Amsterdam Fitness, located on the banks of the SINGEL canal, at the heart of a bustling commercial-residential area. An UNCONVENTIONAL building that stands out against the tall and thin gabled brick, a facade of concrete and glass, a geometrically CURVED building that will surely catch one’s attention. Whilst exhibiting a contemporary VIBE, the facade reflects the scenery and architecture of traditional Amsterdam, allowing it to meld into the SCENERY that encapsulates AMSTERDAM.