











## BLACKBOOK

### Physical Culture

# Cult Gyms: The NY/LA Phenomenon

The first wave of the fitness revolution came in the form of bare-bones, gymnasium-type facilities. Then Equinox and Sports Club/LA entered the national mix with top-notch equipment, juice bars and locker room attendants, and an endless variety of group fitness classes. These days the same boutique classes—cycling, power yoga, boxing—have spun off into workout-specific clubs of their own. (Some, like Physique 57, Tracy Anderson Method, and YogaWorks, have DVDs, too, so workouts aren't restricted to a souped-up studio.) The result is a network of cultish followers who swear by their chosen regimen (former Tracy Anderson devotee Madonna gave up running once she adopted Anderson's dance-focused Method; Kelly Ripa credits her toned abs to Physique 57's ballet barre). Pity the poor forgotten treadmill. —NANDITA KHANNA

	BROOKLYN BOULDERS	PEAK PERFORMANCE	PHYSIQUE 57	PUNCH FITNESS CENTER	SOULCYCLE	STATION FITNESS	TRACY ANDERSON METHOD	YOGAWORKS
	brooklynboulders.com	peakperformancencyc.com	physique57.com	punchfitnesscenter.com	soul-cycle.com	stationfitness.com	tracyandersonmethod.com	yogaworks.com
WHAT IT IS	New York's first strictly rock-climbing venue, housed in an 18,000-square-foot warehouse space in Brooklyn's Boerum Hill neighborhood, opened this fall.	Back-to-basics strength and circuit training where clients are matched with personal trainers (many of whom are pro athletes) based on skill, personality, and workout goals.	 Cofounders Tanya Becker and Jennifer Maanavi reworked the storied Lotte Berk Method to develop a core-centric workout that yields rapid results.	Kickboxing mixed with traditional boxing (think uppercuts and double jabs) and core work is the focus in these one-on-one sessions.	 Elizabeth Cutler and Julie Rice opened their first indoor cycling studio on New York's Upper West Side in 2006. Their fifth—and largest—studio opens in TriBeCa in January.	Co-owners Andrew Luke Barile and Melisa Diamant-Remo opened Station, Manhattan's only gym to feature vibration training, in a bright Meatpacking District loft in 2006.	Tracy Anderson is responsible for sculpting Gwyneth Paltrow, and until recently, Madonna, with a workout fusing aerobic and dance movements with resistance training.	With 23 locations across California and New York, the 22-year-old yoga center opened its East Coast flagship studio in New York's SoHo neighborhood this past June.
THE SCENE	There's a replica of the Brooklyn Bridge arches for beginners and intermediates, and inverse walls and a stalactite for experts. For kids there's a lesson area.	Unconventional equipment, like non-motorized treadmills for simulated parachute-running, are combined with sled pulling and drills using weighted power balls.	In a carpeted and mirrored studio, Physique 57 incorporates exercises at the ballet barre, isometric moments, and varied ab work for an interval-training-like workout.	Look for a pair of boxing gloves on Madison Avenue. The studio is small and spare, the trainers tough but encouraging. The hour dictates the crowd (5 a.m. is Wall Street; 9 a.m. is buff moms).	Lights are dimmed and candles are lit in this tiny studio where devotees sweat it out to songs by Kanye West and Rihanna.	Exercises are done on one of eight Power Plates machines, a vibrating platform that causes muscles to contract multiple times per second, reducing the time needed for an intense workout.	The TriBeCa space has a cardio dance studio (with resistance bands running across the ceiling) and a room with a ballet barre, a cube system, and Anderson's version of the Pilates reformer.	The light-filled space with bamboo flooring offers 14 kinds of yoga (including hengar), mat Pilates, and private instruction.
WHAT TO BOOK	It's open late (till 10 p.m. mid-night on Friday and Saturday), and a DJ spins on Friday nights (\$20 for the day; memberships from \$85 per month).	The one-on-one sessions run from 50–60 minutes. Clients visit the gym only for their scheduled training session (\$140 per session).	The 57-minute workout keeps the heart rate up through a series of push-ups and plies; a 40-minute express class debuted in October 2008 (from \$26 per class).	Sessions are an hour each. Request founder Adelino Da Costa for the first session; after that, trust him to match client to trainer (\$145 per session).	The 45-minute SoulCycle ride uses clip-in bikes for maximum core strengthening, and one-pound weights for added arm work (\$32 per class).	The 30-minute Total Body Conditioning class targets muscles long forgotten (\$35 per session).	Most members follow up any one of the 80 hour-long classes with a private training session (from \$900 per month).	Known for hybrid classes like BarWorks (ballet, Pilates, and yoga), the cardio-centric YogaWorks Slim debuts this month (from \$100 per month).
SWEAT FACTOR								

### Personal Obsession

Long before there were deluxe detox treatments, juice-fast deliveries, or even Whole Foods, skincare expert **Susan Ciminelli** taught her clients that what they ate could, quite literally, alter their profile. Her new Midtown Manhattan spa performs facials with seawater and exfoliations with a pumpkin-based peel. But the true cult favorite for keeping wrinkles at bay is still her Marine Lotion, a blend of algae oil, marjoram, cypress, vetiver, and juniper (\$95 for 8 oz). [susciminelli.com](http://susciminelli.com).