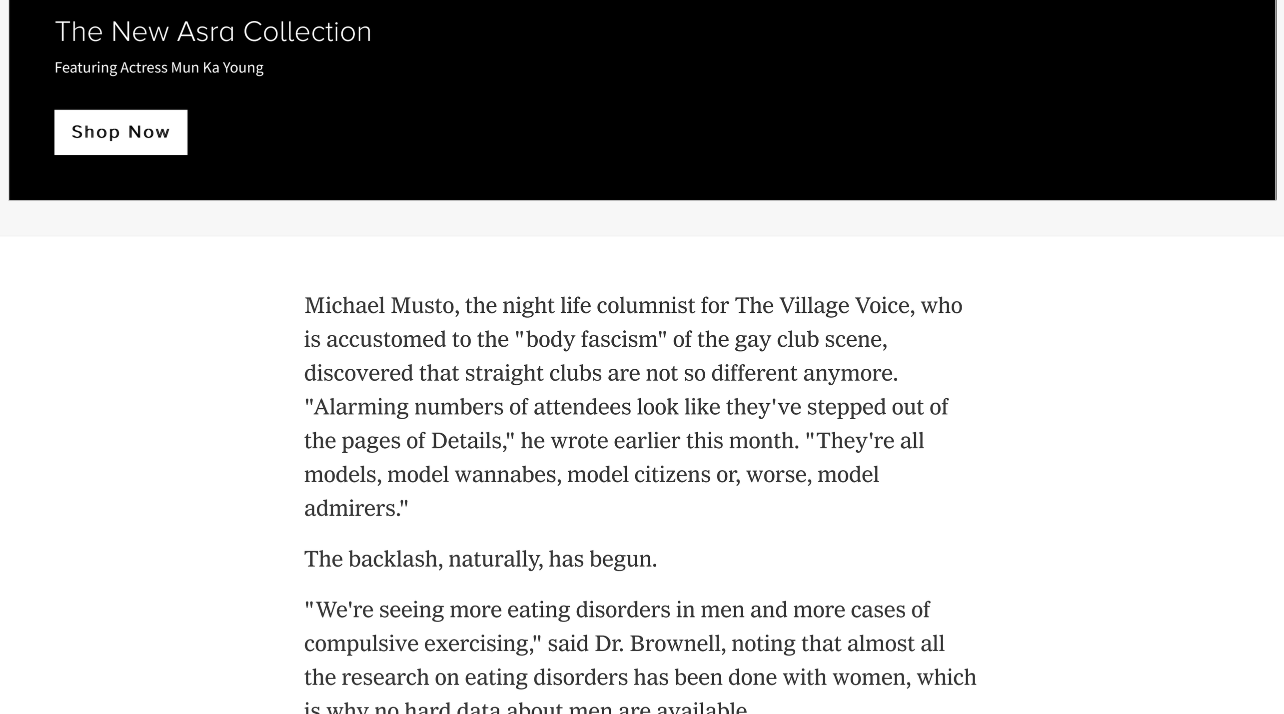

Michael Musto, the night life columnist for The Village Voice, who is accustomed to the "body fascism" of the gay club scene, discovered that straight clubs are not so different anymore. "Alarming numbers of attendees look like they've stepped out of the pages of Details," he wrote earlier this month. "They're all models, model wannabes, model citizens or, worse, model admirers."

The backlash, naturally, has begun.

"We're seeing more eating disorders in men and more cases of compulsive exercising," said Dr. Brownell, noting that almost all the research on eating disorders has been done with women, which is why no hard data about men are available.

But anorexia and bulimia don't affect men differently. "When they have it, they have it just like women," said Dr. James B. Wirth, the director of the eating and weight disorders program at the Johns Hopkins University School of Medicine. "They have the same intensity to lose weight and the same sense of body distortion. They, of course, don't lose their menstrual cycle, but they do lose their sex drive. They are much more preoccupied with muscle definition. The majority are heterosexual. Maybe one in five are homosexual."

Dr. Ann Kearney-Cooke, a psychologist in Cincinnati, who has treated adolescent and middle-aged men with eating disorders, thinks men's increasing focus on their appearance is, in part, a reaction to changing sex roles. "Many men are trying to attain a V-shaped body that is a symbol of masculinity," she said. "Men want to make a statement: 'We may be making the same amount of money, we may be changing diapers, but we are still stronger.' " Or as Mr. Barton put it, "Broad shoulders tapering down to a narrow waist looks hot in any century."

Dr. Kearney-Cooke also believes that men are being told that image reflects character. "Even in politics, it's the development of image that matters," she said. "Many children and adults are more interested in developing an image rather than a self. They think, 'If only I look like him, I'll have the girls after me.' They live in a culture that says, 'Change your body, change your life.' "

Mantras like that can lead to disappointment. "The current female ideal is only apropos for 5 percent of the population, and I'm sure that's the same for men," said Vivian Meehan, the president of the National Association of Anorexia Nervosa and Associated Disorders, a self-help and educational organization based in Highland Park, Ill. The group estimates that as many as a million American men (and eight million women) have an eating disorder.

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When exercising, dieting and body-waxing do not produce the desired results, there is always plastic surgery. According to the American Academy of Facial Plastic and Reconstructive Surgery, men now account for 28 percent of facial plastic surgery, up from 15 percent 10 years ago.

"The men I see are in pretty good shape already," said Dr. Helen Colen, a Manhattan plastic surgeon, who said many of her male patients are getting liposuction for their love handles. "Only when your chest is muscular do you see this tire around the belly."

Her female patients often bring their husbands. "She can't stand his chin or belly hanging," Dr. Colen said. "Women do want their husbands to look good. People don't discuss that, but it's very important."

Men are still reluctant to publicly acknowledge a slavish concern with their appearance. "Guys really care about grooming, but they don't know who to ask for advice," Mr. Lafavore of Men's Health said. "Guys don't talk about this stuff with each other. A magazine is a good forum for this, so you don't have to ask the guy in the locker room whose hair style you admire what mousse he uses."

Jami Morse von Heidegger, the co-president of Kiehl's, a 143-year-old company in Manhattan that packages its skin-care products in no-nonsense bottles, said it never made sense for men to be permitted to lift weights but not to use moisturizer.

"Men are allowed to discuss issues that were once considered women's concerns," she said, adding that 40 percent of Kiehl's customers are men. "They're asking about eye creams. They're learning that their cuticles don't have to bleed all winter. It's really a health issue."

That's open to debate.

"You can claim this is all good," said Dr. Brownell of Yale. "But it's an additional level of personal responsibility that didn't exist before. I think more people have an appearance goal more than a health goal."

Mr. Barton, for one, believes these goals are interrelated. "It may sound corny, but I think someone who looks better will have a better day and maybe produce better work because he worked out in my gym," he said. "Part of it is narcissism, but this self-serving personality trait can be very positive."

But Dr. Brownell said, "When you calculate how many hours people spend working on their bodies, you think how much better off the world would be if they spent the time on charity or reading books or painting."

There are already signs that men are getting more rational about their looks. "Over all, there's a diminishing focus on the perfect body," said Barbara Caplan, a director at Yankelovich Partners, which has been tracking consumer values and attitudes in an annual survey since 1971. "It's not that they don't want to be in good shape, but a sense of reality is creeping in."

Aging baby boomers, she points out, are fighting a losing battle. "If you jog eight miles a day and still have love handles, that means something," she said. "People are reassessing what they are getting out of working out in relation to what they put in."

A version of this article appears in print on May 29, 1994, Section 9, Page 1 of the National edition with the headline: Mirror, Mirror. Order Reprints | Today's Paper | Subscribe

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MORE MEN BELIEVE, ``NO PECS, NO SEX'

BY DAN SHAW New York Times News Service Jun 2, 1994 Updated Jan 24, 2015

Like many women, men are trying to whip their bodies into the Madison Avenue image. And more men are developing eating disorders.

.....*.....

If a man is out of shape, according to the current ethos, he has only himself to blame.

``This could be your body,' reads the type running over a male model's body in an ad for the Soloflex home workout machine.But for some men, exercise machines could be a dead end. ``There are men who no matter what they eat and how hard they exercise will never look like the ideal,' said Dr. Kelly D. Brownell, a professor of psychology at Yale University, whose specialty is eating disorders.

``There's an illusion that you can look that way, that if you don't you're not trying hard enough, and that the rewards of having an ideal body are worth almost any cost and effort. That lays the foundation for psychological problems.'

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Society has made the stakes awfully high. ``No pecs, no sex,' reads an advertisement for the trendy David Barton Gym in Manhattan. ``My motto is not ``Be healthy'; it's ``Look better naked,'' Barton said.

He practices what he preaches.

``I believe in these lines,' said Barton, who has become a cog in the image-making apparatus, since many editors and designers use his gym.

``Being healthy is a nice side benefit. The most potent motivator is vanity. I want people to admire my body.'

A lot of men apparently feel the same way. ``Most men who exercise want to show it off,' said Richard Martin, the curator of the Costume Institute at the Metropolitan Museum of Art, noting the popularity of Gianni Versace's flamboyant, body-conscious fashions.

Some people, citing the homoeroticism of much of men's fashion and fragrance advertising, believe that a majority of men who devote an inordinate amount of time and money on their appearance are homosexual.

``The gay marketplace has a lot to do with it, but it's trickled down to the heteros,' said Christopher Cakebread, an assistant professor of advertising at the College of Communication at Boston University.

``People like to look at half-naked people. Society is willing to accept more nudity in advertising, and the advertisers are appealing to a younger group. If you walk down Newbury Street in Boston, you see these heterosexual guys bulging all over the place, showing off their gym bodies. They look like they walked out of the pages of a bad magazine.'

Eli Levine, a 30-year-old paralegal in Manhattan who played rugby in college, recently joined a gym.

``It's definitely a cosmetic thing,' Levine said. ``I'm thinking about being in a bathing suit. I want women to accept my body when I take my shirt off. If my body type were what all the models had, I would be very happy not to lift a weight.'

The backlash, naturally, has begun.

``We're seeing more eating disorders in men and more cases of compulsive exercising,' said Dr. Brownell, noting that almost all the research on eating disorders like anorexia and bulimia has been done on women, which is why there is no hard data on men.

``When they have it, they have it just like women,' said Dr. James B. Wirth, the director of the eating and weight disorders program at the Johns Hopkins University School of Medicine.

``They have the same intensity to lose weight and the same sense of body distortion. They, of course, don't lose their menstrual cycle, but they do lose their sex drive. They are much more preoccupied with muscle definition. The majority are heterosexual. Maybe one in five are homosexual.'

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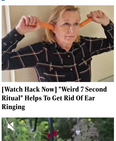
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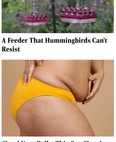
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FEATURES

David Barton

The New York gym guru tells Magali Robathan how working out saved his life, why filing for Chapter 11 bankruptcy has been a positive move, and about opening his first gym with a bag full of cash

By Magali Robathan, CLAD mag

Published in Leisure Management 2012 issue 3

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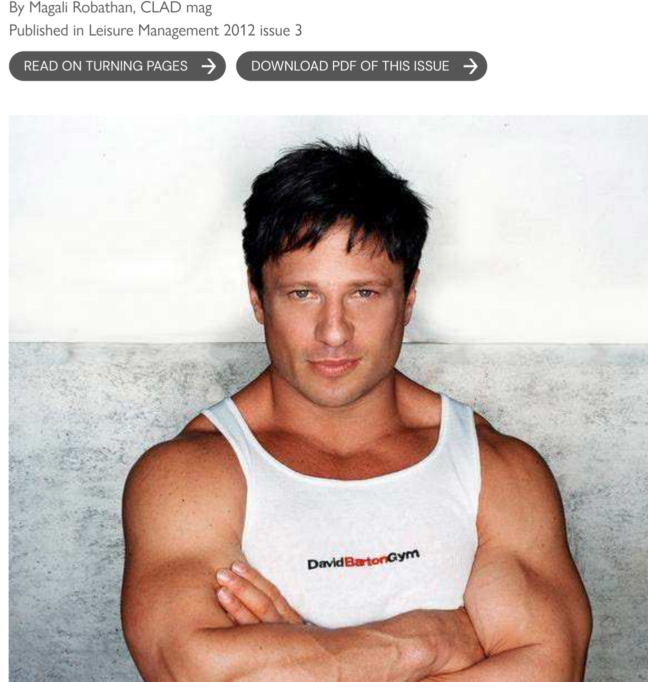

David Barton started his career as a personal trainer / *PHOTO: Michelle Hood*

David Barton grew up in Queens, New York and opened his first gym in Chelsea, New York in 1992. The fashionable, design-led club was an instant hit, attracting fans including Sandra Bernhard and designer Thierry Mugler with its tagline of 'Look Better Naked'. It was followed by a second club in New York in 1995, and a third in Miami the same year. Further clubs followed in New York, Chicago, and Seattle, and celebrity clients included Renee Zellwegger, Rachel Weisz and Daniel Craig. However, last year David Barton Gyms' parent company, Club Ventures, filed for Chapter 11 bankruptcy in order to restructure an estimated $65m of debt. The company emerged from Chapter 11 earlier this year, after teaming up with Meridien Sports Club in an operational partnership to open two new gyms in Los Angeles and one in Las Vegas this summer. Here, David Barton answers our questions about the highs and lows of his career so far.

How did you first get into health and fitness?

I stepped into my first gym when I was about 11. I went to this real hardcore basement gym with the boyfriend of one of my older sisters. It was this dank, sweaty basement; I could smell the iron rusting and muscles being ripped apart. It was just this incredible place; cops working out next to drug dealers. I fell in love with it and didn't ever want to leave.

There was this camaraderie in the gym; it didn't matter what you did on the outside, it was just a matter of how strong you were. It was an amazing sort of democracy, and a little counter-culture of people who were into lifting weights.

Going to the gym became very important to me. I was getting into quite a bit of trouble and I think working out really saved my life – that's why it means so much to me today. It made me healthy and gave me focus and discipline. Working out is a real foundation for my way of life.

Tell us about opening your first gym. How did that come about?

I graduated from Cornell University and got a job as a personal trainer, which paid me very little. I realised that I wanted to figure out a way to spend my time in the gym, so I started my own personal training business. I became very successful as a personal trainer, worked all hours and saved all my money until I had a bag full of cash.

I thought that there was a market for an alternative to the gyms out there at the time. In the early 1990s, there were a lot of people with more taste than money. It wasn't so much about a luxury product as something that people who had taste would respond to.

I pounded the pavements and called people and crashed parties and knocked on doors and did everything I could for years to try to get a location and raise money. In the end I saved most of the money myself through training people, got a couple of other people to kick in a few dollars and found somebody to rent me a space that he didn't know what to do with.

With the little money I had, I built a gym. I couldn't really afford contractors or architects so I did it all myself. I bought light fittings from stores that were going out of business in the neighbourhood and spray-painted them, I found ways to get exercise equipment cheaply. I slept on the floor of the gym while we were building it so that every penny could go into the business. I just wanted to get the doors open of that one gym. I did, and it was a huge success.

What did it offer?

My first gym, in Chelsea, New York, offered an alternative to the suburbanised, commercial health clubs around at the time. Working out was considered to be very uncool; I opened it up to the fashionistas and the people who didn't like gyms but would go to one if it were cool and tasteful.

The design of gyms was really antiquated back then. I didn't have money to build anything palatial – it was very pared down, very simple, but was actually very beautiful in its simplicity. The music was great and we had great staff. I hired the staff myself, I trained them and dressed them and made them look cool. They were people you'd want to hang out with. It was also the first gym I'd seen that had trainers who could really change your body.

When did you open the next gyms?

Three years later I opened a gym in Miami in the Delano hotel and another one on the Upper East Side in New York. Each market is different. The Miami club was really for the jet set [this later moved from the Delano hotel to the Gansevoort South]. The Chelsea gym really put me on the map. With the Upper East Side club I really wanted to build on the personal trainer business – attracting the Upper East Side clientele was quite a different proposition. I had more money to do that, so it really was another experiment in creating an environment that the neighbourhood would respond to.

How would you describe the décor of your clubs? How important is their design?

I don't think it's so much about décor as about emotion. I'm trying to get an emotional response from members and trying to stimulate their imagination. I try to get them to really focus on how they can look at the end of the process [of getting fit]. I'm in the business of selling something a lot of people don't really like. They don't really want to exercise but they love the results they can get and they love the idea of having a new body.

When someone new comes in they tend to imagine how they will look on day two. We really try to get their imagination stimulated, to help them to think about how they will look three months down the line.

It's a sexy environment in our gyms, it's stimulating and it's fun. It's also comfortable and inviting – people want to stay there and hang out.

I've got to draw people in and make them have a good time while they are there and also make them really want to exercise. They should enjoy doing it and feel good about it. I want members to think about those changes to their body and their goals, what they want to look like and what they are trying to achieve from working out.

Why do people love your clubs?

It's like going to a great party – my gyms have got great people, great surroundings, great music. You get high on endorphins, but instead of waking up with a hangover you wake up and look in the mirror and you look better naked. Who wouldn't love that?

You went into Chapter 11 bankruptcy last year. Have you now emerged from this?

Yes, we emerged from Chapter 11 earlier this year after six months.

Why do you think you went into Chapter 11?

We were in part a victim of bad timing, expanding during a time when the economy was changing drastically. Chapter 11 was a difficult thing to go through, but we've come out with a much healthier business. It helped us to restructure. Luckily my members and investors stuck with me through the process, so in the end it was a very positive thing for us.

We teamed up with Meridien on the three new locations and we hope to do more with them. It's been a great partnership so far. Right now, it's just an operational partnership. Meridien is not a capital partner.

You've just opened a club in Las Vegas and are opening two more in LA this summer. What can we expect from the new clubs?

Our new club in Las Vegas is beautiful, people love it. Los Angeles is a great market for me. I'm a New Yorker but I've always dreamed of having gyms in LA – it's where this whole workout thing started. The new clubs will be more of the same – I try to create gyms where people will feel sexy.

How have you funded the new clubs?

Through our investors, who have been with us right from the beginning. I don't want to name them right now.

What are your plans over the next 12 months?

I'm looking for locations in Las Vegas, which I think is a great market and a great opportunity. I'm always looking in New York, but the real estate market here is a lot tougher than in LA.

We're also looking in some secondary markets, including Chicago.

How many David Barton clubs would you like to open?

I think over the next couple of years we'll get to 15 and see how it goes.

Would you ever think about opening gyms outside of the US?

I have got a lot of calls from real estate developers, investors and operators in other countries. Certainly it's an exciting consideration and I'm open to it. I think there are a lot of places where the concept could do so well – it's just about finding the right deal and the right opportunity. I definitely think it's on the horizon.

How are you going to celebrate David Barton Gyms' 20th anniversary?

I'm going to have a huge workout and then throw a big party in one of my gyms. We're well known for great parties and this will be no exception.

What motivates you?

My son is 18. The other night I went to a dinner for parents of kids about to graduate. I see this next generation and I feel that what we do is so important. Fitness will hopefully save the ever-declining health of my country. Here food and inactivity is killing people. I'm really motivated to set the bar high and to make this business about quality and professionalism.

It's not out of reach for anyone to be healthy, to feel good and to have the body they dream of having. Our trademark tagline is 'look better naked', and I'm not ashamed of how shallow that may sound. I really do believe that when somebody works out in my gym and feels good in their body they leave here and become a better lawyer or politician or artist or whatever their contribution to the world is. I'm motivated by trying to make an impact on my little corner of the world.

How would your friends describe you? And your critics?

My friends would describe me as someone who loves to have a good time. I love what I do, probably because most of the time I do what I love. My life is filled with things that I love; I love my business, I love being in the gym. I live a charmed life.

I don't know what my critics say, because I don't speak with them.

What do you do for pleasure?

I'm a musician – I play the drums. I've played in a lot of punk rock bands, and right now I'm in a band called the Liquid Blonde, which plays electronic rock. They are great and I think they're going to do really well.

I love hanging out with my son, while he will still hang out with me. I also love spending quality time with my schnauzer, Bippy.

What's your favourite film and book?

I have to read so much about exercise science, just to keep up on it, as I still work a lot with the trainers. I read a lot on biochemistry, movement science, neuroscience and everything that relates to exercise. My all time favourite book is Crime and Punishment though. I've probably read it 20 times.

My favourite movie ever is Barry Lyndon, Stanley Kubrick's epic period piece. It's really a film-making masterpiece – he used genuine antique costumes, and filmed the candlelit scenes without using any artificial light. It's like a work of art.

What have been your highest and lowest points?

My highest point was opening up my first gym. I fought so hard for it. I started out without two pennies to rub together, and there I was opening up this gym, which was my dream. It was just the greatest business high.

As for the lowest point, I can't think of one. Since opening my first gym, there have been a lot of struggles, but there's never been anything that I didn't think I could resolve. I'm a very positive person and I never get that down.

TIMELINE

David Barton - Gym openings

- 1992 - Chelsea, New York
- 1995 - Upper East Side, New York
- 1995 - South Beach, Miami
- 2005 - River North, Chicago
- 2009 - Bellevue, Seattle
- 2009 - Astor Place, New York
- 2012 - Tivoli Village, Las Vegas
- 2012 - West Hollywood, Los Angeles
- 2012 - Century City, Los Angeles

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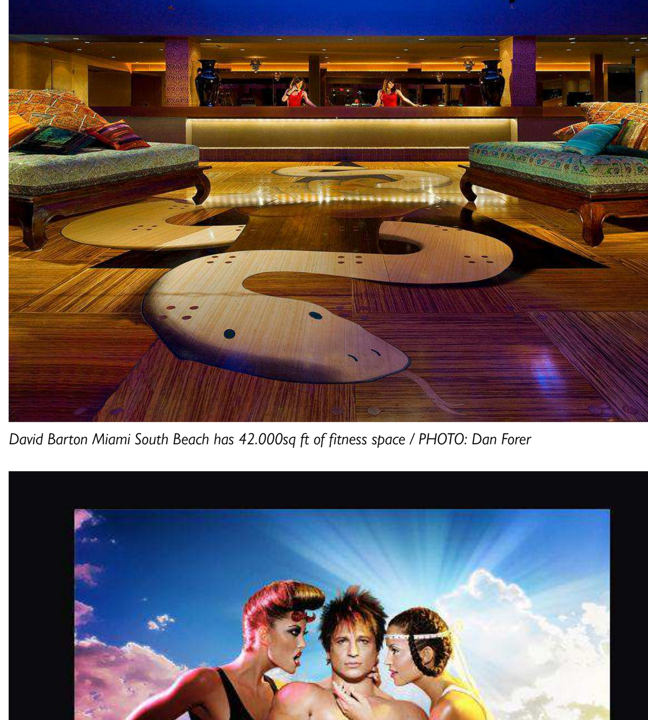
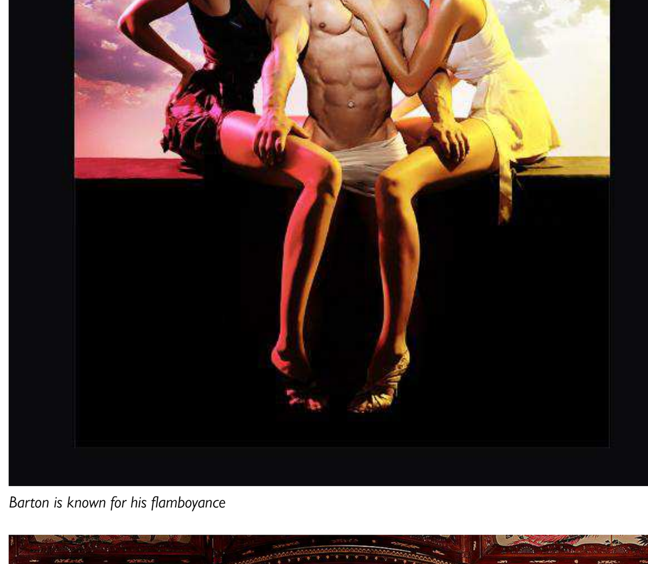
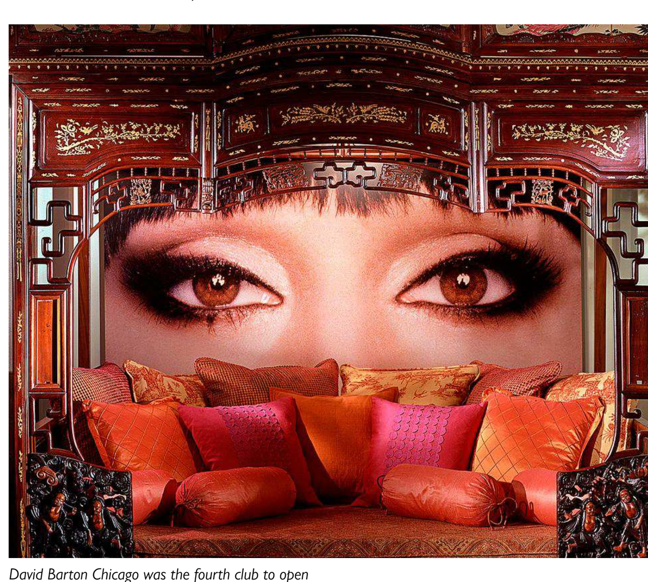


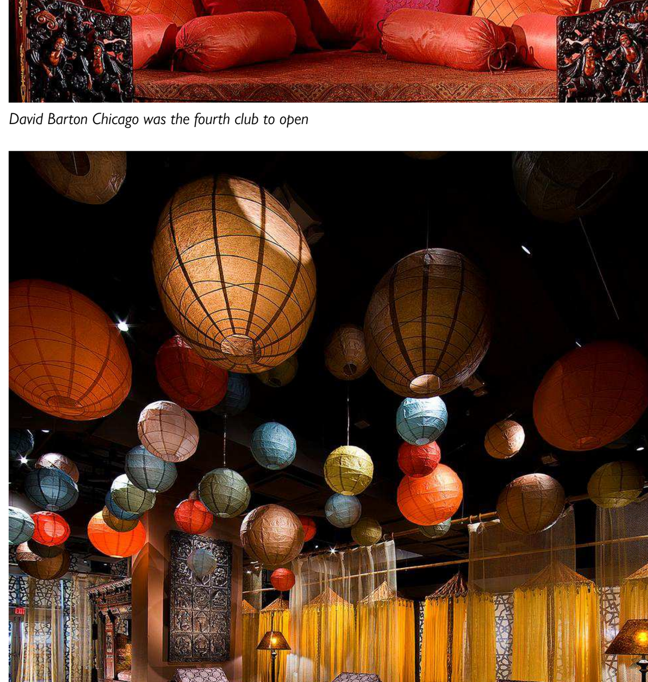
David Barton Miami South Beach has 42.000sq ft of fitness space / PHOTO: Dan Forer



Barton is known for his flamboyance



David Barton Chicago was the fourth club to open



The David Barton Spa at the Perry hotel in Miami features 10 treatment rooms / PHOTO: Dan Forer

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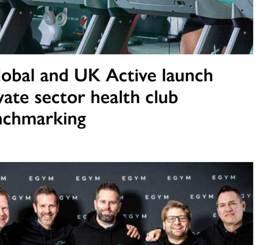

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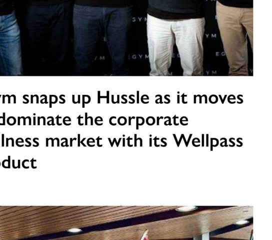

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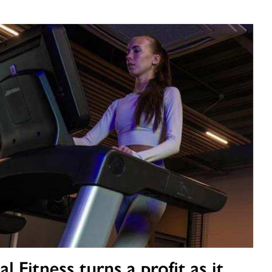

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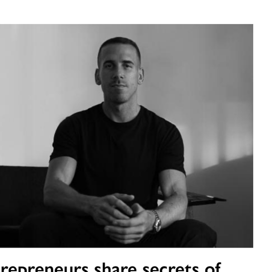

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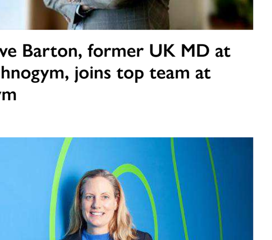

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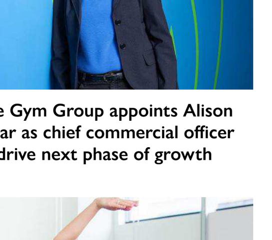

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PROPERTY & TENDERS

30 acres at Clays Lane, Debden Green, Loughton
Location: Loughton, IG10
Company: Knight Frank

Tender: retail units at The Engine Yard, Belvoir Castle
Location: Grantham, Leicestershire
Company: Belvoir Castle

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FIBO Global Fitness
Exhibition Centre , Cologne, Germany

22-24 Apr 2024
UK Aufguss Championships
Galgorm Resort, York,

10-12 May 2024
Asia Pool & Spa Expo
China Import & Export Fair Complex, Guangzhou, China

23-24 May 2024
European Health Prevention Day
Large Hall of the Chamber of Commerce (Erbprinzenpalais), Wiesbaden, Germany

30 May - 02 Jun 2024
Rimini Wellness
Rimini Exhibition Center, Rimini, Italy

08-08 Jun 2024
Global Wellness Day
Worldwide, Various,

11-13 Jun 2024
World Festival
Raffles City Convention Centre, Singapore, Singapore

12-13 Jun 2024
Elevate
ExCeL London, London, United Kingdom

03-05 Sep 2024
ASEAN Patio Pool Spa Expo
IMPACT Exhibition Center, Bangkok, Thailand

22-25 Oct 2024
Interbad
Messe Stuttgart, Germany

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Global Wellness Summit (GWS)
In person, St Andrews, United Kingdom

MORE DIARY DATES

balanced body

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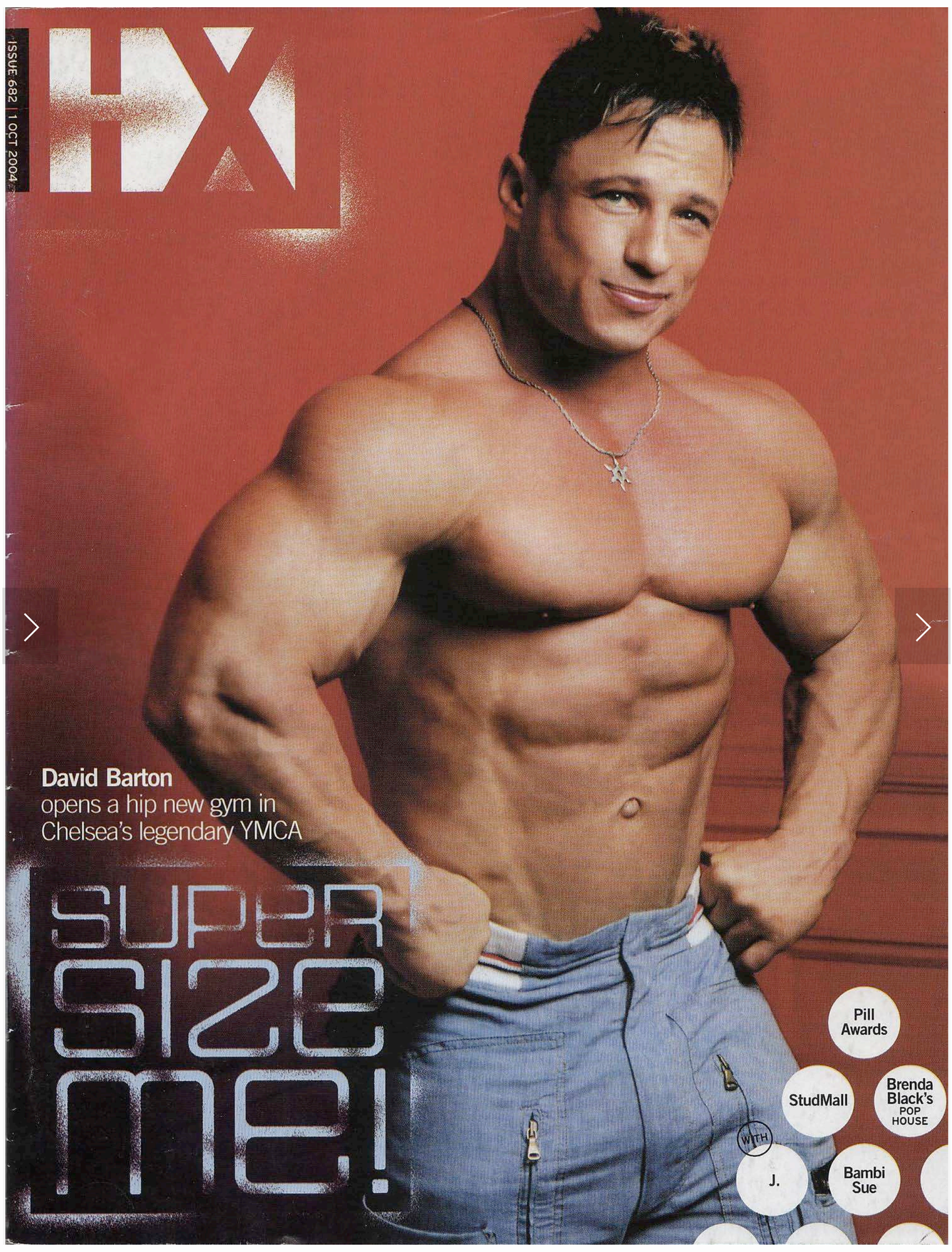

Posted
October 1, 2004

Author
Brandon Voss

Categories
HX Magazine

Tags
David Barton, Cover Feature

0 Likes

David Barton: Hang Out With All the Boys

Young man, there's no need to feel down! David Barton reopens his popular downtown gym in Chelsea's famed YMCA building.

By Brandon Voss

A Cornell-educated champion bodybuilder and fixture of New York's famed late '80s/early '90s club scene, David Barton reinvented the fitness industry at a time when going to the gym was uncool. "There was a backlash from the big gym scene of the '80s, with Jane Fonda and Jamie Lee Curtis in *Perfect*," he explains. "I loved the gym, but the people I knew from the nightclubs wouldn't be caught dead there. I wanted to make it okay for cool people to go to the gym again." By shying away from neon, leg warmers and pretension, Barton managed to bring fitness back to Manhattan's underground culture with the opening of his first Chelsea gym in 1992.

The highly successful David Barton Gym outgrew its former home on Sixth Avenue and 15th Street long ago, but the answer to expansion was right under Barton's nose all along — literally. "I've looked out at the Y from my Chelsea Hotel window across the street for year. I've always dreamed about doing something with that building." Now, the landmark McBurney YMCA that inspired the Village People (and once housed Andy Warhol, Keith Haring and Al Pacino) celebrates its 100th birthday by welcoming a new tenant, which celebrates its grand opening September 28. At 30,000 square feet, the gym has more than triple the space of the old location. "I want my gyms to speak the language of the neighborhood and clientele, and this place definitely has a classic downtown Chelsea vibe," Barton says.

Vision Quest

"I wanted to create a fantasy of what the YMCA could've been like by mixing the old and the new," Barton begins. Along with architecture studio Bonetti/Kozerski — most noted for their work with Donna Karan and Diane von Furstenberg — Barton exposed the bare bones of the building and added modern textures, but kept many of the original details. "It's basically the old YMCA on acid," he laughs. "I wanted an energy that would get your heart pumping before you even hit the treadmill. But at the same time, I wanted people to feel at home, relaxed, like they were in their own living rooms." If your apartment contains multiple plasma screen TVS and floors made from Italian shoe leather, he's more than succeeded.

Aside from skylit yoga and fitness studios, the main level features seemingly endless rows of cardio machines and Life Fitness treadmills with built-in TV screens. Around the bend is Pure Juice and Takeaway, a raw cafe and juice bar from Pure Food and Wine's executive chef Matthew Kenney, and a retail area selling David Barton's exclusive Look Better Naked exercise apparel. Home to the salvaged exterior YMCA sign, the lower level boasts an expansive collection of Hammer Strength weight machines and has a mezzanine devoted to free weights and dumbbells. Along with faux sun and moonlight streaming through the windows, a DJ and dramatic graphic projections offer a full sensory experience. Climb the 100-year-old spiral staircase to access the locker rooms, featuring dark walnut locker doors and dream bathrooms with travertine marble and oversized shower heads. Next to the immaculate steam room is Barton's favorite amenity, the co-ed Russian Baths. A more comfortable cross between a dry sauna and a soggy steam room, these baths feature a river stone floor, porcelain subway tiles and amber mood-lighting. This little oasis is also the first in town to offer Bumble & Bumble hair products and the Malin and Goetz skin care line.

Boys make passes at guys who takes classes

Along with state-of-the-art equipment, DBG also prides itself on the reputation of personal trainers who share Barton's passion for body-sculpting. "I only hire those who look at personal training as a career," he explains, "not just a pit stop between acting jobs." And you won't find aerobics instructors or corny theme classes like strip-aerobics here — "If you want to be a stripper, go dance on a pole and get paid for it" — just basic, focused cardio geared to improve the body. Barton, a yoga enthusiast, has also entrusted yoga guru John Kavanaugh to head a unique program that requires separate membership. With an impressive average of eight years experience, Barton's handpicked instructors are the first in New York to offer Forrest Yoga, a challenging core-focused practice that's currently sweeping the West Coast.

Representin' and keepin' it real

With locations in Miami and on the Upper East Side open since 1995 — as well as branches opening in Chicago and in Midtown's Hudson Hotel next year — David Barton Gym seems poised to take over the fitness world. But, just as he originally started out as an alternative to those big commercial chains, Barton still has no desire to be on every corner. "I can't be everything to everybody," he concedes. "I want each place to be unique and special. Places like NYSC offer convenience, but I believe in quality over quantity."

Despite such high standards, David Barton Gym is still surprisingly affordable. Barton explains: "I open gyms for people with more taste than money." Even so, you're likely to see chic celebutantes like Amanda Lepore perspiring — nothing so vulgar as sweating — beside the likes of Susan Sarandon, Calvin Klein, Isabella Rossellini and P. Diddy. You might even spot Barton's wife, notorious party promoter Susanne Bartsch, or their 10-year-old son Bailey working out beside his proud pops. But Barton insists that his gym isn't merely a place to see and be seen. "It's a serious gym. Working out is a social activity in and of itself, but there's no cruising on the machines and guys checking out the action." Um, really? "Okay, there's some. But it's not overt." Guess we'll just have to see for ourselves.

HX, October 2004.

Newer: Amber: Amber's World / Older: Paul Pecorino: Do the Time Warp (Again)

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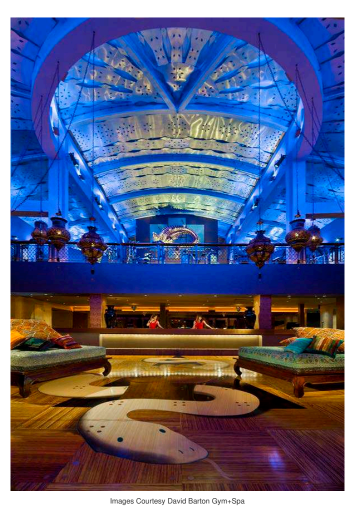
G.P.S ▶

David Barton—Now A Spa



Images Courtesy David Barton Gym+Spa

+ Story by Joseph Alexiou David Barton is the gym-empire genius who pioneered the brilliant slogan "look better naked," appealing to whole segments of the gay community (despite his being straight, and married, with a kid). Now he's moved down south, and brought a spa with him.This past November, Barton opened a new location at South Beach's beautiful new Gansevoort Hotel. But unlike all other previous locations, the 45,000 sq. ft. DavidBartonGym+Spa, is both a workout center (the first 10,000 square feet) and a beautifully designed luxury spa stocked with products from Sonya Dakar, Ling Skincare, and Jessica Nails. Designed by Studio Sofield, metal lattice covers the domed ceiling, there are Chinese wedding beds, sculptures, and hand-stenciled wall decorations. Apparently created in the name of vanity, "this spa is for people who need to recover from the night before and get them looking as good as they can for the night ahead." according to Barton. I believe this deep insight into our psyche gets him honorary gay membership.The tongue-in-cheek treatment names also have great appeal: "**the Cougar**," is an anti-aging facial treatment (ultrasonic exfoliation, lymph drainage, extractions, light therapy, a customized ginseng mask and a penetrating Freeze Serum, all for $275); "**Hot Pants**," exfoliates, tightens, and tones your "booty and thighs," ($190); while the "**Barton Detox**," is a heavy duty massage with elements of shiatsu and Swedish techniques, applied with a "spicy detox oil" ($275). For those queer travelers heading to South Beach in search of decadence and the good life, the Gansvoort is probably your best bet, and a day in this shrine to "outer beauty" will have you ready for that night time heat.

BY OUTTRAVELER STAFF

MARCH 11 2009 4:50 PM EST

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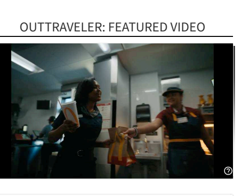

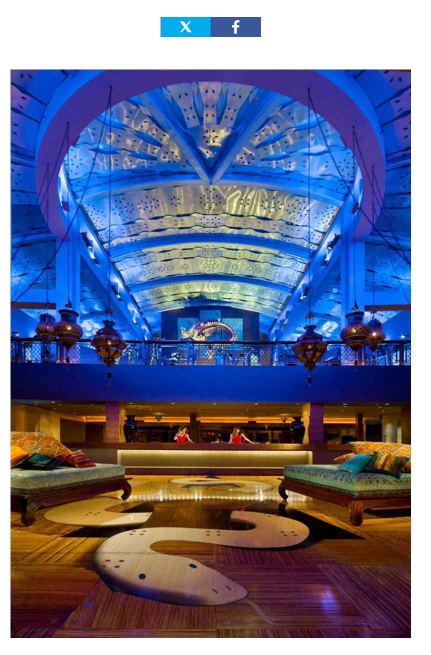

Images Courtesy David Barton Gym+Spa

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For those queer travelers heading to South Beach in search of decadence and the good life, the Gansvoort is probably your best bet, and a day in this shrine to "outer beauty" will have you ready for that night time heat.

Images Courtesy David Barton Gym+Spa

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Fitness centers like 24 Hour Fitness are filling vacant spaces in shopping centers

Originally published March 4, 2010 at 10:00 pm | *Updated March 5, 2010 at 3:12 pm*

Amid a widespread pullback in consumer spending, shopping centers are turning to fitness centers as retailers close stores or stop expanding.

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By Amy Martinez and Melissa Allison

No longer the 90-pound weakling of the commercial real-estate market, fitness centers are muscling into prime shopping space ceded by traditional retailers.

"We have a joke in our industry that the way you know a shopping center is in trouble is if it has a wig store and a nail salon," said Jeff Green, a San Francisco Bay Area retail consultant. "Fitness centers are somewhere between that and traditional retail."

Now though, amid a widespread pullback in consumer spending, shopping centers are turning to fitness centers as retailers close stores or stop expanding.

The vacancy rate for retail properties in the Puget Sound region topped 6 percent in 2009, up from 4 percent in 2007, according to Pacific Real Estate Partners. In the past two years, the region's average annual asking rent has dropped 18 percent to $19.31 a square foot.

Last week, 507 Northgate and 24 Hour Fitness signed a deal that paves the way for a new, 45,000-square-foot gym below 160-plus apartments near Northgate Mall.

"A lot of retailers don't like the co-tenancy of fitness centers because they can be parking hogs," Green said. "But now, retailers don't mind the co-tenancy because they need the traffic. They'd rather see a full box than an empty box, and there aren't many retailers to fill boxes these days."

A year ago, L.A. Fitness, a privately owned chain based in Irvine, Calif., opened a 55,000-square-foot gym in Seattle's Ballard neighborhood.

David Barton Gym, a New York-based operator with the motto "Look Better Naked," opened a 38,000-square-foot fitness center at The Bravern in Bellevue, filling about 12 percent of the new development's retail space.

And in downtown Seattle, Gold's Gym is due to open this month at Rainier Square, taking 13,000 square feet formerly occupied by a home-décor store and art gallery. Rainier Square marks the sixth location for Gold's Gym franchisees Mike Williams and Paul Spears, who plan a seventh location elsewhere in Seattle soon.

"Our parking consumption used to be a negative," Williams said. "But now we're a positive."

For some gym-goers, bad economic times can be a reason to keep up their membership.

"It's certainly a way to manage stress," said Tom Thoreson, real-estate director at 24 Hour Fitness. "Business is good, and our membership base is stable."

Still, some fitness-center operators have been hit hard by the recession, even if as a whole they're not the hardest-hit retail tenants.

Chicago-based Bally Total Fitness emerged from bankruptcy last year after seeking protection from lenders in late 2008, its second Chapter 11 filing in less than two years. New York-based health-club operator Crunch Fitness also went through bankruptcy last year.

Meanwhile, competitors such as Anytime Fitness and Snap Fitness have expanded with smaller gyms in strip shopping centers.

Anytime Fitness, of Hastings, Minn., has 37 Washington state locations and plans eight more this year. A membership typically costs $35 to $40 a month, though dues vary depending on the site. Snap Fitness, of Chanhassen, Minn., has 17 locations statewide and plans nine more within a year.

"Gym memberships have been some of the last things to go" in the recession, said Green, the retail consultant.

"That's partly because the dues that older members pay probably are less than what they would pay if they were to cancel and rejoin when the economy is better," he said. "Also, it's still a pretty cheap form of entertainment."

Privately owned 24 Hour Fitness, of San Ramon, Calif., opened its 17th Seattle-area location last month in Issaquah, taking about 46,000 square feet at the new Overlake Center.

Its 507 Northgate location is scheduled to open in late 2010, joining a Jimmy John's sandwich shop and Sprint store at Fifth Avenue Northeast and Northeast Northgate Way. (No word yet on what 24 Hour Fitness will do with a smaller, nearby location.)

Originally, Circuit City and OfficeMax were supposed to divvy up the space at 507 Northgate, but Circuit City went under, and Office Max wanted out after the economic free-fall of 2008, said Kevin Wallace, president of development firm Wallace Properties.

"Suddenly, we were left with a big empty space in the worst recession since the Great Depression," he recalled. Although Wallace did not disclose the deal's financial terms, he described it as mutually beneficial.

"We end up with a world-class fitness center under our apartments," he said. "And they end up on one of the most visible intersections in Seattle."

— Amy Martinez

Tidbits

Starbucks explained CEO Howard Schultz's $12.1 million pay package in a Securities and Exchange Commission filing Thursday, after requests from institutional investors and an institutional shareholder advisory service. The filing addressed a $1 million discretionary bonus given by the board after Schultz was left out of the regular bonus plan. He merited the bonus because he exceeded the board's expectations, the filing said, citing among other things Starbucks' 21 percent boost in earnings-per-share and $580 million in cost savings during fiscal 2009. *— MA*

Consumers Union released a new poll showing that 66 percent of organic-food consumers are concerned about genetically engineered ingredients in organic food. Half of those who don't buy organic food are concerned about genetically altered ingredients, the nonprofit publisher of Consumer Reports said. It urged the U.S. Department of Agriculture to consider those results in deciding whether to allow genetically modified alfalfa on the market. A public comment period on genetically altered alfalfa ended Wednesday. *— MA*

Value Village has opened a new, 25,000-square-foot store formerly occupied by QFC in the Crown Hill neighborhood of Seattle, just north of Ballard. The store, at 8532 15th Ave. N.W., replaces a smaller Value Village location in Crown Hill. It's described as the largest Value Village store in the Seattle area and features a large mural by Ballard artist Ryan "Henry" Ward. *— AM*

Local jewelry and Mexican décor shop Cintli has moved to a larger location at Seattle's Pike Place Market. Owner Beto Yarce opened at Pike Place in 2003. The new location is a few doors south of the old site. *— AM*

The Washington Beverage Association said it does not oppose a proposal by House Democrats that would remove the current sales-tax exemption for bottled water. The group's president called it a good compromise, and said Gov. Chris Gregoire's proposal to include a 5-cent-per-12-ounces excise tax on carbonated beverages and a 1-cent-per-ounce on bottled water would be devastating to the industry, suppliers, retailers and consumers. *— MA*

Retail Report appears Fridays. Amy Martinez covers goods, services and online retail. She can be reached at 206-464-2923 or amartinez@seattletimes.com. Melissa Allison covers the food and beverage industry. She can be reached at 206-464-3312 or mallison@seattletimes.com.

Seattle Times business reporter Eric Pryne contributed to this story.

Amy Martinez

Melissa Allison

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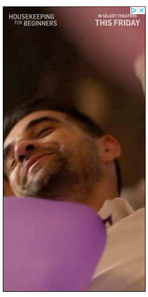

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Getting to Know David Barton Gym

By **Michael** on August 14, 2009 in Entertainment, Shopping

In February 2008 David Barton Gym was announced as one of the first tenants at *The Shops at The Bravern* in Bellevue. Fast forward to now, and they are less than 30 days from opening!

The popular and highly anticipated David Barton Gym will occupy an enormous 40,000 square feet on 2 levels at The Bravern. The gym, looking more like a sophisticated night club, will feature a large training floor, 4 large group training rooms for spinning, group exercise, yoga, and Pilates, a dedicated cardio area with almost 100 pieces of equipment, a locker room with steam rooms, and even a daycare service. Also for members parking validation is free.

One of the biggest differentiators for David Barton Gym will be its jaw-dropping interior design. This isn't your typical gym; the interior has been worked on by the award-winning design firm Studio Sofield. Each of David Barton's gyms reflects the distinctive personality of the region. The Downtown Bellevue location will be no different and will incorporate a Northwest contemporary design twist.

David Barton Gym is new to the West coast, but has quite a loyal and long time following on the East coast in New York, Miami, and Chicago. David's gyms attract many A List celebrities such as Alex Rodriguez, Russel Simmons, Ellen DeGeneres, Cindy Crawford, Vera Wang, Calvin Klein, Will Smith, Uma Thurman, Jamie Fox, and George Clooney to name a few! Those familiar with the brand know that David Barton Gym makes the promise to make you "look better naked."

David Barton Gym currently has a pre-opening special for their Bellevue location with a lower monthly rate and $0 initiation fee, for those who sign-up before opening in September.

This month a third New York location opened in Astor Place. Below are some pictures of the exceptional amenities and unique design at the Astor location.

Tags: David Barton Gym

Written by **Michael**

Michael is the founder of the Downtown Bellevue Network. He grew up in Bellevue. In his spare time you can find him working at coffee shops, playing with new gadgets, and watching sports.

26 COMMENTS

LD
August 15, 2009 at 11:50 am

The photos and advertisements for this gym (with overly make-upped models) looks a little weird for my taste. It seems like working out is not the top priority for people joining this gym.

Jessica
August 15, 2009 at 5:24 pm

I lived in NYC for a few years and worked out at two of their gyms. I can tell you from first hand experience that these gyms are ALL about working out, expec. with their trainers. There was always great energy and members were very friendly. The gyms themselves are works of art and I think they just like to have fun and are creative with their advertising.

DT
August 17, 2009 at 8:20 am

Looking forward to it!

BellevueJohn
August 17, 2009 at 6:24 am

What is the price range of the dues?

SKL
August 17, 2009 at 8:27 am

Last I heard, the opening specials are in the $90-$100 per month range. Great to hear from Jessica that these are fun places to work out. I joined and am looking forward to the opening day!

Denise
August 17, 2009 at 10:25 am

Interesting title, Michael. Where have I heard that before? 😉

Jojo
August 18, 2009 at 6:09 pm

Any pictures of the Bellevue gym??

TJ
August 26, 2009 at 8:21 pm

I agree with LD, this is definately a gym for people that like to look in the mirror, rather than work out (or hope that someone is looking at them!) Perhaps this will serve as a magnet for these types of people so all the real gyms on the eastside will be that much nicer to go to.

Ken Lamont
August 26, 2009 at 5:13 pm

This place would be better without the attitude, no thanks for me.

cpl
September 7, 2009 at 10:54 am

I wish I were here year round! Looks fabulous! I WANT SOME!

Jesse Ward
September 10, 2009 at 4:13 pm

I guarantee that no one in truly great shape has ever come out of one of these gyms. I suggest checking out CrossFit.com – forging elite fitness. Forget the glitz, do some cleans and deadlifts, and pull-ups.

Disappointed
September 18, 2009 at 7:10 pm

Attitude and Disrespect!! is all that I can say about this place.

I signed up for DB gym, was looking forward to work out there. I was advices by sale person that I can stop by and check place any time after 09/17 but she suggested coming after 09/14. I understood that they were really busy and decided to come as she suggested. Went there on 09/17 and person that works at door didn't let me in. After I tried to explain him that I am already member and just want to check out the place and will not quote he kept giving me an attitude and saying that they private event and that members are not allowed, that will be understandable if manager didn't called me day after to apologize and told me that she doesn't understand why they didn't let me in since they were letting members in.
Why do I need to pay them so much money and being treated disrespectfully and with attitude. I will be going back to LA Fitness where I had membership before and canceled it because of DB.

wasabi prime
September 26, 2009 at 11:49 am

I didn't check out the tour, but from the promotional photos, the place sounds pretty spectacular in terms of its setup and amenities. I'll be curious to hear more from members as they get a sense of the place and get a chance to try everything out.

Andrew
September 30, 2009 at 3:49 pm

Just went for my first workout today. I was impressed with the cardio equipment...it's top notch, and there a lot of it! This is important to me because at other places I've gone in the past had wait times to use particular machines.

Lea
September 20, 2009 at 10:13 pm

I had my first workout this morning at DBG. I took the 90-minute Ashtanga Yoga class, and I enjoyed it. There were about 7 of us in class, all normal looking people (for those of you making assumptions), and the practice was athletic and challenging. I'm looking forward to taking more classes later this week!

Eastside Working Mom
September 22, 2009 at 10:51 am

I went to the gym twice this week. The decor is not as colorful or spectacular like their other gyms. It's kind of rustic industrial/unfinished edges. The music on both trip was way too loud. I've tried the compact trainer session and it was good. The price for a trainer session is about $75-$100 per hour, depending on how many session package you buy. The machines are good and new. The music is just WAY TOO LOUD and I am not used to bring my own lock (I was spoiled by my old gym). I hope that overtime the glitz will get tone-down but at this moment, I am not sure if I want to stay a member.

MDCJ
September 24, 2009 at 7:48 am

Well I got up early and was excited to attend a pilates class at David Barton Gym. I arrived only to find out that the schedule had changed (and not for the better). So far the experience hasn't been great – they need to remember that they won't survive without being nice to their customers (something the Pro Club does very well)

JBH
October 2, 2009 at 4:08 am

Loving the gym!! Great layout and equipment. The staff is super nice. I agree the music has been too loud but I love that they listened to me and adjusted the music when I complained. They seem to be fine tuning some of the details. Most importantly, it feels so different than the Pro Club – I want to spend time here.

Angelo
October 10, 2009 at 8:21 pm

First off I want to say David Barton Gym ROCKS! I love it! I am so impressed with the facility and staff. Every time I walk in to the DB Gym I am still in shock it is a gym. David and his team sure have an amazing concept and product.
I joined the gym before it even opened and I am going to continue my membership and refer all my friends.
If you have not been in to check out the posh facility and state of the art equipment, you must! You will be totally impressed.
The management also listens well to customer feedback and suggestions. One thing I suggested they decided to implement. It is a new facility, and first David Barton Gym on the west coast – so there will be some things they need to work out.... However, I am a happy and please member and will continue to support DB Gym.

Carol
October 11, 2009 at 9:16 am

I joined the Bellevue David Barton Gym and quit after one week. If you love loud synthesized music with a booming disco beat in every room, including the locker room, it might be the place for you. They think the music is hip and sophisticated. I think it is cheesy and intrusive. Sorry DBG.

Elle
October 20, 2009 at 9:57 am

Haha, you're in for a wake up call! You have nooo idea what die-hards the members of any David Barton Gym are. The glam, sexy decor is what any hard-body A-lister would insist on. And the personal training is the world's best. Serious design, serious trainers, serious results.

Elle
October 20, 2009 at 9:58 am

Haha, you're in for a wake up call! You have nooo idea what die-hards the members of any David Barton Gym are. The glam, sexy decor is what any hard-body A-lister would insist on. And the personal training is the world's best. Serious design, serious trainers, serious results.

ProSporter
October 21, 2009 at 12:31 pm

I like the DB gym in Bellevue but at the end of the day it's just a gym. I'm bored already. Sexy decor is nice but they did not go the extra step to make it really posh. What, you have to bring your own lock – really? No free lanning, no pool, no spa, no restaurant and you can't get your car detailed while you work out. The equipment is nice but not enough of them and their classes are not innovative at all. I was really hoping this would be better than ProClub but it falls short of being an upscale club.

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Kezira
August 5, 2010 at 2:37 pm

I have been a member of David Barton Gym for the past seven month. I'm already so bored that I don't feel like going there anymore. They only have limited options and it's too little for the price they are offering.. Just so you know I also have pro-club membership and working out in David Barton for sometime makes me appreciate pro club more and I'm in the process of cancelling my membership. I was told that it'll take atleast 60 days to cancel my membership and I need to pay for 60 days while it's pending. What kind of system is that ? they pretty much make you pay their rent. My advice to other people is please do think twice before you decide joing the Gym, getting out is not that easy.

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| Kayleen Schaefer, NYT News Service | Updated: August 23, 2010 8:02 am IST

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New York: "Sweat and alcohol are both great social lubricants," said David Barton, founder of the David Barton Gym. So in a move that might seem silly or inevitable, depending on your point of view, he has combined them.

The gym chain became a watering hole at its locations in Chicago, Miami and New York when it started hosting cocktail hours after its intense boot camp training classes.

They are sponsored by the Swedish vodka brand Svedka throughout August and are meant to tie in with the brand's "RU Bot Or Not?" ad campaign that features a female robot with proportions Barbie would envy.

"I want people to find the gym not just a place to work out, but a good hang as well," Mr. Barton said.

After the trainer-led group exercise classes, customers can take off their sweaty socks and trade their usual smoothies with scoops of protein powder for cocktails made with clementine-flavored vodka, orange juice, sour mix and fresh mint.

"It's a little weird to serve bourbon or Scotch," Mr. Barton said of why he chose vodka. "Tequila might seem out of control. Vodka seems like the right complement to the gym."

Any liquor, however, is an impediment to achieving the Barton gym's mantra to "look better naked." A shot has around 100 calories, which takes about a mile of running to burn off.

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Mr. Barton said he doesn't mind that it seems hypocritical to tempt his members with a drink that's not as healthy as water, the alcohol equivalent of the candy bowls scattered around the set of "The Biggest Loser."

"It's better to work out and drink than to not work out and drink," he said. "Our members have intense lives, and some people party and that's all the more need to work out. I'm not pushing alcohol, but I'm not a prohibitionist."

Mr. Barton himself, however, follows a strict diet and conceded, "I'm not a big drinker."

Jane Barratt, president of Young & Rubicam New York, who said that she had one of the best drinks of her life after she finished the New York City Marathon, commented of the drinks events, "You can blame your wobbly legs on the cardio and not the alcohol."

Mr. Barton said that despite the Svedka campaign's futuristic theme, the classes aren't different from the gym's usual offerings, other than that you'll be doing bicep curls to the Jackson 5's "Dancing Machine," which popularized the robot dance style.

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Health and Fitness

David Barton

The New York gym guru tells Magali Robathan how working out saved his life, why filing for Chapter 11 bankruptcy has been a positive move, and about opening his first gym with a bag full of cash

By Magali Robathan | Published in Leisure Management 2012 issue 3

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David Barton started his career as a personal trainer Credit: PHOTO: Michelle Hood

David Barton grew up in Queens, New York and opened his first gym in Chelsea, New York in 1992. The fashionable, design-led club was an instant hit, attracting fans including Sandra Bernhard and designer Thierry Mugler with its tagline of 'Look Better Naked'. It was followed by a second club in New York in 1995, and a third in Miami the same year. Further clubs followed in New York, Chicago, and Seattle, and celebrity clients included Renee Zellwegger, Rachel Weisz and Daniel Craig. However, last year David Barton Gyms' parent company, Club Ventures, filed for Chapter 11 bankruptcy in order to restructure an estimated $65m of debt. The company emerged from Chapter 11 earlier this year, after teaming up with Meridien Sports Club in an operational partnership to open two new gyms in Las Vegas and one in Los Angeles this summer. Here, David Barton answers our questions about the highs and lows of his career so far.

How did you first get into health and fitness?

I stepped into my first gym when I was about 11. I went to this real hardcore basement gym with the boyfriend of one of my older sisters. It was this dank, sweaty basement; I could smell the iron rusting and muscles being ripped apart. It was just this incredible place; cops working out next to drug dealers. I fell in love with it and didn't ever want to leave.

There was this camaraderie in the gym; it didn't matter what you did on the outside, it was just a matter of how strong you were. It was an amazing sort of democracy, and a little counter-culture of people who were into lifting weights.

Going to the gym became very important to me. I was getting into quite a bit of trouble and I think working out really saved my life – that's why it means so much to me today. It made me healthy and gave me focus and discipline. Working out is a real foundation for my way of life.

Tell us about opening your first gym. How did that come about?

I graduated from Cornell University and got a job as a personal trainer, which paid me very little. I realised that I wanted to figure out a way to spend my time in the gym, so I started my own personal training business. I became very successful as a personal trainer, worked all hours and saved all my money until I had a bag full of cash.

I thought that there was a market for an alternative to the gyms out there at the time. In the early 1990s, there were a lot of people with more taste than money. It wasn't so much about a luxury product as something that people who had taste would respond to.

I pounded the pavements and called people and crashed parties and knocked on doors and did everything I could for years to try to get a location and raise money. In the end I saved most of the money myself through training people, got a couple of other people to kick in a few dollars and found somebody to rent me a space that he didn't know what to do with.

With the little money I had, I built a gym. I couldn't really afford contractors or architects so I did it all myself. I bought light fittings from stores that were going out of business in the neighbourhood and spray-painted them, I found ways to get exercise equipment cheaply. I slept on the floor of the gym while we were building it so that every penny could go into the business. I just wanted to get the doors open of that one gym. I did, and it was a huge success.

What did it offer?

My first gym, in Chelsea, New York, offered an alternative to the suburbanised, commercial health clubs around at the time. Working out was considered to be very uncool; I opened it up to the fashionistas and the people who didn't like gyms but would go to one if it were cool and tasteful.

The design of gyms was really antiquated back then. I didn't have money to build anything palatial – it was very pared down, very simple, but was actually very beautiful in its simplicity. The music was great and we had great staff. I hired the staff myself, I trained them and dressed them and made them look cool. They were people you'd want to hang out with. It was also the first gym I'd seen that had trainers who could really change your body.

When did you open the next gyms?

Three years later I opened a gym in Miami in the Delano hotel and another one on the Upper East Side in New York. Each market is different. The Miami club was really for the jet set [this later moved from the Delano hotel to the Gansevoort South]. The Chelsea gym really put me on the map. With the Upper East Side club I really wanted to build on the personal trainer business – attracting the Upper East Side clientele was quite a different proposition. I had more money to do that, so it really was another experiment in creating an environment that the neighbourhood would respond to.

How would you describe the décor of your clubs? How important is their design?

I don't think it's so much about décor as about emotion. I'm trying to get an emotional response from members and trying to stimulate their imagination. I try to get them to really focus on how they can look at the end of the process [of getting fit]. I'm in the business of selling something a lot of people don't really like. They don't really want to exercise but they love the results they can get and they love the idea of having a new body.

When someone new comes in they tend to imagine how they will look on day two. We really try to get their imagination stimulated, to help them to think about how they will look three months down the line.

It's a sexy environment in our gyms, it's stimulating and it's fun. It's also comfortable and inviting – people want to stay there and hang out.

I've got to draw people in and make them have a good time while they are there and also make them really want to exercise. They should enjoy doing it and feel good about it. I want members to think about those changes to their body and their goals, what they want to look like and what they are trying to achieve from working out.

Why do people love your clubs?

It's like going to a great party – my gyms have got great people, great surroundings, great music. You get high on endorphins, but instead of waking up with a hangover you wake up and look in the mirror and you look better naked. Who wouldn't love that?

You went into Chapter 11 bankruptcy last year. Have you now emerged from this?

Yes, we emerged from Chapter 11 earlier this year after six months.

Why do you think you went into Chapter 11?

We were in part a victim of bad timing, expanding during a time when the economy was changing drastically. Chapter 11 was a difficult thing to go through, but we've come out with a much healthier business. It helped us to restructure. Luckily my members and investors stuck with me through the process, so in the end it was a very positive thing for us.

We teamed up with Meridien on the three new locations and we hope to do more with them. It's been a great partnership so far. Right now, it's just an operational partnership. Meridien is not a capital partner.

You've just opened a club in Las Vegas and are opening two more in LA this summer. What can we expect from the new clubs?

Our new club in Las Vegas is beautiful, people love it. Los Angeles is a great market for me. I'm a New Yorker but I've always dreamed of having gyms in LA – it's where this whole workout thing started. The new clubs will be more of the same – I try to create gyms where people will feel sexy.

How have you funded the new clubs?

Through our investors, who have been with us right from the beginning. I don't want to name them right now.

What are your plans over the next 12 months?

I'm looking for locations in Las Vegas, which I think is a great market and a great opportunity. I'm always looking in New York, but the real estate market here is a lot tougher than in LA.

We're also looking in some secondary markets, including Chicago.

How many David Barton clubs would you like to open?

I think over the next couple of years we'll get to 15 and see how it goes.

Would you ever think about opening gyms outside of the US?

I have got a lot of calls from real estate developers, investors and operators in other countries. Certainly it's an exciting consideration and I'm open to it. I think there are a lot of places where the concept could do so well – it's just about finding the right deal and the right opportunity. I definitely think it's on the horizon.

How are you going to celebrate David Barton Gyms' 20th anniversary?

I'm going to have a huge workout and then throw a big party in one of my gyms. We're well known for great parties and this will be no exception.

What motivates you?

My son is 18. The other night I went to a dinner for parents of kids about to graduate. I see this next generation and I feel that what we do is so important. Fitness will hopefully save the ever-declining health of my country. Here food and inactivity is killing people. I'm really motivated to set the bar high and to make this business about quality and professionalism.

It's not out of reach for anyone to be healthy, to feel good and to have the body they dream of having. Our trademark tagline is 'look better naked', and I'm not ashamed of how shallow that may sound. I really do believe that when somebody works out in my gym and feels good in their body they leave here and become a better lawyer or politician or artist or whatever their contribution to the world is. I'm motivated by trying to make an impact on my little corner of the world.

How would your friends describe you? And your critics?

My friends would describe me as someone who loves to have a good time. I love what I do, probably because most of the time I do what I love. My life is filled with things that I love; I love my business, I love being in the gym. I live a charmed life.

I don't know what my critics say, because I don't speak with them.

What do you do for pleasure?

I'm a musician – I play the drums. I've played in a lot of punk rock bands, and right now I'm in a band called the Liquid Blonde, which plays electronic rock. They are great and I think they're going to do really well.

I love hanging out with my son, while he will still hang out with me. I also love spending quality time with my schnauzer, Bippy.

What's your favourite film and book?

I have to read so much about exercise science, just to keep up on it, as I still work a lot with the trainers. I read a lot on biochemistry, movement science, neuroscience and everything that relates to exercise. My all time favourite book is Crime and Punishment though. I've probably read it 20 times.

My favourite movie ever is Barry Lyndon, Stanley Kubrick's epic period piece. It's really a film-making masterpiece – he used genuine antique costumes, and filmed the candlelit scenes without using any artificial light. It's like a work of art.

What have been your highest and lowest points?

My highest point was opening up my first gym. I fought so hard for it. I started out without two pennies to rub together, and there I was opening up this gym, which was my dream. It was just the greatest business high.

As for the lowest point, I can't think of one. Since opening my first gym, there have been a lot of struggles, but there's never been anything that I didn't think I could resolve. I'm a very positive person and I never get that down.

TIMELINE

David Barton - Gym openings

1992 - Chelsea, New York

1995 - Upper East Side, New York

1995 - South Beach, Miami

2005 - River North, Chicago

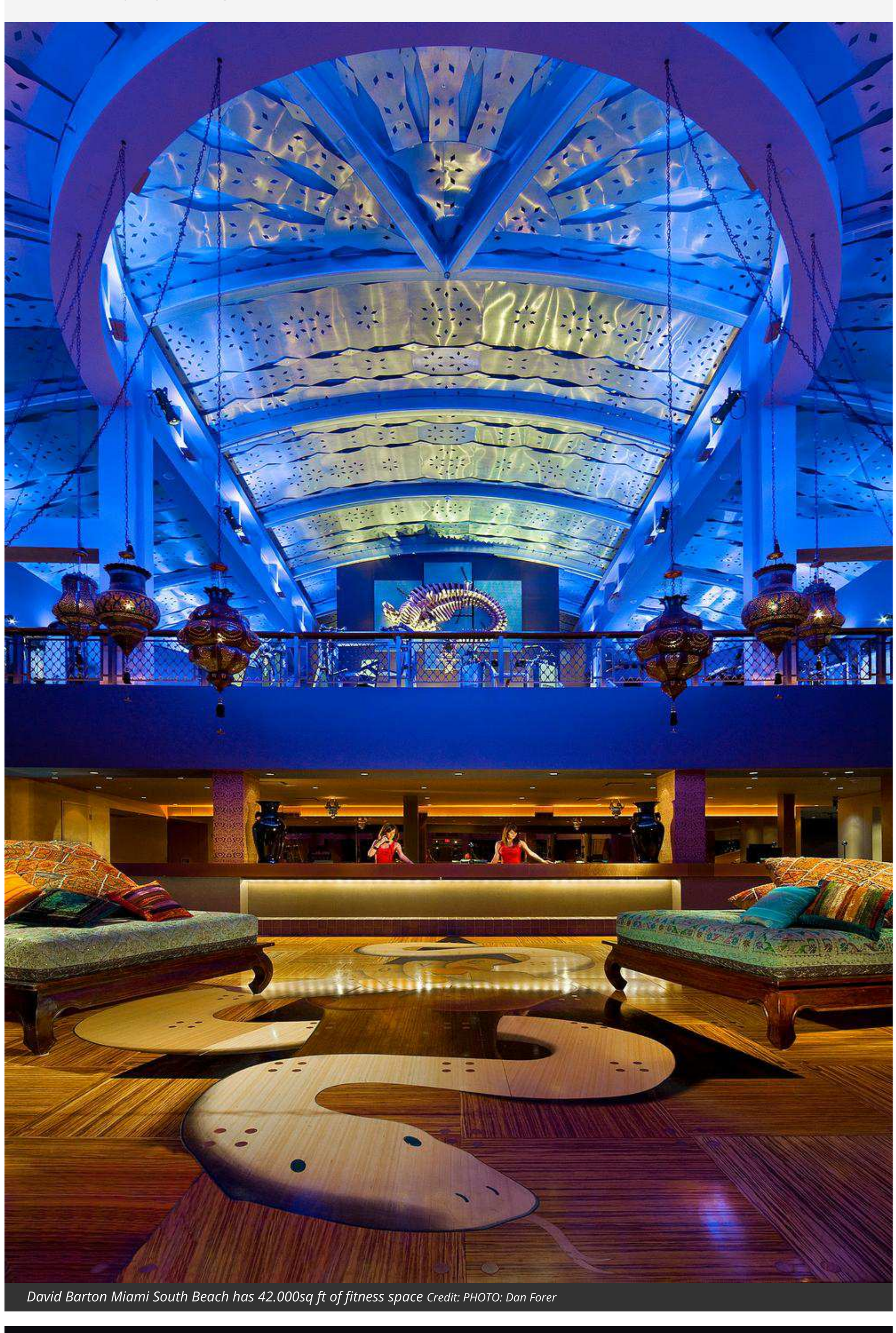
2009 - Bellevue, Seattle

2009 - Astor Place, New York

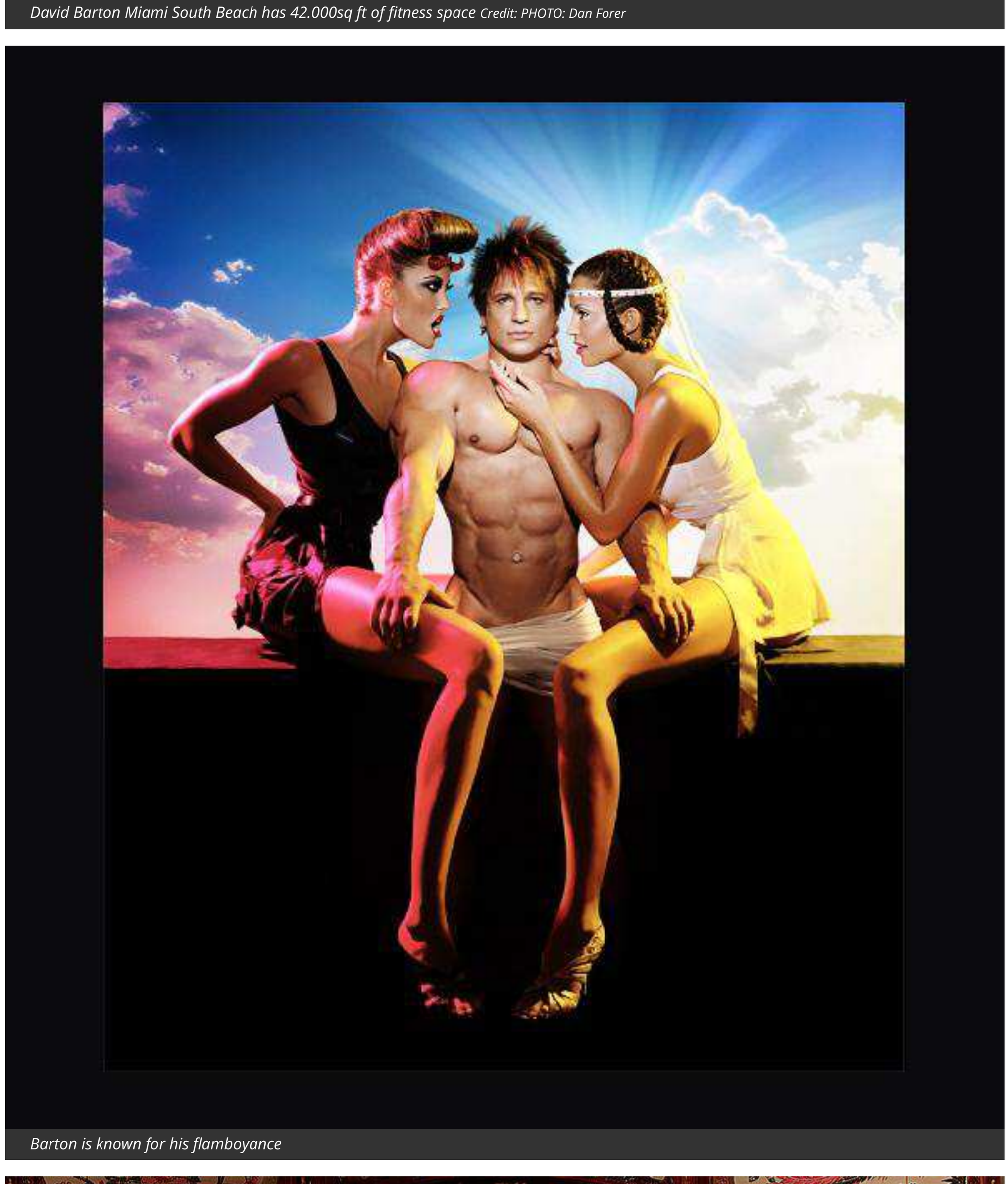
2012 - Tivoli Village, Las Vegas

2012 - West Hollywood, Los Angeles

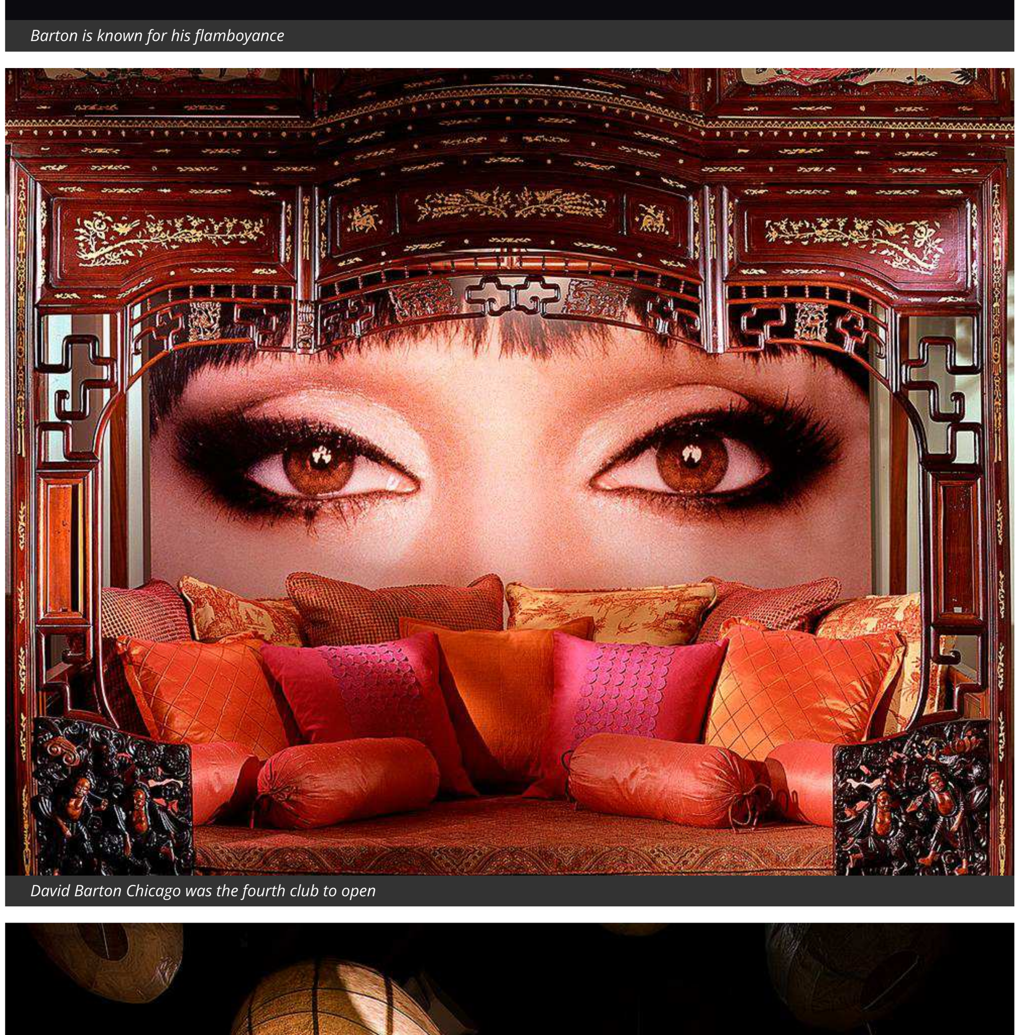
2012 - Century City, Los Angeles



David Barton Miami South Beach has 42.000sq ft of fitness space Credit: PHOTO: Dan Forer



Barton is known for his flamboyance



David Barton Chicago was the fourth club to open

The David Barton Spa at the Perry hotel in Miami features 10 treatment rooms Credit: PHOTO: Dan Forer

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DAVID BARTON GYM: I'D KILL TO LOOK BETTER NAKED

Posted by *iloveshoplifting* on January 25, 2011 · *Leave a Comment*

David Barton Gyms are upscale and fun with locations in New York, Miami and Chicago. "I Look Better Naked" is has been the slogan of a New York City gym since 1992. This is a gym for people who want results, and it's very serious about how it goes about that.

Category *David Barton Gym* · Tagged with *advertising, celebrity, design, digital print, display, displays, fitness, gym, ideas, New York, NYC, slogan, Soho, upscale, windows*

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Time Out says

This quad-level gym in the East Village feels like a swank Meatpacking club—flattering low lights, thumping beats—and it has the goods to match in its small retail area just off the lobby. Get the party started with a box of Suck UK bar-game coasters ($15), which feature puzzles, mazes and pickup lines, or show off your toned figure in Christopher Kane body-con atomic-print dresses ($198). If you're looking for something to wear while pumping iron rather than your fist, pick up flashy 2K by Gingham disco skull tees ($45) or David Barton's own muscle-baring ribbed tanks, emblazoned with his gym's mantra, look better naked ($25).

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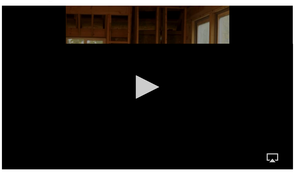

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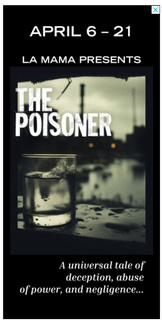

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NEWS

David Barton Gym And Random Literary References

By Sun-Times Wire | Jul 7, 2011, 10:01am EDT

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Hey Chicago! Wanna get fit? Yeah, me neither. Actually, thats a lie, I totally do. But heres the thing, I lose interest quickly. One general solution Ive found for my capricious nature is to dress the dog up as a different author everyday. This maintains my interest and gives the dog something to do. But when it comes to fitness, it turns out my short attention span actually benefits me. Bodies are smart, efficient. They find shortcuts, ways to do the same moves yet expend less effort; hence the dread plateau effect. Nothing to do with a landmass, exercise plateaus occur when your workout becomes routinized; youre plodding away on the treadmill each day, wondering why your practice has lost its effect. So whats the key to fitness? Make like your workout is (are?) the Files of Mrs. Basil E. Frankweiler, and mix it up. (Dorkiest reference ever!)

One possible option this summer? Camp David, the David Barton Gym boot camp. Running Wednesdays and Saturdays from June 1st to September 1st, Camp David features

cardio drills, agility training and core strengthening, all performed outdoors. Our Town spoke with David Barton himself about the program and his own routine.

Our Town What can a gym-goer expect from your boot camp?

David Barton Camp David workouts are designed to focus on High Intensity Interval Training (HIIT) as a means of melting fat fast. In order to do this without cardio equipment or weights we selected whole body type movements such as sprinting, jump squats, and pushups to maximize the rate of fat oxidation. These movements utilize multiple joints and recruit a large amount of skeletal muscle fibers. Combine that with the appropriate intensity and youve got the perfect formula to Look Better Naked.

OT By the way, howd you come up with your Look Better Naked slogan?

DB Look Better Naked came to me in a dream

OT Some dream. So, why is interval training effective?

DB Interval training has a greater fat burning effect during the twenty-four to forty eight hours following the workout. Its also better for heart health than a steady run on the treadmill.

OT How long does a session last?

DB One hour. [Chicago groups] meet at the gym and then run to Erie park as a group.

OT Is the boot camp suitable for newbies?

DB All of my classes designed for everyone. The trainers [ensure that] everyone can work out with the appropriate intensity for their fitness level.

OT How are David Barton trainers selected?

DB At DavidBartonGym, exercise is an art form with human flesh as the medium, dumbbell as the tool, and trainer as the sculptor. Each recruit must be able to perceive a bodys underlying potential, what the muscle looks like under the skin. These skills must be so internalized that a trainer can visualize and predict anyones results. Finally, each trainer must pass the test of training David Barton himself. Some make it. Some dont.

The Dog as Joan Didion

OT Whats your personal exercise regime like?

DB I dedicated my life to working out. It has saved me on many occasions. It allows me to focus and for one hour of my day, that time is mine; Im in total control. If you stop by my Chelsea gym at three a.m., dont be surprised to see me killing it to punk music.

OT What part does nutrition play?

DB Food is the means to an end, but I still love a Mercadito Taco or a big steak from Gibsons, both Chicago favorites.

OT What advice would you give to someone who wants to begin a workout routine?

DB Strength and weigh training should be an integral part. Weights can change the shape of the body and turning it into a lean, mean muscle-burning machine.

OT What celebrity body would you say is in peak condition?

DB Im team Jacob.

To learn more about Camp David visit www.davidbartongym.com or call 312-836-9127.

A writer with an MFA in Creative Writing from The School of the Art Institute of Chicago, Sarah Terez Rosenblum freelances for a number of web sites and print publications. Her debut novel, Herself When Shes Missing," is forthcoming from Counter Point Press. She is also a figure model, Spinning instructor and teacher at Chicagos Story Studio. Inevitably one day she will find herself lecturing naked on a spinning bike. She's kind of looking forward to it actually.

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September 17, 2010

David Barton Gym Launches National Training Initiative to Fight Ovarian Cancer

DR. WILLIAM KAPFER READ TIME: 2 MIN.

DavidBartonGym will redefine its training model for the first time in its eighteen-year history in an endeavor to raise approximately $100,000 for Ovarian Cancer. Throughout September 2010, Ovarian Cancer Awareness Month, DavidBartonGym will launch a national fundraising campaign in each of the gyms' cities, (New York, Miami, Chicago, and Seattle) in honor of founder David Barton's sister, Diane, and will benefit the two prominent foundations the Ovarian Cancer Research Fund and The Clearity Foundation.

Vital to reaching Barton's goal of raising $100,000 for Ovarian Cancer is a three-pronged approach spanning charitable enrollment fees, a special national training day and evening events. Throughout September, the gym will offer a $100 per month enrollment fee, all of which will be donated to Barton's partners. Barton will also devote September 22, 2010 to training for Ovarian Cancer, marking the first day in the gyms' nearly two-decade history to change its training-as-usual gym operation. DavidBartonGym will clear all trainers' schedules and invite both members and non-members to train to fight Ovarian Cancer.

The electric training day will come to a close with evening cocktail parties in the gyms' lobbies, featuring trunk shows, silent auctions and additional special activities. The Ovarian Cancer Research Fund and The Clearity Foundation will also have informational booths on-site to further educate guests on the disease. All funds raised from the private sessions at all six gyms will be donated to both Ovarian Cancer organizations.

"I am so devoted to raising funds for Ovarian Cancer, I'm changing the way I operate my business across the country and engaging communities to train for this cause," said David Barton, founder of DavidBartonGym.

David Barton learned first-hand the tragic impact Ovarian Cancer has on women and their families five years ago when his sister Diane lost her battle to the disease. Barton remains committed to the cause and this September, he will utilize his namesake gyms as resources to raise awareness and bring communities together to fight Ovarian Cancer.

In addition to the training day on September 22, 2010, DavidBartonGym in Seattle will also host a special in-gym cocktail party celebrating Fashion's Night Out on Friday, September 10, 2010. All sales from the evening will be donated to both Ovarian Cancer organizations.

About DavidBartonGym
Synonymous with David Barton's promise to "Look Better Naked," DavidBartonGym, with locations in New York, Chicago, Miami and Seattle, features destinations for scientifically-achieved fitness and personalized service. The anti-chain gym, each location is an original space, with unique design thematics that reflect the neighborhoods in which they're located. www.davidbartongym.com

About the Ovarian Cancer Research Fund
The Ovarian Cancer Research Fund is a 501(c) 3 not-for-profit organization founded in 1994 with a mission to fund research to find a method of early detection and ultimately a cure for ovarian cancer. OCRF is the leading independent agency dedicated to advancing ovarian cancer research in the United States. For more information, visit www.ocrf.com

About The Clearity Foundation
The Clearity Foundation is a 501(c)(3) not-for-profit, founded by an ovarian cancer survivor and scientist. The Clearity Foundation provides molecular profiles or "blueprints" to patients and physicians helping them find the right clinical trials and personalized treatment for ovarian cancer. For more information, visit www.clearityfoundation.org.

by Dr. William Kapfer

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The Gym That Wants You to 'Look Better Naked' is Opening Its First Location in Boston

By **Caroline Earle** - May 16, 2014

Gyms are an interesting aspect of the fitness industry. From boutiques to boxes, there is certainly a facility for everyone. But when it comes to joining forces with an established Boston landmark such as the Boston Park Plaza Hotel and Towers, it's important to please the masses who will be utilizing that space.

Enter David Barton Gym, an exclusive gym with current locations in New York, Las Vegas, Miami and Chicago. With the Park Plaza being their first establishment in Massachusetts, it's no surprise their gym with a club-like vibe and notorious hashtag, 'Look Better Naked,' are getting some attention. And unlike other fitness facilities incorporating the "Lunk Alarm" in order to scare off potential grunters and bicep-curling enthusiasts, this gym has character.

According to the release, "David Barton Gym has become a fixture among top brands and is known for combining the pulse of a neighborhood gym with the soul of the local culture. From each facility's unique design and lighting to its signature energizing music and motivational instructors, David Barton Gym has proved to be a one-of-a-kind experience."

This 19,000-square-foot space is part of a long-term lease agreement between David Barton Gym and The Boston Park Plaza and just one of the many changes this iconic Boston building is going under. And quite the fitness face-lift it is. DB Gyms pride themselves on their innovative interior. Their site states,

> *THE FIRST THING YOU WILL NOTICE WHEN ENTERING IS THAT DBGYM LOOKS NOTHING LIKE YOUR LIVING ROOM. THIS IS BECAUSE WE WANT YOU TO FORGET THE OUTSIDE WORLD WHILE YOU ARE HERE. IT IS A LANDSCAPE FOR THE SENSES, CARVED OUT OF IMAGINATION AND BUILT TO GET YOUR HEART RACING BEFORE YOU EVER STEP ONTO THE TREADMILL.*

BostInno has reached out to The Boston Park Plaza Hotel about the opening date of the David Barton Gym and will update as soon as we hear back.

Image via David Barton Gym & Release via Scott Edlitz, Colliers International

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LIFE

David Barton brings his 'Look Better Naked' philosophy to new gym at The Bravern

By Lindsay Larin • September 22, 2009 8:28 pm

Pilates instructor Melissa Lipko works with Reporter staff writer LIndsay Larin at the David Barton Gym in The Bravern complex.

The rock and roll personality and etched muscles of David Barton mirrors the high energy atmosphere of his new gym in Bellevue. The David Barton Gym officially opened its doors at The Shops at The Bravern this past weekend, bringing a new approach to exercise on the Eastside.

The gym's slogan, Look Better Naked, captures Barton's concept behind the trend-setting gym.

Results. Results. Results.

"The people who join my gym are high energy and want an intense workout," said Barton, a former bodybuilder. "You workout here to see results."

The East Coast-based gym is known for its A-list celebrity following including; Alex Rodriguez, Cindy Crawford, Will Smith, Uma Thurman and Jamie Fox.

The 40,000-square-foot facility in Bellevue consists of two levels including four large group-training rooms for spinning, group exercise, yoga and a full pilates studio. The gym also includes a large dedicated cardio area with state-of-the-art equipment and flat screen televisions, a separate free weight and strength training area, locker and steam rooms and a childcare room for members only.

More than 167 trainers applied for a chance to work at David Barton Gym, but only 15 made the cut.

The personal trainers on staff specialize in different areas of instruction and were put through a grueling interview process followed by extensive training by Barton himself.

"This gym is for people who love to workout," said Barton. "People who workout here, young and old, are just a little bit cooler."

The interior design of David Barton Gym is a mix of cutting edge and high energy with a dash of Northwest appeal. Gym-goers enter through oversized wooden doors into a large entry way, marked by mood lighting, oak floors and loud pounding tunes courtesy of live DJs. A full retail space is followed by a row of glass-encased membership offices. Long benches sit directly across from the front desk, leading into a spacious workout room with glass windows overlooking Bellevue.

"The Bravern is an amazing place and I am excited to open up one of my gyms here," said Barton. "I think this area is ready for a change in pace."

The Bellevue location of David Barton Gym marks the first to open on the West coast, with other locations in New York, Miami, and Chicago.

Lindsay Larin can be reached at 425.453.4602.

For more information, visit www.davidbartongym.com.

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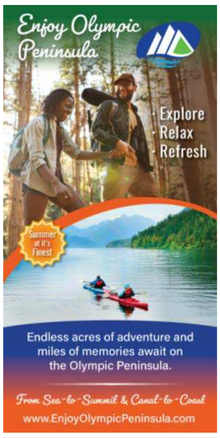

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By Bailey Josie • January 2, 2024 1:50 pm

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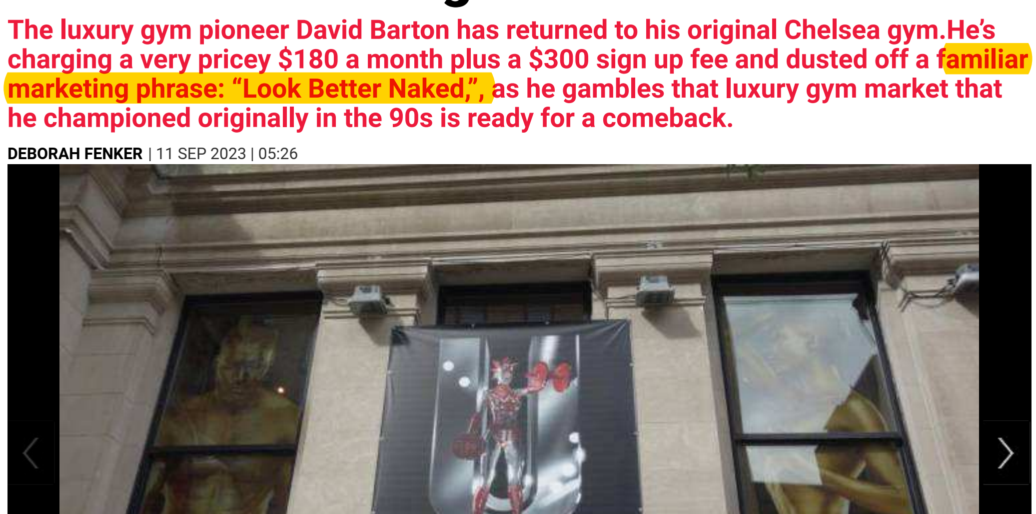
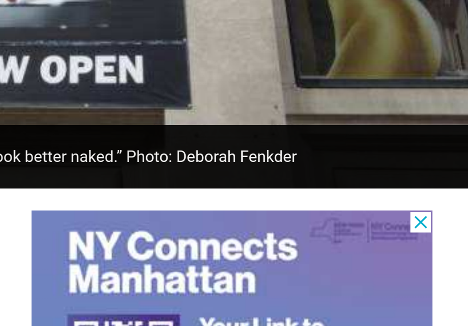
David Barton Charges Back Into Chelsea, Gambling that High End Gym Will Work Once Again

The luxury gym pioneer David Barton has returned to his original Chelsea gym.He's charging a very pricey $180 a month plus a $300 sign up fee and dusted off a familiar marketing phrase: "Look Better Naked,", as he gambles that luxury gym market that he championed originally in the 90s is ready for a comeback.

DEBORAH FENKER | 11 SEP 2023 | 05:26



Outside of the new guy U by David Barton, whose motto is "Look better naked." Photo: Deborah Fenkder



Tags
DEBORAH FENKER -

Gym titan David Barton is back: bigger, better, and bolder than ever taking over the sprawling gym on 215 W. 23rd that once bore his name.Perhaps due to his absence, the club fell on hard times and closed all of its locations in 2016 after he sold it to New York Sports Club, whose parent company ultimately filed for bankruptcy in 2020.

Even before Barton soared to fame in the '90s with his eponymously named gym, the site had already achieved its own underground celebrity status as the YMCA that inspired the Village People's anthem. And right across the street from they gym that sits between Seventh and Eighth Ave. is another historic Chelsea locale which recently experience its own revitalization: The Chelsea Hotel, including the legendary El Quijote restaurant, and the newest hot-spot, Cafe Chelsea.

Barton, a Chelsea native and New York City icon, founded his first eponymous gym in 1992, which expanded and thrived until he sold it in 2013 to New York Sports Club, a subsidiary or Town Sports International. But the fitness buff could only stay idle so long, and he invented TMPL, under many of the same tenets as David Barton Gym, but with the backing of the NYSC guys who bought out the David Barton chain in the first place.

After just a year, however, the 5' 5" powerhouse sold the new gym to them in its entirety, easing in to a voluntary retirement. With the resources he had earned from his illustrious career, and the cosmopolitan connections throughout the world he had amassed throughout his dynamic life in the city, he embarked upon some adventurous global travel, always returning to his home base of the city. And again, like before, it became hard to keep Barton down.

Luckily, Barton's foundation is as big as his biceps, and when the real estate of his original stomping grounds again availed itself, he bought back his namesake and all the trimmings with the help of a loyal "friends and family" network that have always stood by his well-muscled side. With inspiration and knowledge gleaned from travel observations, he launched U by David Barton, a brand-shiney new version of the old gym, with everything that was great about it..... and something more. Here, he is going after the same luxury gym market that was part of his original brand, mixing a little bit of disco and a lot of scientific innovation right alongside some good old fashioned sweat.

As New York magazine once said, Barton "can be considered a pioneer, the first to brand a New York City gym with ¬something other than fluorescent lighting and peppy primary colors. Instead, he ¬created the health-club-as-nightclub experience. A shamelessly sexy Spartacus. Part disco, part gym, part porn set."

"Gyms are historically stuck in scientific antiquity," Barton once told Forbes. "Giving two people the same exercise prescription can make one lose weight and the other gain weight. I want to give people the greatest possible chance to have the body that they are looking for, and we can't do that without understanding what's really going on with the metabolism."

The ability to "Look Better Naked" (his slogan from the original) reintroduced itself on June 2nd of this year. Entering the club feels momentous; one ascends a dramatic stoop towards poster-lacquered front doors, where reception scans an app that affords entry. Speaking of affording, memberships are $180 month after a $300 initiation fee, commensurate to other upscale New York gyms, but at U, he says you get much more bang for your buck.

The addition of U to the David Barton name emphasizes the focus on individual optimization, and to that end, every aspect of a workout can be tailored to the member using the most modern and innovative technology. The club itself is sleek and spacious; Barton wanted to retain the sexy ambiance he is known for, but the focus is on serious fitness.

"A lot of technology here that I saw traveling" has been implemented, such as Precision Health diagnostic tools, epigenetic personalization and professional trainers that are available to members to optimize their workout.

Even the dressing rooms are a bit posh, stocked with abundant towels, complimentary toiletries and full-time attendants. There's a sauna and steam room for those post-workout kinks, and state-of-the-art recovery equipment. In fact, everything at the gym is of the top-notch, cutting-edge ilk.

The gym is equipped with machines from premium brands like MATRIX and Panatta, the latter an Italian brand adding a bit of bella figura. And there's a ton of elbow room for all that equipment: the gym spans about 35,000 square feet across three floors, including studio space for specialized fitness classes and independent utilization. Classes, which are led by a hand-picked Studio Crew of talented professionals, include HIIT (high intensity interval training), specific body part optimization, cardio, strength and flexibility workouts, all with quirky and inspiring names like HIIT Me Up, Barton Booty, and Monster Yoga, respectively.

All of the above comes along with your membership, which costs $180 a month after a one time enrollment fee of $300. That said, summer rates are still available, so if you're thinking of joining, now is the time, Barton urges. In addition to all the perks included in membership, there are also high tech recovery and optimization modalities that can be purchased. Neubie, a cutting-edge neuromuscular device, promotes healing and neuromuscular reeducation to get bigger results more easily and in a much shorter time. There are IV therapies in the form of drips that can be personalized to treat and address deficiencies and post-workout revitalization. And not to get too clinical, in the works is a cafe in partnership with another NYC icon: Billy Gilroy of Employees Only. To be called Mush Room, the eatery will focus on nutriceuticals and a mushroom-centric (the legal kind, of course) menu that highlights the benefits of the fungus. As if that's not enough, and in keeping with Barton's nightclub posterity, there's a DJ spinning on select nights, currently featuring DJ Erol on Tuesdays.

Barton notes membership at this point is primarily male, but the club is more than welcoming to any and every demographic, in part due to his omnipresence at the facility. He is usually there to keep an eye on things. But even more so are the employees Barton hand selected, some of which have been with him "since the '90's". He said he has collected "great people over time, and when I'm doing a project they come together and help make it happen." Which is precisely how U has orchestrated its comeback, here to make you the best you possible.

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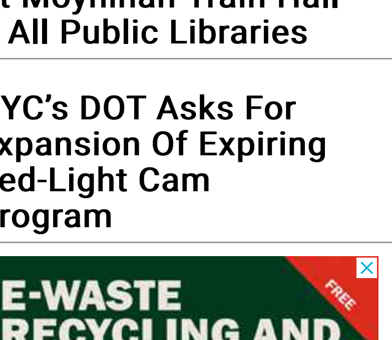

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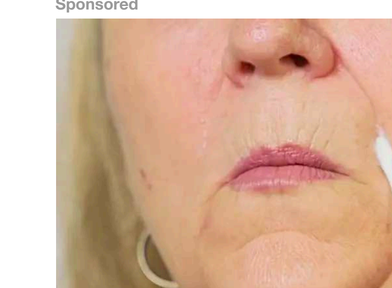
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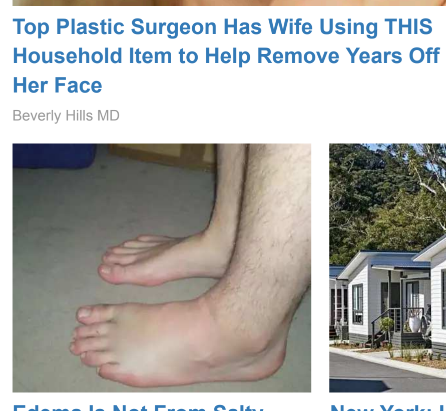
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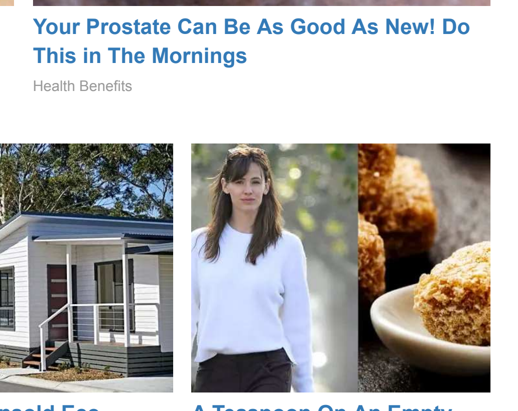
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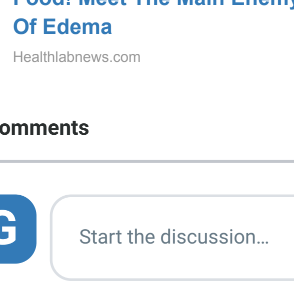
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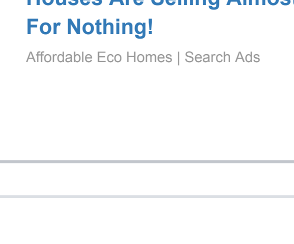
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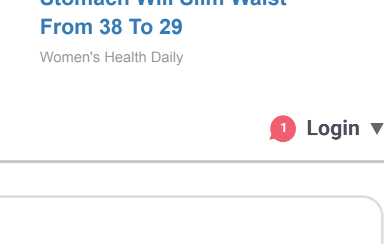
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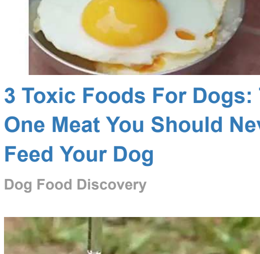
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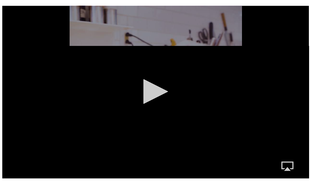

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90's Anthem: So Many Gyms, So Little Time

By Jennifer Steinhauer
Jan. 1, 1999

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AT first, there was just a handful of health clubs, and the only people who went to them were annoying jock types who talked about "the burn" and were to be avoided at lunch.

But over the last decade, grim health statistics about the sedentary set and the realization that Bo & Jerry's may slide off the hips by fifth alone have resulted in an explosion of gym goers.

The International Health, Racquet and Sportsclub Association, a trade organization in Boston, estimated that about 20 percent of all Manhattan adults belong to at least one of its more than 200 gyms. About five years ago, the figure was closer to 12 percent.

With the growth has come inevitable change.

The intimate aerobics studios of the late 1980's fall of fierce women in pastel Lycra have given way to the supergyms, where dozens of people crowd into rooms jammed with treadmills and Stairmasters.

Hello, Dra, who once ruled the aerobics scene from her studio in West 20th Street, fades but lives on in Chelsea. Jeff Galloway, another aerobics guru, recently closed his flagship location on West 56th Street.

Replacing those places are gyms like Crunch Fitness, only a few years ago a modest studio on St. Mark's Place in the East Village that offered fitness classes for $5 a pop. Crunch now has 16 such large gyms in the city, having put bought the former World Gym on Lafayette Street and taken in former Molly Pim-Jim by buying out their memberships. Equinox Fitness Club, another growing giant, recently scooped up Mr. Marvin for its aerobics program.

The serious fans been separated from the silly. While there are plenty of people who still cruise gyms looking to meet Mr. or Ms. Right Now, more and more gym users seem content to throw on an iPod, hop on a treadmill and pump iron (or plastic dumbbells, in most gyms) while trying to keep on the right side of heart disease and obesity.

Year-long memberships are now the norm. So does your great aunt.

With change has come choice. Do you want to focus on building your upper body to the beat of the Pet Shop Boys? Or do you prefer a place that offers a few solid treadmills and the soundtrack to "The Lion King"? Simply saying "I think I'll join a gym" is analogous to uttering "What should I have for dinner?"

It is hard to say on what basis people choose a gym. Most look for a place close to their home or office, figuring convenience may increase their chances of actually going. For others, the weight of a posh locker room or a gym full of sweaty, perfect bodies is all it takes to sign on the dotted line.

But while the reasons people choose a certain gym may be as many and varied as the places offered, gyms are apparently not being forced to compete ever more organic components the staff trained is what to do should someone pass out on the treadmill.

"Each club sets its own standards," said Jule Jaffee, an author of Metropolis's magazine, trade a book publication. And while a few health club associations set rules for their members, there is no law requiring trainers to be certified or to know physiology or first aid. Mr. Jaffee said. Health clubs are almost completely deregulated, save the State Attorney General's efforts to keep them honest in their pricing.

What the clubs focus on is selling something more intangible than good health: a culture.

Gyms now offer worlds that their owners hope the clients already inhabit, if only in their fantasies. Crunch's Lifestyle Club, for example, is a place to be seen and to "Crunch" (as people who frequent the establishment call it). Equinox, a chain of posh food, clothing and beauty stores, is a place to be seen and to be envied. Equinox's ads suggest that people ought to "look better naked" will probably steer clear of his gym for power hankers. But almost anybody's naked would feel at home at Bally's Jack LaLanne Fitness Center on the Upper West Side, where people of all ages work their abdominal muscles.

Here is a look at eight high-volume gyms in Manhattan, each of which, unless otherwise indicated, was visited on a weekight. Annual fees range from less than $150 (Jack LaLanne) to more than $1,000 (Equinox). Most offer discounts for students and are often be found. (Most gyms will let you pay per visit, though that is hardly cost-effective.) CRUNCH FITNESS 54 East 13th Street; (212) 475-2816. ETHOS: Where the 20-something crowd glides in on Rollerblades after work.

The minute I walked through the doors at Crunch, a bouncer of sorts descended upon me, demanded to know what I was there for, then shuttled me through the crowd to the correct sign-up sheet.

The cardiovascular and strength equipment was all on the main floor, with locker rooms in the basement and free weights and aerobics studios upstairs. Inexplicable chrome sculptures were everywhere, impeding movement.

A workout among members glued to the television watching "Helmut Plays" was fairly low-key. No one really talked to anyone else — proper protocol for sweaty people in tiny outfits. People worked hard.

Though I was not have chatted with my neighbor on the next Stairmaster, I almost took off one of her fingers. The equipment was so crowded together that I was constantly banging heads with the person next to me — we were knuckle to knuckle. At one point, someone climbed over the front of my treadmill to reach a row of Stairmasters. (Expansion is under way, said the owner, Doug Levine.)

At another point, a man who appeared to be about 65 wandered in, carrying a Styrofoam cup and a cigarette. He took a seat on a stationary bicycle and began to furiously jog, nearly toppling into me. The hall-doors employees behind the counter, otherwise talking among themselves, looked on and smiled. DAVID BARTON GYM 152 Avenue of the Americas, near West 15th Street; (212) 727-0884. ETHOS: The gym that the downtown gay club set talks about.

There were very few women in this place on a recent Saturday afternoon, and when I stepped up to the counter, I felt the distinct sting of someone about to be picked last for softball. An attendant teased my tonsel at me and waved me toward the locker room.

The selection of cardiovascular equipment was small, about a dozen step machines but only a handful of stationary bicycles and treadmills. The real draw here was the expansive and impressive selection of free weights and weight machines.

Voyeurism was encouraged, and looking great expected. Every man in the place was shirtless, and most of the women were, too, and a lot. Club constantly under my own critical gaze at that of others. The benefit? A harder workout. (Who can stand the pressure of lathers?) There was plenty of mutual assistance with the weights, and I got the feeling that those who were not focused on pumping up were making friends over conversations about triceps.

There was a moment of ugliness at the abductor machine, where thighs do their barring. I hear a tall, thin 30-ish man to the machine, and he glared down at me through mounted lungs. I offered to get off, but he stomped away in disgust. Moments later, he apologized. He had just taken the low school entrance exam, he said, and was sore he had failed. Usually, he said, he was much more successful. BODY TECH 1 Penn Plaza, at 34th Street; (212) CENTER 2233 Broadway, near West 76th Street; (212) 877-5151. ETHOS: Middle managers, waiters, artists and soap-opera actors battle for treadmill minutes.

I was not permitted to work out here before sitting down to hear a sales pitch. Was I willing to look good, perfect body in two months? Sure!

Perfume? There was that promise again.

There were five ways to pay, I was told. Had I heard of any of them? No? Oh, well, then actually there were two, my salesman said. The best bet, I learned, was a $109 three-year package that he would sell to me for $18. (I later saw an ad for an $18-a-month membership and called back to ask about it. That's $18 a month for three years, he said, so really no bargain.)

Never mind.

Jack LaLanne had a nice mix of people if you like gym 1 worked out in where I saw more than two black clientry. Older people were back to back with young folks.

But Jack could use a few decorating tips. The floor was covered with dirty pieces of carpet, and much of the equipment, while modern, was in shabby shape. I rented a towel for $1, and it was stained and full of holes. The locker room featured cold brown tile and tiny lockers that could house little more than a coat sleeve. A big sign warned that chewing gum was not permitted.

Lines for the equipment were long. There was a sign-up sheet for the four treadmills, and every 10 minutes or so a woman hollered a name into the microphone.

I was in a cold, dismal locker room. I was surrounded by members to get in line. I could not chew gum. It dawned on me: I had returned to high school phys-ed. LUCILLE ROBERTS HEALTH CLUB 30 Fifth Avenue, at East 14th Street; (212) 229-2098. ETHOS: OK, ladies, this one is for you.

There was Pilates carpet. There were small cardiovascular machines that they did not have the capacity to make you work as hard as you may have. I visited the gym on a group tour with a friend who had found herself inexplicably drawn to the place a year ago.

This is the place where the heated still lives, where aerobics are still taught to dance music set one speed too high. (Whatever came up with that idea? And why haven't they been punished?)

Many of the women vaguely resembled the woman in the perfume commercial who by day works a mundane job but by night lives out a Victoria's Secret fantasy.

I appreciated the fact that few women rose to step on when I entered the room, but I felt like a dog being sniffed by a pack of bitches. We were sisters in search of the same shape. EQUINOX FITNESS CLUB 897 Broadway, between East 20th and 21th streets; (212) 780-0300. ETHOS: If you don't look good, we will look good.

This is the Webster Hall of health clubs. There were three huge levels, with the top floor suspended over the main level and filled with people pedaling, climbing and running in place like mad.

Everyone's clothes matched.

Clients strutted from room to room in fabulous black and white ensembles (perhaps purchased in the gym's clothing store) and stopped off periodically at the juice bar for a little drink. Over the din of dance music was chatter, chatter, chatter. People were here to see and be seen, and the conversations I overhear were not about exactly they were also here to socialize, sometimes at the expense of serious gym-goers. (A big-weight machine could become a chatter hangout, stationary as a conversation were on and on.)

Equinox offered all sorts of services, some standard, like personal training and massage, some more offbeat, like a physiology laboratory where you could have the state of your health quantified.

The locker room was extraordinarily clean, with slick black lockers and free towels. For $20 for a sunrise workout, they should have given me bedding to take home. NEW YORK SPORTS CLUBS 151 East 86th Street; (212) 860-8828. ETHOS: I work hard, I play hard, and I'd rather be in Miami Beach.

I was entertaining myself on a complicated machine that involved lifting weights with my feet while laying down and sort of jogging with my hands when I noticed a man walking up to the machine with a trainer's body and the demeanor of a drill sergeant and straightened me out.

There were no cute outfits here, just basic sweats and T-shirts adversting prestigious universities. There were serious professionals in their 40's who had little time for chitchat or flirting. They arrived in flat shoes, stuffed their shopping bags from expensive boutiques into their lockers and got down to business. There were also younger types, whose eyes darted around the room, possibly scoping out a Starbucks date.

New York Sports, which is opening new gyms left and right throughout the city, is a place to be seen and to be fit. Its three-year, which started out over a decade ago as a squash club, is clearly a work in progress. The plain white walls were really just glorified plasterboard, and CNN played on many of the television sets. "We don't try to have a lot of flash," said the chief executive officer, Marc Teicher.

As in other gyms, the crowding of too much equipment in too small a space was a problem here. The place was packed with Wall Street types with letter-hard faces skewed premise of future spacesuners. WORLD GYM 850 Broadway, near West 45th Street; (212) 475-8842. ETHOS: For those who probably still look good at the mark on the beach.

On my last gym stop, I finally found the true anachronism. They were in abundance here, all in tank tops and teen pants lifting huge free weights. And they stayed on their side of the room.

The cardiovascular side was well stocked and ample — not as many of the more advanced machines as at New York Sports or Equinox, but all the basics, and plenty of breathing room. I tipped back into the other room, where the free weights and machines rested and all these guys with the really big chests were standing around. I felt like I was back in 1988 in my gym, and I was longing the possibilities of 2 A.M.

I have heard that World Gym attracts the rich and famous, who take along their own trainers. I didn't see any of them, just serious staff trainers encouraging regular members to push one set more up to bat, the great pulling point may be the staff. People were literally minute I walked in the door, and the coat check woman loaned me a free towel. They were fun, polite and knowledgeable about the services.

The locker room had a few nice touches, including a selection of various toiletries put together in a way that suggested someone bought whatever was on sale at Pathmark. The berry-scented shower gel was a nice addition, indeed.

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Meet "Look Better Naked" by David Barton, one of three editions of the Amanda Lepore wigged doll designed by Jason Wu of Integrity Toys, sold as a limited edition of 100 dolls each to benefit The Design Industries Foundation Fighting AIDS, after an unveiling at Jeffrey boutique, New York, NY, April 11, 2006. MANDATORY Photo credit: Michael Williams/Haute Doll Magazine.

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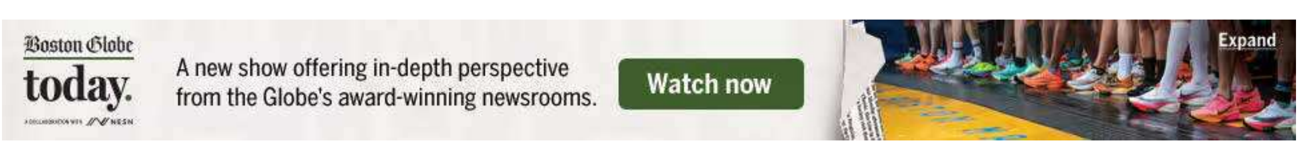
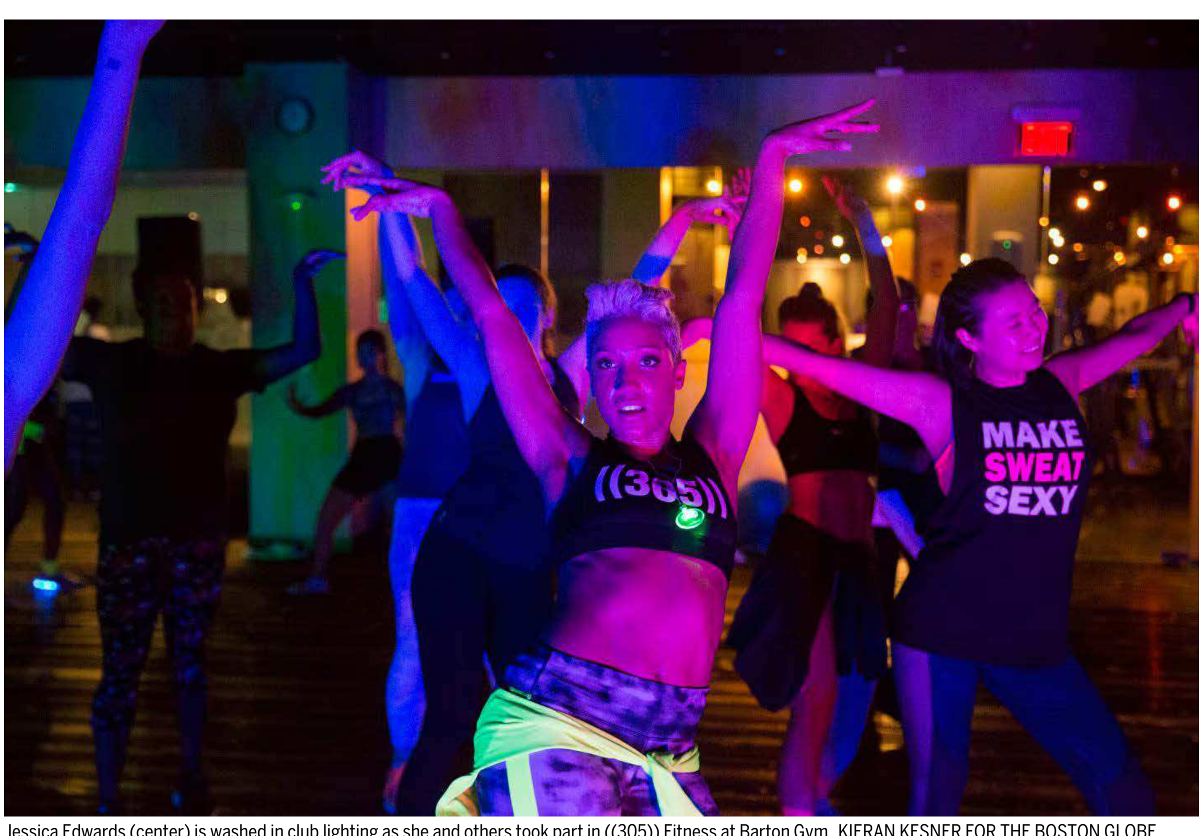


A DJ and flashing lights? A new workout to rave about.

By **Carly Sitrin** Globe Correspondent, December 1, 2016, 10:00 p.m.



Jessica Edwards (center) is washed in club lighting as she and others took part in ((305)) Fitness at Barton Gym. KIERAN KESNER FOR THE BOSTON GLOBE.

There's something going on in the back room at David Barton Gym. The glass walls, emblazoned with the phrase "look better naked," seem to tremble as thunderous bass pounds. Colored lights flash and fade from red to green to magenta and people are whooping and hollering like they're four drinks deep. It's an all-out rave back there, but it's the healthiest party around.

In the wake of Zumba and dancehall cardio exercises, ((305)) Fitness classes — featuring a DJ, nightclub lighting, and freestyle hip-hop moves — could become the next big thing on the workout scene. And Sadie Kurzban, the 27-year-old founder of ((305)) Fitness, is ready for the spotlight.

"What makes our class so special is that I don't come from a dance background so it really is made for anyone," she said. "It feels more like you're at a wedding, going ham on the dancefloor."

Kurzban started ((305)) Fitness during her senior year at Brown University and it has quickly expanded to three cities — Boston, New York, and Washington, D.C.

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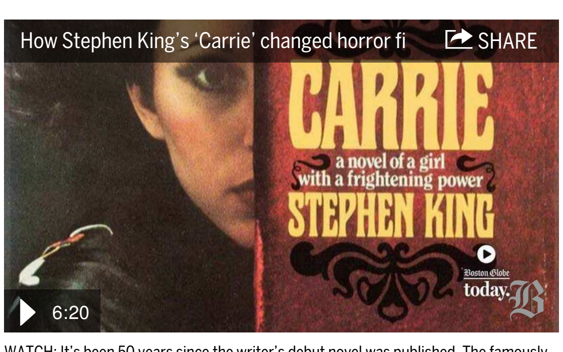

WATCH: It's been 50 years since the writer's debut novel was published. The famously private author spoke exclusively with living arts reporter Mark Shanahan. (Eliza Dewey)

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One night, at a club in her home city of Miami (305 is the Miami area code), she hatched a plan with a friend to take the lights, music, and attitude of a Florida nightclub and apply it to a fitness class. Kurzban returned to school energized and, by the end of her senior year, drafted a business plan that won a $25,000 university competition.

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She took her cash to New York and started hosting classes at established gyms. Before long, she'd earned enough to open her own brick-and-mortar studio and began expanding, first in D.C., then Boston.

"In Boston, everyone really goes hard," Kurzban said. "I find that the people of this city, more than any other city, they don't complain. They want to feel like they got a really challenging workout so that was why Boston was at the top of my list. Because I knew this was a really 'work hard play hard' kind of place."

Though classes may be taxing, Kurzban said her intention is not to make them impossible. Instructors aren't necessarily professional dancers or fitness teachers, though they do go through a rigorous training session before they're eligible to lead, and the class is mostly freestyle dancing with limited move repetition.

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Low lighting and bumping tunes, courtesy of the in-house DJs, add a level of anonymity to the experience which Kurzban said allows people to come out of their shells. When leading, she bounces around the room, calling to people by name and complimenting or encouraging them to make their moves bigger or more energetic.

"There's something about the combination of sexy lights, live music, the instructor, and this like-minded group of people who are just in it to win it, that makes for a really empowering and uplifting experience where you don't feel like the instructor is beating you down or talking you down," Kurzban said.

Clients of all ages, which ((305)) calls "junkies," owing to the class's addictive quality, swear by the culture.

"I'm pretty sure this is how Beyonce works out," Regan Cleminson, 26, said after the 55-minute class. "This was the most enjoyable [butt]-kicking I've ever had."

Donna Roy, 46, of Boston said the experience took her mind off a stressful day. "I never think about the clock. The moves are so fun and the music is so good. Time just goes right by."

((305)) Fitness classes are being hosted by the David Barton Gym as a "pop-up" at $26 per class or $199 for a 10-class series. Kurzban said she hopes to continue indefinitely or until she earns enough to open her own Boston studio.

"I think one of the things that amazes me is how empowering this is for people. Yes, it torches calories, and you'll be so sore for two days after, but most importantly it really gets you feeling alive," she said. "You come here feeling tired, feeling drained, feeling the stress of the world and you leave here just a totally different person."

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Classes are $26 per class or $199 for a ten class series at David Barton Gym, 50 Park Plaza. Sign-ups can be found on the ((305)) Fitness website www.305fitness-boston.com/boston

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Carly Sitrin can be reached at carly.sitrin@globe.com. Follow her on Twitter @carlysitrin

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ENTRY LEVEL

A Knack for Making People Sweat

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By Tina Kelley
Nov. 6, 2008

Terrence Walcott, 25, has worked for two years as a personal trainer at the David Barton Gym at Madison Avenue and East 85th Street. He grew up in Crown Heights and was on the track team at the University of Michigan, where he could long-jump 26 feet.

Slogan on work shirt: Look Better Naked

Way he knows his workouts are working: I use the spousal test: "So, has your husband or wife said anything yet?" Everyone you know, the guy on the corner who hits on you, your boss, may be noticing that you're working out. I was training this woman for two years and she said to me, "Yesterday my husband gave me a compliment on my arms," and I said to myself, "I'm the best trainer in the world."

Loves to hear: "I got down on the floor and picked up my grandson for the first time." There was a 75-year-old client of mine who went kayaking last week, and before, he could barely walk. I get so much joy from being able to work someone out hard.

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Hates to hear: "I just got my hair done and I can't sweat today." No matter what we do, there's no way you can be here for an hour and you don't sweat. It becomes like a chess match. If I know a person needs things, I've got to figure out a way so they get the benefit of that exercise. If they didn't get what I felt they needed, it's a bad session that weighs on my days sometimes.

Terrence Walcott has worked as a personal trainer for two years.
Suzanne DeChillo/The New York Times

Typical lunch: A couple of turkey burgers on pita, with grilled sweet potato and a drink. And in an hour and a half, I'll eat the same thing again.

Who comes in when: Some guys get here at 7, get beat up, and they say, "Good morning, Terrence, goodbye, Terrence" that's it. They tend to be the Wall Street finance guys. Once 9 o'clock hits, it changes at 9. At 9 are these guys' wives. And the wives at 9 are more focused than the ones at 11.

Childhood obstacle: I was born bowlegged, and I had braces to correct it, but they were too tight, and the bones fused incorrectly. I had surgery on my right leg as an infant, and I was never supposed to be able to walk again. My mother was ecstatic when I started running track.

The road through college: I was planning on going into geriatrics. Halfway through school I realized I didn't want to be a doctor. It was painful. It was even more painful because I didn't know what I did want to do. After college, when I couldn't run or compete anymore, it devastated me. I figured, that's my passion.

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After work: When I have a couple of hours I watch documentaries on the Science Channel, and sports. Every so often someone will force me to go to the movie theater.

Should a trainer look totally buff? I had this one trainer, she was 4 feet 11 and maybe 90 pounds wet, she beat me down like no one has ever done in my life. It's all about knowledge.

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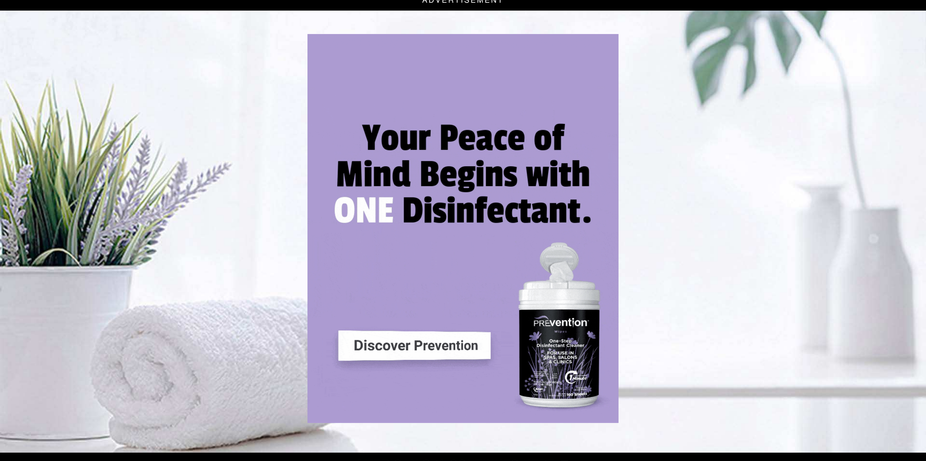

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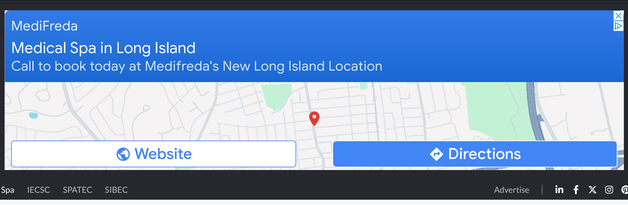

And the Winner of the David Barton Gym Job Is...

By Pamela Kufahl • Apr 21, 2014 12:08pm

Blog

The winner of the social media director job at David Barton Gym was revealed last month in an episode of "Inside Job." Also revealed was the "insider." To find out if either was Alisa, Jared, Nataly or Curtis (left to right), read the blog. Photo courtesy of Doug Hyun/TNT.

The winner of the social media director job at David Barton Gym was revealed last month in an episode of "Inside Job." Also revealed was the "insider." To find out whether Alisa, Jared, Nataly or Curtis (left to right) was either the winner or the insider, read the blog. (Photo courtesy of Doug Hyun/TNT.)
If you were not at the IHRSA 2014 show or the Bash for Augie's Quest on March 14, you might have caught the episode of "Inside Job" on TNT that featured David Barton Gym, New York. If so, you already know who got the job as social media director and who the "insider" was. If you did not watch the episode but plan to watch it online, please stop reading now.

If you do not plan to watch but are curious about who was hired and who was the spy, then you may proceed. However, I won't reveal which of the candidates took the company's slogan of "look better naked" rather seriously. You'll have to watch the episode online to see that.

The premise of the TV show is that a company is in search of a high-level employee, and the CEO or owner of that company agrees to let the TV producers of "Inside Job" select three candidates for that position. Those three candidates live together in a house for a week enduring two challenges to gauge their worthiness for the job. Also living in the house is someone who already is employed by the company but who presents himself or herself as a fourth candidate for the job. The insider reports back to the CEO of the company about who he or she thinks is the right candidate.

For the David Barton Gym episode, the insider was Jared (the second person from the left in the photo above), whose real name is Andrew. Andrew has been the marketing manager at David Barton Gym since 2004. And who did he recommend that Howard Brodsky, CEO of David Barton Gym, hire? He recommended, and Brodsky hired, Alisa (the person on the far left in the photo above).

You might find that recommendation hard to believe if you watch this clip from the episode where Andrew (still pretending to be a candidate for the job) accuses Alisa of not listening to him during one of the challenges.

Although the episode was shot in the fall, Alisa could not start her job with David Barton Gym until after the episode aired. We'll see how this hire works out in the months to come.

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WINDY CITY TIMES

Barton: Expanding Into the Windy City

by Andrew Davis
2004-12-15

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For practically his entire life, David Barton has been involved in fitness. Along the way, he has not only competed as a professional bodybuilder but has also worked as a personal trainer. More than a decade ago, Barton decided to apply his savvy to the business arena and opened a gym in New York City. Since then, the David Barton Gym chain has included two more health clubs (a second one in the Big Apple and one in Miami) . Attendees apparently are happy with the results; even the actor Jerry O'Connell sang the gym's praises in a recent issue of Out magazine.

In the spring of next year, Barton will open a 30,000-square-foot fitness facility in the old Montgomery Ward building (600 W. Chicago) in Chicago. Barton took a few moments from his unbelievably hectic schedule to talk to Windy City Times about everything from using psychology to looking better naked.

Windy City Times: What made you want to get involved in the business aspect of fitness?

David Barton: That's a good question. I was in New York and I saw the whole gym scene needed updating. I got a job as a trainer and decided that I wanted to spend my whole life in the gym. However, when I opened my first gym in 1992, it was uncool to go [to any health club] . In the '80s, there was this backlash; gyms were dominated by leggings and thongs; also, there were the musclehead gyms—but there was nothing in between. I just wanted to make it OK for cool people to go work out. There were two goals: I wanted the experience of working out to be a certain caliber but I also wanted people to see tangible results. I wanted them to see their bodies change—and that's why we go the gym, right?

WCT: How many gyms do you have?

DB: I currently have two in New York City and one in Miami. The one in Chicago will be the fourth and I'm opening a third gym in New York City at the Hudson Hotel.

WCT: Is it true that, when you were young, you did pull-ups on the subway?

DB: When I was young, I worked out all the time. I would do pull-ups on the subway and on scaffolding on the street. I exercised before it became fashionable.

WCT: You got a degree in human development from Cornell University. How has it helped you in your business?

DB: There were a lot of psychology courses involved in my studies. Knowing psychology is very important when it comes to motivating people to work out. You have to get people to not only [invest] their money but also their time. I also took classes in biology, biochemistry, and physics—and understanding physics is important when it comes to dealing with [weight] machines and similar things.

WCT: Part of compelling people is your gym's intriguing tagline, "Look Better Naked." Who came up with that?

DB: I did. I was being interviewed before I opened my first gym and someone asked me why people work out. I answered that health benefits are fine but people want to look better naked. I liked that answer and trademarked it; I've gotten advertising awards for that phrase. People really respond to it. My message is salvation through physical reality.

WCT: Tell me about this new gym in Chicago. First of all, when will it open?

DB: [Unfortunately,] it won't open until April. I got caught up in the City of Chicago's building department. We just got our permit but it should open in the spring.

WCT: What will the gym have?

DB: Well, I'm glad you asked. [Laughs.] It's a beautiful space filled with octagonal columns that has a lot of warmth. I want to draw out the spirit of that space in a really elegant way. The gym, of course, will have the latest in strength-training and cardio machines. We'll also have a fantastic yoga program. We'll also have program tailored for what people want—for example, core strength or flexibility. We're discarding the bells and whistles, like gimmicky exercise classes where you dress like a fireman. Our classes have trainers who know how to burn calories; we'll have real weight-training with real trainers so you'll get a great workout. I personally hand-pick my trainers.

In Chicago, there are a lot of health clubs —but the whole scene seems so homogeneous; nothing stands out. I think that my gym will definitely stand out from the crowd. It will be different in style and service. In New York, we're not the best place to go for training—we're the only place.

[Note: According to a press release, the gym will boast a cardiovascular area with rows of machines paired with plasma screen televisions, all with panoramic riverfront vistas. The core of the gym will be dedicated entirely to free weights and barbells. In addition, there will be three fitness rooms, including a yoga sanctum, indoor cycling studio, and a large studio for trainer-taught classes. Finally, the locker rooms will sport steam rooms and Russian baths.]

WCT: Is Chicago providing any different challenges than Miami or New York City?

DB: Not really—besides the whole thing with the building department. People have been really receptive. I love Chicago; I'll be spending a lot of time there, especially when the gym opens. I love the cold.

WCT: Well, you'll be right at home here in Chicago.

DB: [Laughs.] Yes, I certainly will.

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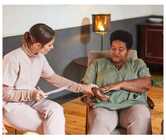
OUT AND AGING

AARP



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LA WEEKLY

Credit: David Barton Gym

BEST UPSCALE GYM

SOPHIA KERCHER × OCTOBER 5, 2016

Don't let **David Barton Gym**'s nauseating three-word tagline — "Look Better Naked" — fool you; this is a Westside fitness haven for gym rats and newbies alike. David Barton's is less crowded and more affordable than Equinox, and has more panache (and cleanliness) than L.A. Fitness or 24-Hour — and if the natural (and low) lighting doesn't make exercising more meditative, a cool shower in the granite-filled, spalike locker rooms will. The trainers, many of whom are experienced athletes, not only teach instructive one-on-one sessions but you also can sweat it out at their challenging classes, or step into the boxing ring, which anchors the facility. There are also filtered water stations, Wi-Fi and a spate of other posh amenities (and fitness courses) to add an extra spring to get you through your workout routine.

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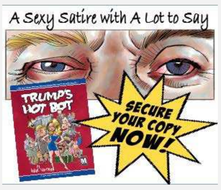

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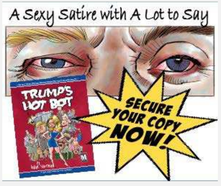

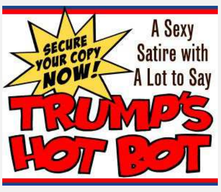

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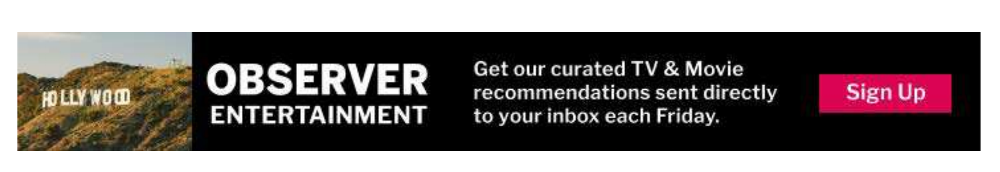

DRINKS

Critical Conditioning: Booze and Body-Shaping at David Barton

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By Molly Rosen · 09/15/10 4:02pm

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I went to one of those colleges out East where the girls were overachievers and competed in everything from semiotics to style. But what we cared about most was staying skinny. After long study sessions at the library, we ran to the treadmills at midnight in matching Salvation Army sweat suits, toasting our fitness afterwards with handfuls of gummi bears on the way to the Grad Center Bar. While our male classmates proudly guzzled pitchers of obesity-inducing dark beer, we sat in the corner, hunched and furtive, gulping vodka-sodas. Vodka, low on the carbohydrate-and-calorie food chain, was virtuous-each glass a seeming mitzvah.

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"Vodka?" laughs Dr. Elena Klimenko, MD, Integrative Medicine Specialist. She is responding to a newspaper article I've read recently about David Barton Gym, a top workout chain that had announced plans to serve vodka after boot camp class (renamed Bot Camp, in honor of sponsor Svedka Vodka's futuristic ad campaign), which was complimentary in the month of August. "Vodka after exercise can compromise the cardiovascular system. It can increase heart rate. It causes vasodilation. It widens your vessels and increases blood flow to the periphery. If the person is already dehydrated it can cause fainting or very quick alcohol intoxication."

Sounds like a plan. Within hours I am suited up and standing in front of the gym's Astor Place entrance, ready to work it.

Walking into David Barton is like entering a pornographic gymnasium. It's a crazy, crushed-velvet, womb-like boudoir-one part nightclub, one Alice in Wonderland, a pleasure dome of mirrors, low lights and wild erotic booty bass. The lobby is all hip kitsch: fake red roses in a fake white gun vase, large glass specimen jars filled with rice and red seeds and bones, a chandelier of tassels, Chinese umbrellas and what appears to be a string of Ben Wah Balls. A bald man in black stands in front of makeshift bar, mixing Screwdrivers from Svedka and orange juice. "What if people get plastered and pass out during their workouts?" I ask.

"I think they're supposed to do it afterwards," he responds, flashing a glistening grin. A pretty girl in pink shorts kneels on all fours in the distance, rolling her pelvis up and down in an amorous manner. Upstairs, I step into a large room with windows overlooking Eighth Street and experience a dizzying wave of deja vu-this very space, I realize, after steadying myself on a large, larval-looking piece of Nautilus equipment with antennalike arms and legs-was once the beloved Fiction Room of the former Barnes & Noble where I have spent many afternoons curled up in the corner, reading and dreaming. A stencilled image of a woman in tiger pants flashes me gang signs from the wall.

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David Barton, an Ivy League-educated bodybuilder and native of Far Rockaway, Queens, is the most muscular man I've ever seen up close. When he says hello, his neck and right bicep muscle begin to twitch violently, as if they are growing at an inhumanly bionic rate. There is a cross hanging from his left ear. He is a wild twitching creature from the gym lagoon, part midget pirate, part Oompa Loompa. We pump hands. I can't lie-his presence excites me in a pure, indelible way. Is it really possible to look like that?

Before I can help myself, the words, "I need to get toned," drool from my lips. "But you're already lean," says a perky, poised trainer, neck ribboned with sinew, who happens to be passing by. I am feeling jazzed, mildly aroused and anorexic; all of the sudden I want to lose ten pounds before I leave! I want, as the David Barton slogan states in their hypercolor, sex-saturated ad campaign, to Look Better Naked.

Back upstairs, two girls are standing outside the exercise room. Their names are Stephanie and Jessica, they're in their late twenties, and they work in fashion. Stephanie has a big crooked smile and a sleek pelt of blonde hair, and she is drinking a plastic cup of vodka and orange juice. "I read about this class on the internet," she says. "It'll be rewarding to have a drink after the workout."

"But you're drinking one before," I say. She gives me a dirty look.

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Soon Caleb, our dreadlocked "Bot Camp" instructor appears. He is short, lumpy with muscles and holding a energy drink. Three other girls materialize-in minutes we are all writhing on the floor, squatting on platforms and kicking our legs to the music of The Jackson 5. Normally I am a lazy yogi whose workouts consist of napping in a pajama shirt in a dim-lit shala; now I am flushed… pulse flitting…furiously sweating…. I am feeling Awesome.

Behind me, Stephanie and Jessica are grimacing, grunting, lazily lifting their legs and pulling their arms toward their body in a choppy, half-hearted manner that reminds me of bust-enhancing exercises I did as a teen. Each time Caleb turns from them, they pause, panting. But, me, I high-kick, I crunch, push and sit-up; I am thriving! For the next five days, my leg muscles will spasm in pain each time I descend a subway step.

Afterward, I head back down to the lobby, preparing to enter an outrageous, out-of-control vodka social packed with hot, ripped men and preening, petite ladies-thousands of people who all Look Better Naked and who know it. But it's only Stephanie and Jessica, and the Bartender in Black and a gregarious trainer named Trevor, who is sitting on a purple Victorian chaise, legs spread, explaining some sort of equation involving body mass index and turkey cutlets. Stephanie is the only one drinking, and it's only half a glass. A squirrely redhead prances by, and I hear her mention an afterparty at Elmo, but no one even flinches.

I return to David Barton Gym the next evening for a Thursday night soiree called "The Bloc Party." The lobby has the same empty, lackluster vibe of the night before; it reminds me a little of an awkward high school dance. But instead of bumbling bio-teacher chaperones and a punch bowl, a plastic surgeon in clogs is standing, arms crossed, surveying the scene, while his representative solicits business from people passing by. A bartender is giving away Ty Ku Liquer drinks called Naughty Lemonade, Skinny Rita and Afterglow, and facialist bends over a supine woman on a massage cot, running a laser over her cheeks. In the corner, a tattoo artist in neon nylon inks an actual rose on the leg of a man who already has roses on his neck.

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The message I am getting here is mixed. I don't know whether to ask how much a boob job costs, to pound a few cocktails or to get a facial. I don't know if I should run upstairs and exercise, or run outside and buy lingerie. I don't know if I should loathe my un-buff plebeian body or revel in its all-too-human glory. Plenty to think about; I order an Afterglow and ponder some more.

The experience: Great. **The price:** Free. **The verdict:** Worth every penny.

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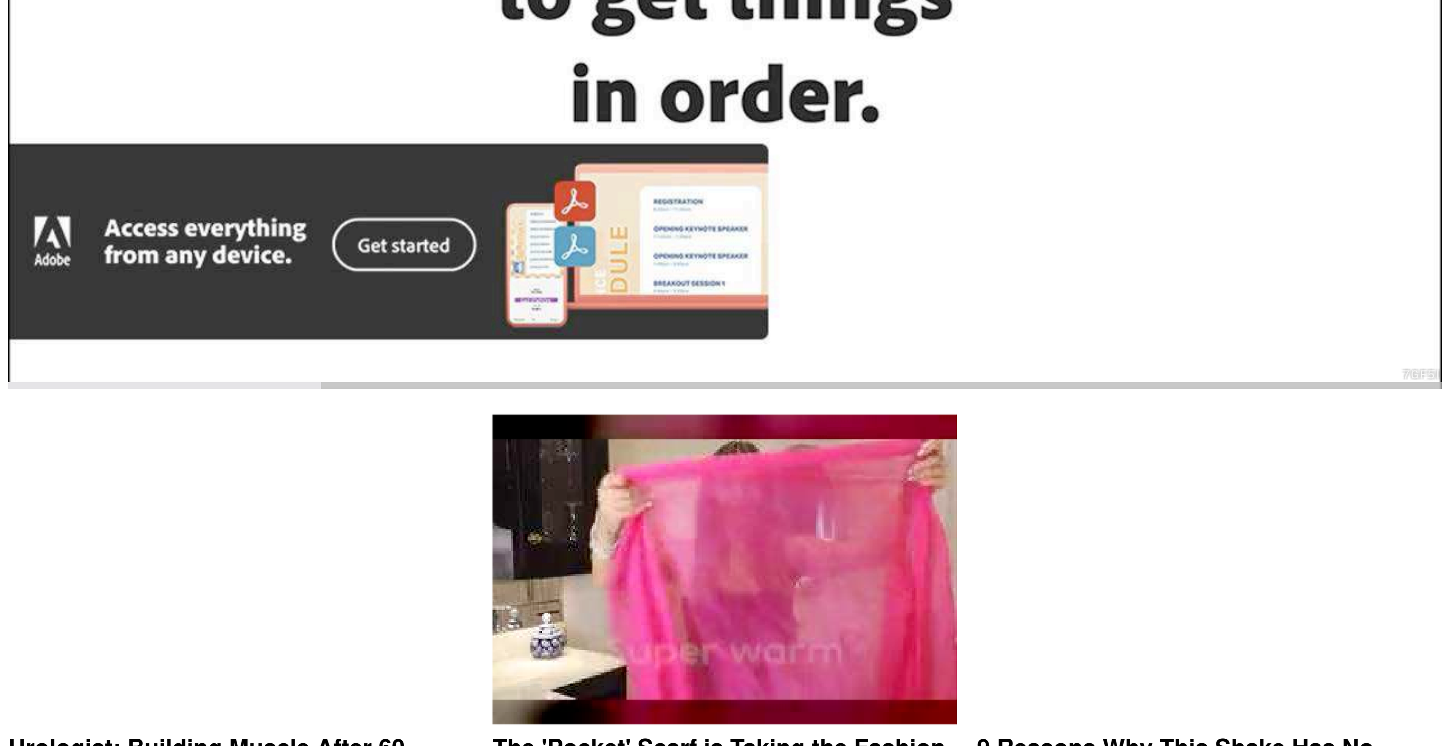

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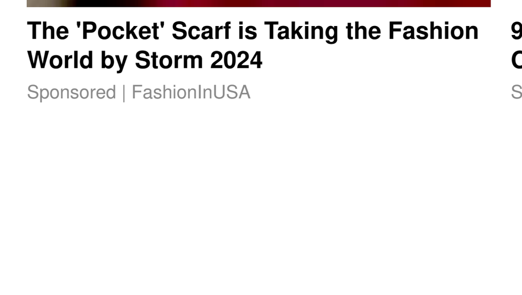

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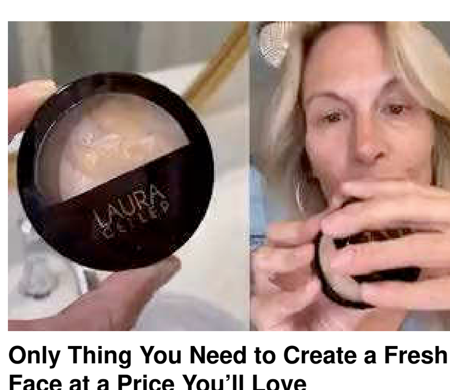

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IN THE UNITED STATES PATIENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

TOWN SPORTS GROUP, INC.	}	
	}	
Petitioner,	}	
	}	
v.	}	
	}	In re:
DAVID BARTON	}	Registration Number: 7032113
CONSULTING, INC.,	}	
	}	Mark: Look Better Naked
Registrant.	}	Cancellation No. 92084320

AFFIDAVIT IN OPPOSITION TO PETITION TO CANCEL

State of New York }
} ss:
County of New York }

David Barton, being duly sworn, does hereby swear subject to penalty of perjury:

1. I am the Managing Member of Registrant and submit this Affidavit in support of the motion to dismiss the petition to cancel filed by the Petitioner.
2. I have used Look Better Naked openly and notoriously since 1992.
3. I am refiling the extensive materials my lawyers previously submitted which demonstrates my open, notorious and continuous use since the early 1990's.
4. Everyone in the gym industry knows Look Better Naked has been my trademark for decades.

5. The use of my trademark by Petitioner and its affiliated companies has caused confusion and damage to my reputation.
6. I have never engaged in fraud relating to my use of the mark.
7. The representations of counsel to Petitioner, almost all made "upon information and belief" are false.
8. Notably, no affidavit based upon personal knowledge is submitted to support my alleged fraud. This is because it never happened.
9. I was the Managing Member of Eastern Gymnasiums, L.P., at the time the trademark was originally filed.
10. When I set up DB 85 Gym Corp., I assigned the mark from Eastern to my new company, DB 85 Gym Corp.
11. After two bankruptcy filings by DB 85 Gym Corp., I incorporated David Barton Consulting, Inc. which is now the owner of the mark.
12. I am not a lawyer and have no training or knowledge about how to file trademarks, bankruptcy papers, etc.
13. I rely on the advice of professionals for those matters as I am a fitness professional and personal trainer who is known for helping people to look better naked. I've been doing that since 1992.
14. Even if I did not comply with all the technical requirements of the law, I certainly have never engaged in fraud.
15. The Petitioner is a direct competitor of mine and benefiting from using my trademark.

16. I have asked the Petitioner to stop using it and he refuses.

17. My lawyers have repeatedly asked Petitioner to cease and desist from using my trademark.

18. Petitioner ignore my lawyers, me and is causing substantial confusion to members of my gym and my followers by using my trademark.

19. I am requesting the latest Petition to Cancel be dismissed with prejudice so I can continue to use the trademark I created, nurtured and have built on since the early 1990's.

WHEREFORE, the Petition is properly dismissed. Request is also made for such different, further and other relief as is deemed just, equitable and proper.

Dated: New York, New York
August 15, 2024

By:_____
David Barton

SWORN TO BEFORE ME THIS
18 DAY OF AUGUST 2024

THOMAS D. SHANAHAN

Thomas D. Shanahan
Notary Public - N.Y. State
No: 02SH633024
Expires: Sept. 14, 2021
Qualified in New York County

IN THE UNITED STATES PATIENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

TOWN SPORTS GROUP, INC.	}	
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v.	}	
	}	In re:
DAVID BARTON CONSULTING, INC.,	}	Registration Number: 7032113
	}	
	}	Mark: Look Better Naked
Registrant.	}	Cancellation No. 92084320

ATTORNEY AFFIRMATION IN OPPOSITION TO PETITION TO CANCEL

Thomas D. Shanahan, an attorney duly admitted to practice in the Courts of New York, Florida, New Jersey and all Federal Courts, does hereby affirm, subject to penalty of perjury:

1. I am counsel to David Barton and David Barton Consulting and submitting this Affirmation in response to the latest Petition filed by Town Sports International.
2. I have worked with David Barton since 2005 as an attorney. During that period, Mr. Barton has consistently utilized the trademark Look Better Naked.
3. Since 2005 when I began working with Mr. Barton, if he was not actively utilizing the mark, he had the intention of utilizing the mark on his next venture, gym, clothing, etc.

4. Since 2005 when I began working with Mr. Barton, he has been quoted publicly utilizing the trademark "Look Better Naked" hundreds if not thousands of times.
5. Mr. Barton has had various business entities throughout the years. Among those, Eastern Gymnasiums, L.P. and DB 85 Gym Corp., which at various times held ownership of the trademark.
6. Mr. Barton was the principal of both of the entities which is why the trademark was held by them.
7. Mr. Barton has used the mark openly and notoriously since 1992.
8. There has never been an intent to engage in fraud by Mr. Barton or his companies as it pertains to the use of Look Better Naked.
9. I do not know why the trademark was omitted from the bankruptcy filing cited in Paragraphs 16, 17, & 18 of the Petition to Cancel. I was not the attorney or firm responsible for the filing.
10. However, I respectfully submit the argument is a red herring and even if the trademark was omitted, does not demonstrate fraud by Mr. Barton.
11. It is **untrue** that "for almost seven years, the Petitioner has substantially, exclusively and continuously used the Look Better Nake slogan and mark and variations thereof in connection with the Petitioner's Services." *See* Petition 27.

12. In fact, multiple cease and desist letters have been transmitted to the Petitioner and its counsel over the course of those seven years demanding their use, which constitutes trademark infringement, cease immediately.

13. Petitioner and its counsel have refused to cease and desist which will be addressed this Petition is disposed of by the Court.

14. Not only have we objected to the continuing use of our trademark by the Petitioner, we have done so vigorously.

15. There is no merit whatsoever to the Petition and it is properly dismissed.

Dated: New York, New York
August 8, 2024

By:_____

Thomas D. Shanahan, Esq. (TS-3330)
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60 East 42nd Street, 46th Floor
New York, New York 10176
(212) 867-1100, x11