

**B | C | D**

# **BARBARA CHANCEY DESIGN GROUP**

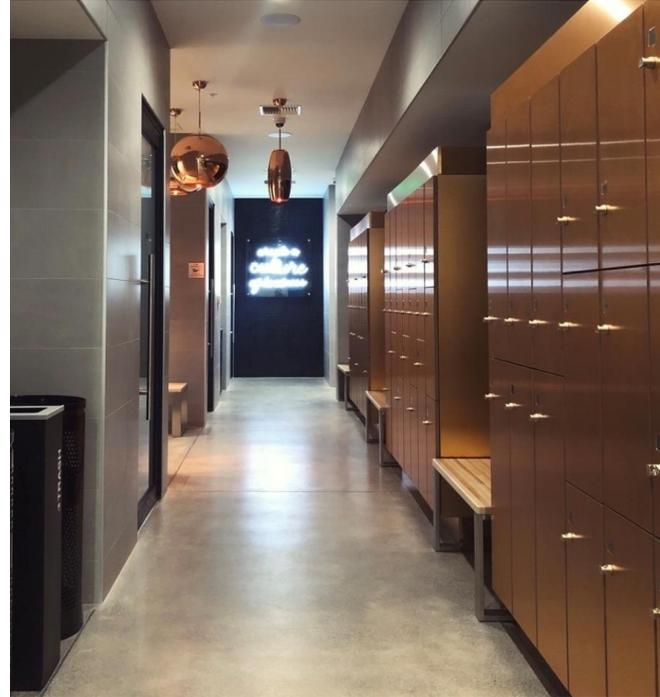
The Global Experts in Boutique Fitness



**Trusted by over 200  
successful fitness  
entrepreneurs worldwide.**

Services include:

- Concept and Location
- Architecture and Interior Design
- Brand Development
- Illumination/Sound/Projection
- Equipment and Supplies
- Startup Operations
- Instructor Training
- International Shipping
- Grassroots Marketing
- Financial Planning and Lending Assistance



## Our proven approach to design takes inspiration from real people –

instructors, front desk greeters, cleaning crews, management, and most importantly – the people who spend their time and money with you.

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**BARBARA CHANCEY**

Founder | CEO

Global Studio Visionary. A respected voice in the boutique fitness industry, Barbara helps clients create, differentiate, and launch their brand. With nearly two decades of real-world experience, Barbara is the leading consultant trusted by highly successful fitness entrepreneurs. Her rich knowledge and proven methods combine to deliver coveted fitness destinations across the globe.



**DOUG FREY**

Lead Architect

Frey's unique understanding of the boutique fitness industry enables him to bring value added design knowledge and cost-saving dimensions to all projects. With an established background in restaurant design, Doug incorporates elements of fitness and hospitality, earning the reputation as one of the most highly regarded and well-respected architectural firms practicing in the fitness studio design arena.



**DARYL VAUGHAN**

Lighting Design

British-born Vaughan is an international lighting designer with over 30 years of experience in the entertainment industry. In addition to illuminating Reunion Tower, a Dallas landmark, he has worked with top musicians including world tours with Genesis, Paul McCartney, Pink Floyd, and the Rolling Stones. Daryl provides creative corporate and private illumination solutions for hotels, world monuments, and Barbara Chancey Design Group's fitness clients worldwide.

## Qure

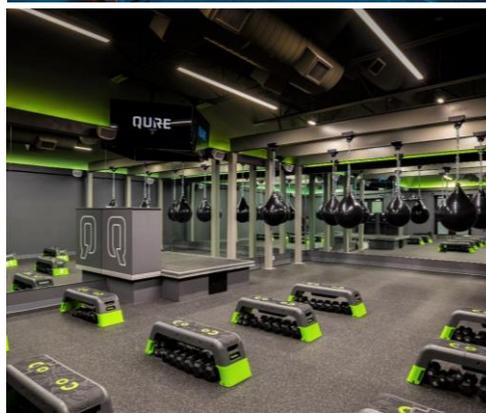
Retail space in a prime Utah shopping center repurposed to deliver 8,000 square feet of specialized fitness and luxurious amenities. Locally owned, Qure offers customized studios for indoor cycling, boxing, strength training and Q-Kids, a fitness-based childcare program.

Centerville, Utah

Size 8,000 sq ft

Completed 2020

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## Shine Cycle + Shine X

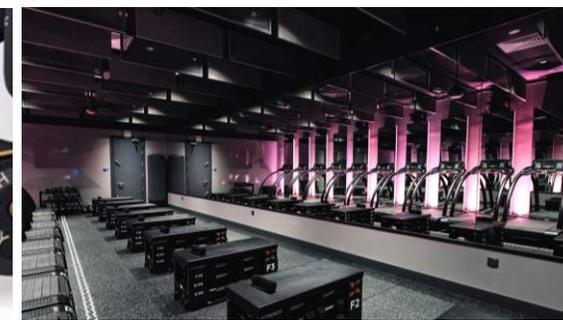
Commissioned by Her Highness Princess Azemah Bolkiah, this award-winning studio features reclaimed wood indigenous to Brunei’s rainforests, blackened steel, custom laser-cut acoustic panels, extensive sound mitigation materials and over 800 high output, programmable LED fixtures.

Luxurious locker rooms, customized equipment, and internationally trained instructors make Brunei’s first boutique fitness studio a landmark in southeast Asia.

Bandar Seri Begawan, Brunei

Size 4,600 sq ft  
Completed 2019

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## Hustle Studios

Fresh air was the most requested design feature of 2020, and this premier waterfront destination includes customized studios for indoor cycling, high-intensity interval training (HIIT), and stretching. Designed for both indoor and outdoor classes, modern glass-panel doors open to a stunning lakeside amphitheater.

The Sound in Cypress Waters  
Coppell, TX

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Size 4,600 sq ft  
Completed 2021

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## Turn Studio

A playground for the senses, Turn is changing the workout game in Atlanta. A soaring staircase leads to the mezzanine where HIIT, cardio dance, yoga, and strength classes are offered. The 40-bike indoor cycling studio delivers mesmerizing pyrotechnics and projection technology for unlimited class creativity.

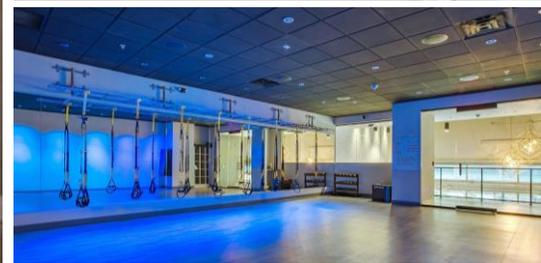
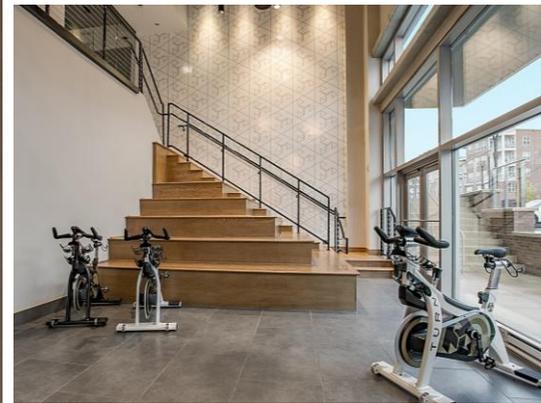
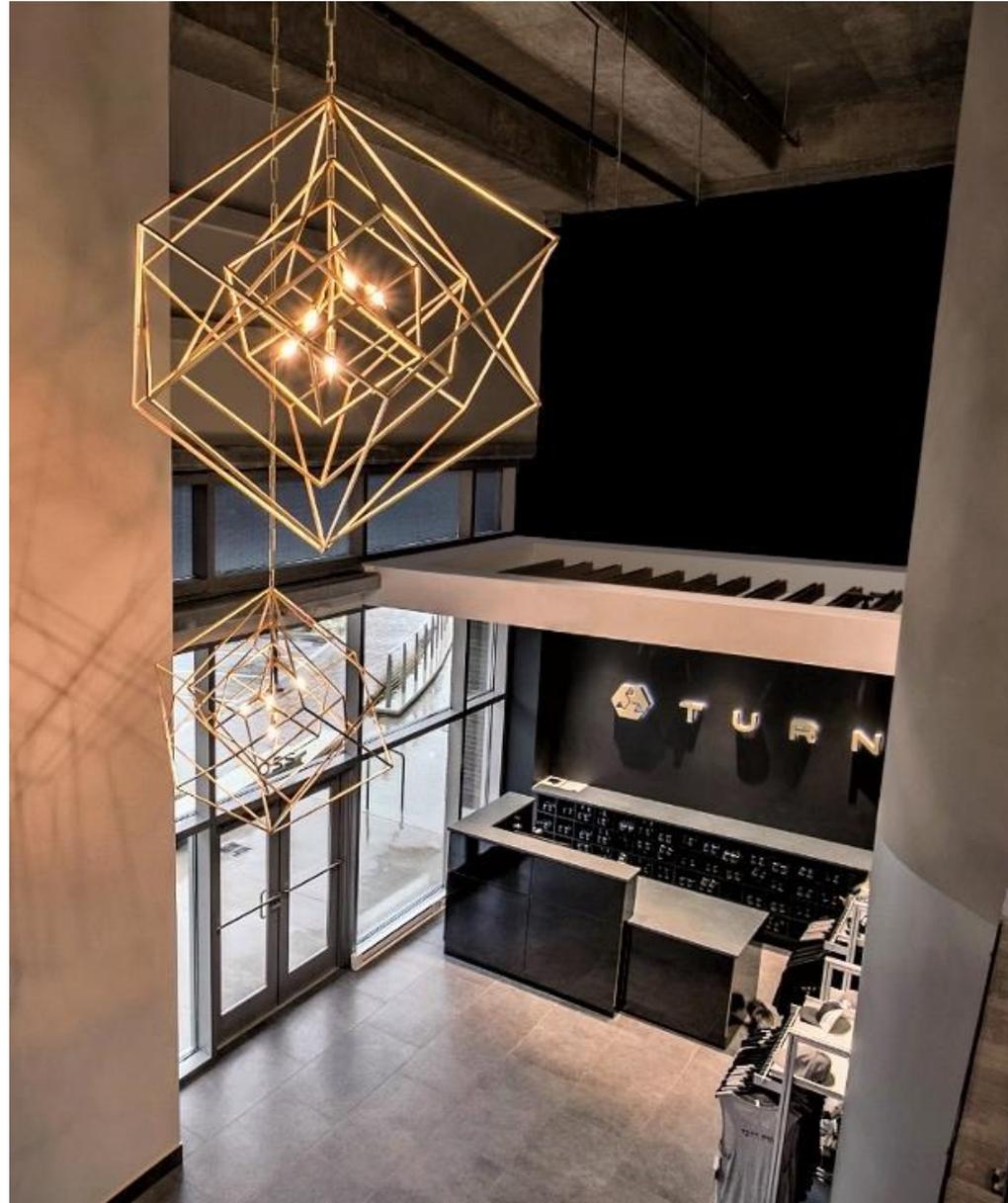
Sandy Springs, GA

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Size 4,500 sq ft

Completed 2018

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## INTERNATIONAL PROJECTS

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Award-winning studios including projects in Nigeria, Brunei, Qatar, Cayman Island, Kuwait, Montreal, Bahrain, Malaysia, and the Middle East.

The first to export entire studio contents to destinations across the globe with seamless execution.



## ARCHITECTURE & INTERIOR DESIGN

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Each unique project is an exceptional piece of architecture rooted in function. Dramatic and captivating atmospheres deliver industry-crushing growth.

- Schematic and design development of required program spaces.
- Explore potential sites and locations.
- Selection of materials, furniture, fixtures
- Complete architectural plans, renderings, and finishes.



## OPERATIONS & TRAINING

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Clients network with our family of successful studio owners worldwide. Mentors share their invaluable experience to ensure startups launch with success.



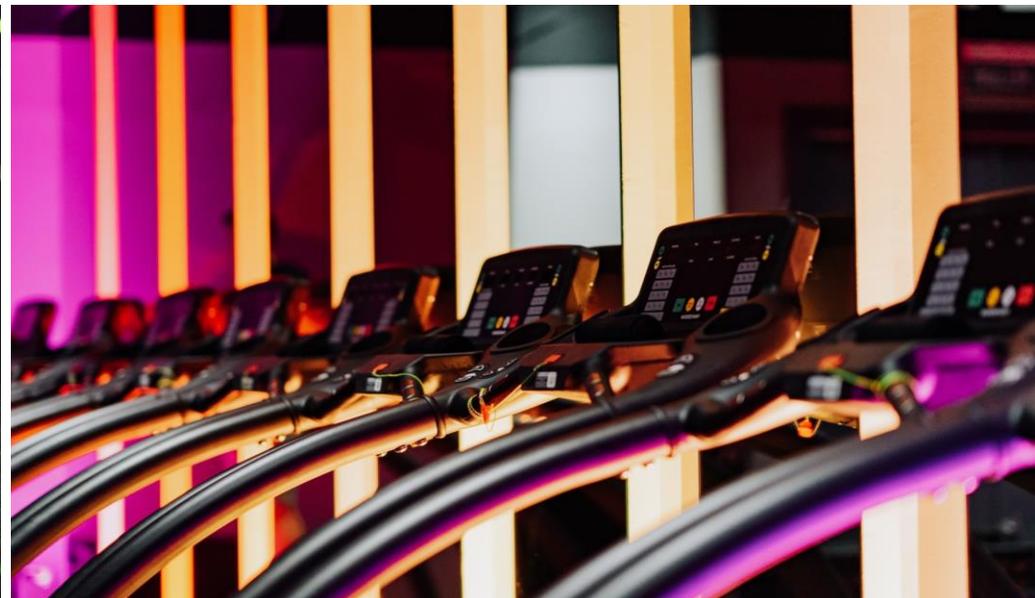
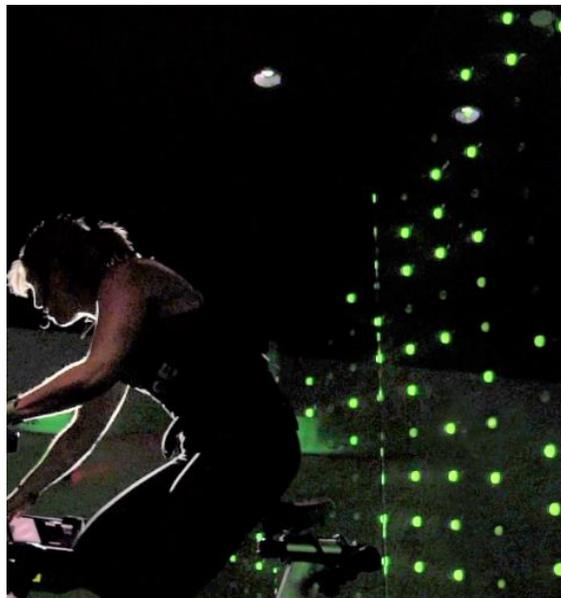
## ILLUMINATION, SOUND & PROJECTION

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From soft, flickering candlelight to rock concert pyrotechnics, our mesmerizing lighting design is seamless, captivating, and unforgettable.

Sound is reliable, durable, and easy to operate. Professional audio gear, installation, programming, tuning and training.

Cutting edge projection technology. Soundproofing, acoustics, crystal clear microphones.

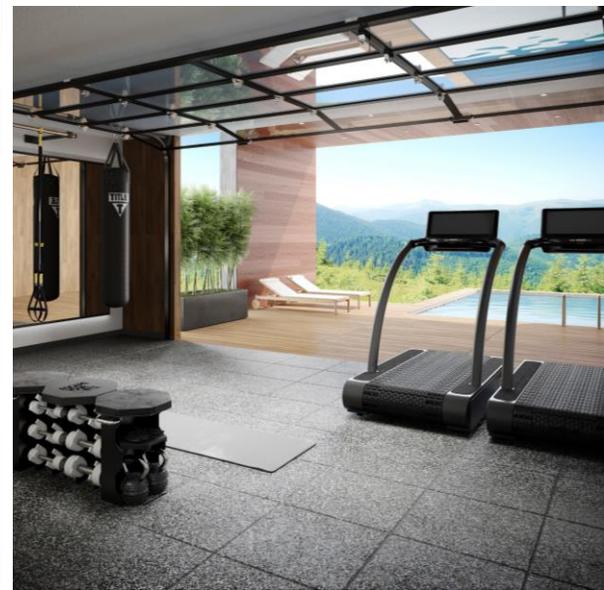
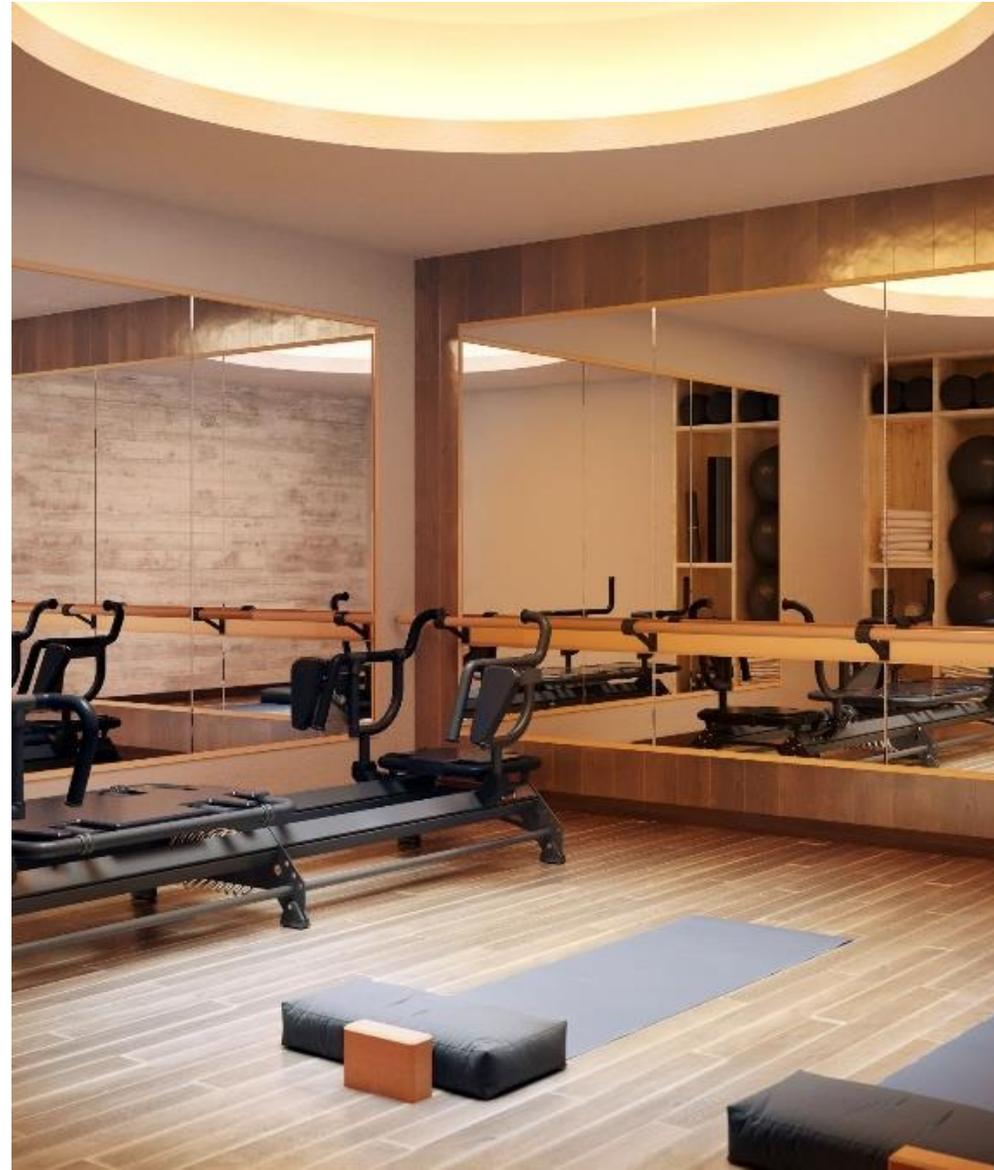


## RESIDENTIAL, COMMERCIAL & HOSPITALITY

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Discriminating homeowners and hotel guests deserve meticulous details, unparalleled design, flexibility, and function.

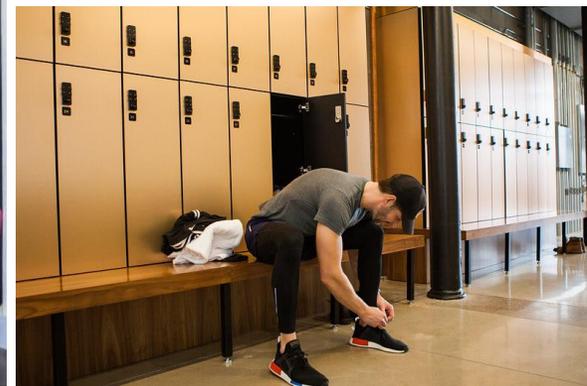
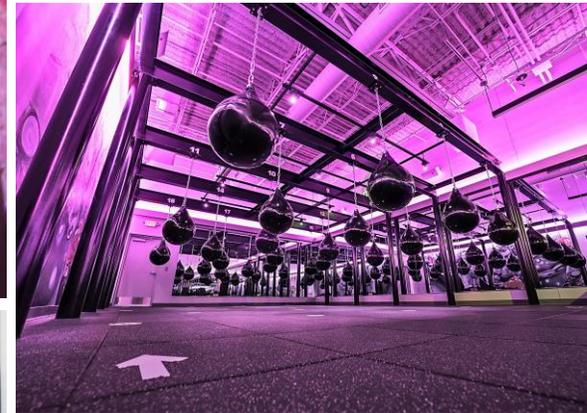
Let us create your fitness oasis for residential, multi-family, hotel, and corporate environments.



## FINANCIAL PLANNING

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Comprehensive planning for construction, launch and operational costs. Access to fitness financing and VIP discounts. Business plans and investor presentations.



## BRAND DEVELOPMENT & GRAPHIC DESIGN

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Brand identity, logo design, style guide, typography, signage, trademark, domain, full assets.

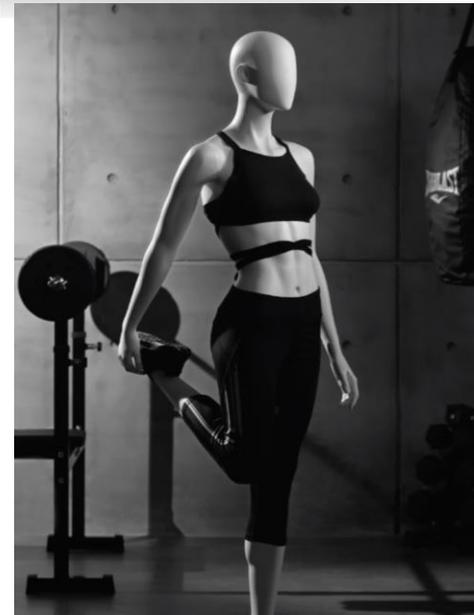


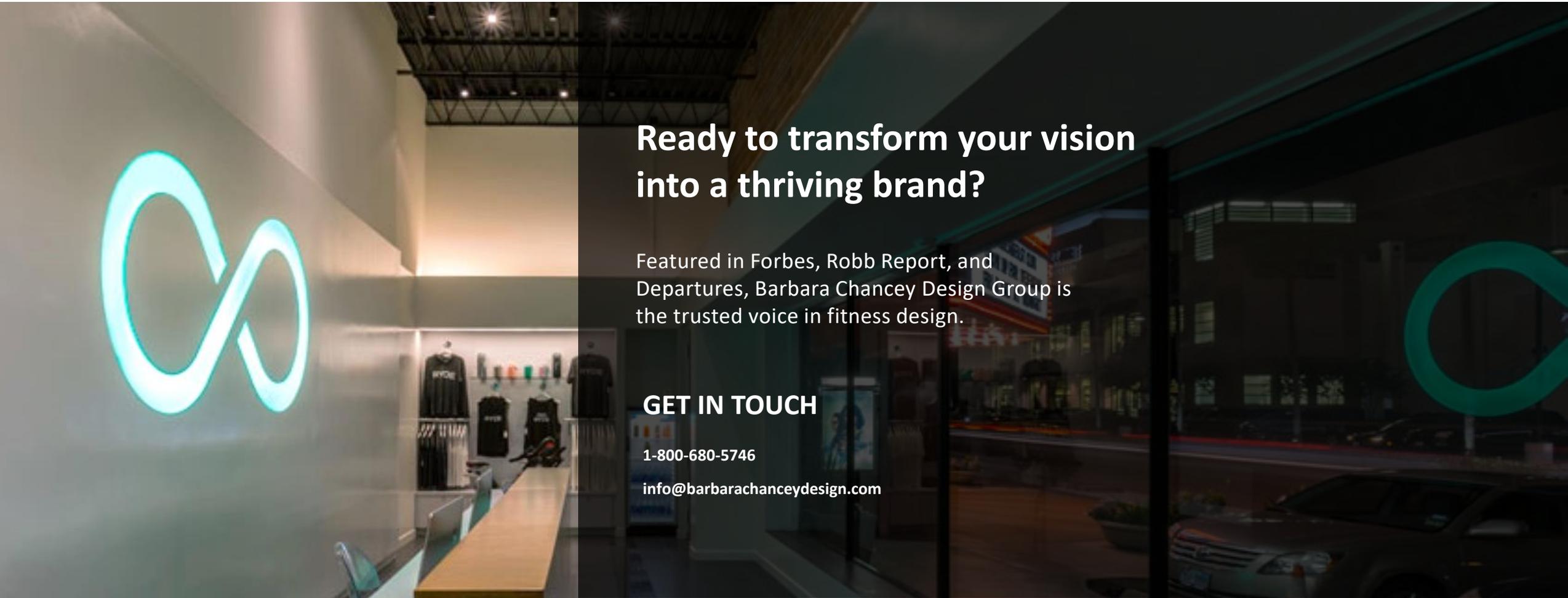
## CUSTOMIZED EQUIPMENT & MERCHANDISE

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Our network of providers offers VIP pricing, premium quality, and full customization to get your brand seen and heard.

International shipping available.





# Ready to transform your vision into a thriving brand?

Featured in Forbes, Robb Report, and Departures, Barbara Chancey Design Group is the trusted voice in fitness design.

## GET IN TOUCH

1-800-680-5746

[info@barbarachanceydesign.com](mailto:info@barbarachanceydesign.com)

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[WWW.BARBARACHANCEYDESIGN.COM](http://WWW.BARBARACHANCEYDESIGN.COM)