



## Artis Luxury: innovation meets style and design

*Technogym introduces a new line that elevates Artis to the next level for operators who aim to stand out and deliver a unique experience*

From Artis, Technogym's state-of-the-art line for cardio and strength training developed through 40 years of experience in wellness, sport, and health—comes **Artis Luxury**, a revolutionary collection combining cutting-edge technology with style and design.

The style of Artis Luxury is the result of in-depth research by the **Technogym Design Center** on colors, materials, and finishes inspired by the natural beauty of the Earth. Thanks to innovative manufacturing technologies and materials, Artis Luxury products feature the new **Sandstone** visual identity, conveying a sense of naturalness and sustainability and providing an experience that blends elegance, personality, and respect for the environment.

The line features **6 cardio products, 19 strength products, 15 Biostrength products**, and the **Technogym Checkup assessment station** in complete family feeling, to create a unique workout experience in a harmonious environment where each element integrates seamlessly with the others.

Artis Luxury products are fully connected to the **Technogym Ecosystem** which, thanks to artificial intelligence, deliver a personalized training experience tailored to each individual's needs, goals, and passions – from the assessment of physiological and cognitive parameters with Technogym Checkup, to the delivery of custom training programs on every single piece of equipment.

The integrated design of cardio, strength, and assessment equipment offers a complete solution for **the most exclusive and luxury interior design projects**, ensuring perfect synergy with the surrounding environment.

### Technogym

Founded in 1983, Technogym is a world-leading brand in fitness, wellness, sport, and health. Technogym offers a complete Ecosystem of connected smart equipment, digital services, on-demand training experiences and apps that enable each user to access a fully personalized workout experience anywhere and anytime: at home, at the gym and on-the-go. With over 2,500 employees Technogym is present in over 100 countries. More than 70 million people train with Technogym equipment in 100,000 Wellness centers and 500,000 private homes in the world. Technogym has been appointed for the tenth time as the Official Supplier of the Milano Cortina 2026 Winter Olympic and Paralympic Games and is the brand of choice for training champions around the world.