

CASE STUDY

Unveiling Primal Base: Reviving Ancestral Training with MYG

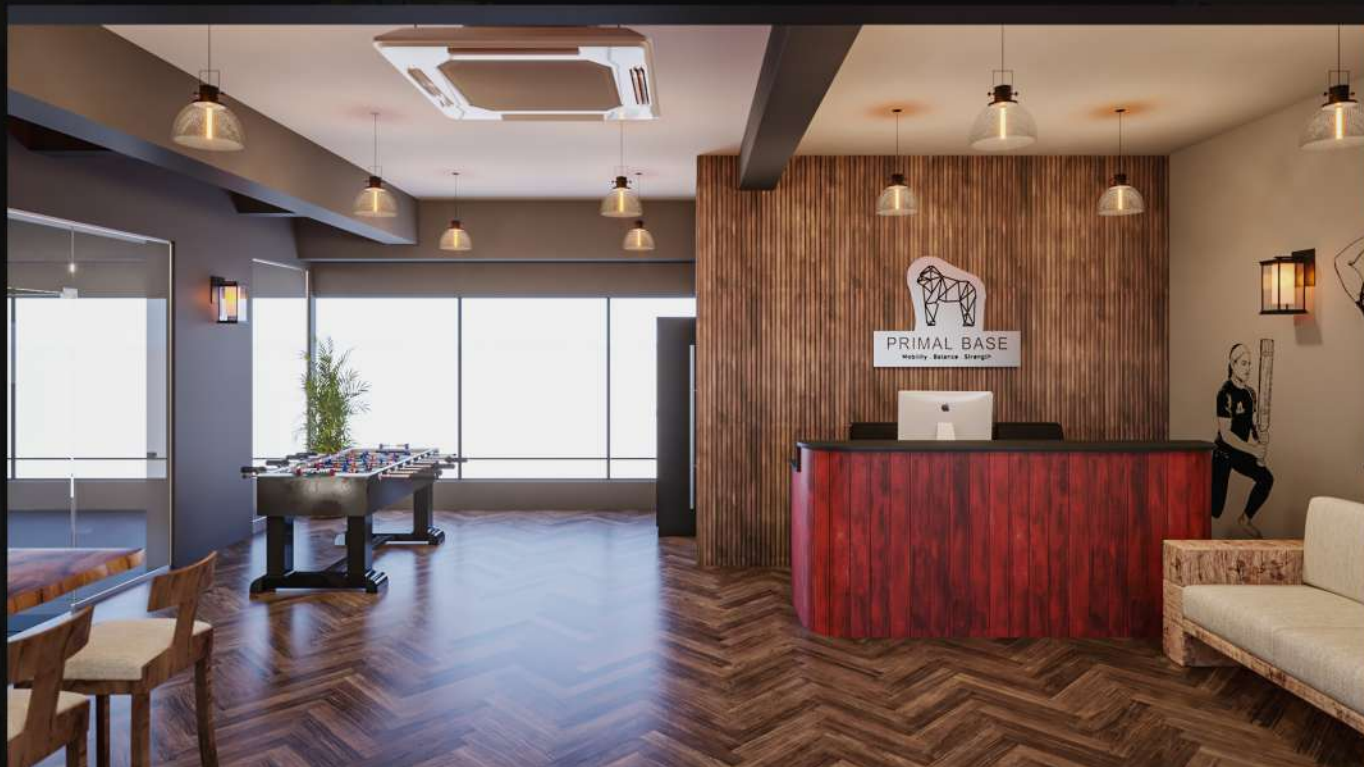


PRIMALBASE

Mobility . Balance . Strength

Client Overview:

Primal Base, a dynamic fitness brand, is on a mission to reconnect individuals with their ancestral roots by promoting training that embraces body weight and specialized equipment such as Bulgarian bags, kettlebells, Sumtola, Mugdar, clubs, and maces. Rooted in the essence of ancient training techniques, Primal Base is dedicated to embodying values like "bala" (strength), "urja" (energy), "vajra" (power), and "abhyaasa" (practice) through their unique training approach.



The Challenge:

While Primal Base had a clear vision of their distinctive training philosophy, they faced the challenge of bringing their innovative concept to life within a dedicated training facility. Conventional architects failed to capture the essence of Primal Base's vision, leaving them in search of a partner who could understand, visualize, and execute their fitness sanctuary.

Partnering with MYG:

Recognizing the uniqueness of Primal Base's vision, they turned to MYG (Make Your Gym), a design house specializing in functional and sports leisure club design. MYG's reputation for turning ideas into reality while maintaining the essence of the concept resonated with Primal Base. MYG became the catalyst to translate Primal Base's thoughts into a tangible and immersive training environment.

Solution Provided by MYG:

Empowered by Primal Base's input, MYG embarked on designing their inaugural studio that accurately reflected the brand's vision. The collaboration extended beyond mere architectural design. MYG's comprehensive offering included:

- Custom-built equipment that aligned with Primal Base's ancestral training ethos.
- Development of 2D and 3D layouts, accompanied by a vivid 3D Renders, providing a glimpse into the immersive experience.
- Turnkey site execution, ensuring the studio's transformation was seamless and aligned with Primal Base's philosophy.

Results Achieved:

Primal Base's inaugural studio successfully captured the essence of ancestral training, seamlessly merging architectural design with the spirit of the brand.

MYG's role extended beyond design and equipment supply, making them a pivotal partner in executing Primal Base's vision.

The partnership between Primal Base and MYG extended organically, solidifying MYG as a preferred partner deeply entrenched in the brand's journey.



Evolving Partnership:

Primal Base's success story is intrinsically woven with MYG's expertise and commitment. MYG transformed Primal Base's aspirations into a reality by creating an immersive training environment that resonates with the brand's philosophy. The foundation laid in the inaugural studio gave rise to plans for Primal Base's subsequent studio, now planned and designed by MYG.



Primal Base's journey is a testament to MYG's role as not only a design and supply entity but as an integral partner that accompanies brands every step of the way, fostering innovation, and becoming an essential ingredient in their path to success.