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MYEQUILIBRIA IS PART OF:



#1 05/2022

MyActiveBench.

Stand up. Feel good.



Whoever has something to say Stands up.

And those who really want to change things.

Whoever does not like to be passive Stands up.

And those who, when faced with difficulties, immediately take action.

Whoever loves revolutions Stands up.

And those who would do anything not to fall into conformity.

Whoever loves life Stands up.

And that is why it defends its own well-being and health.

Whoever wants to lead by example Stands up.

And those who will make a lifestyle of this good example.



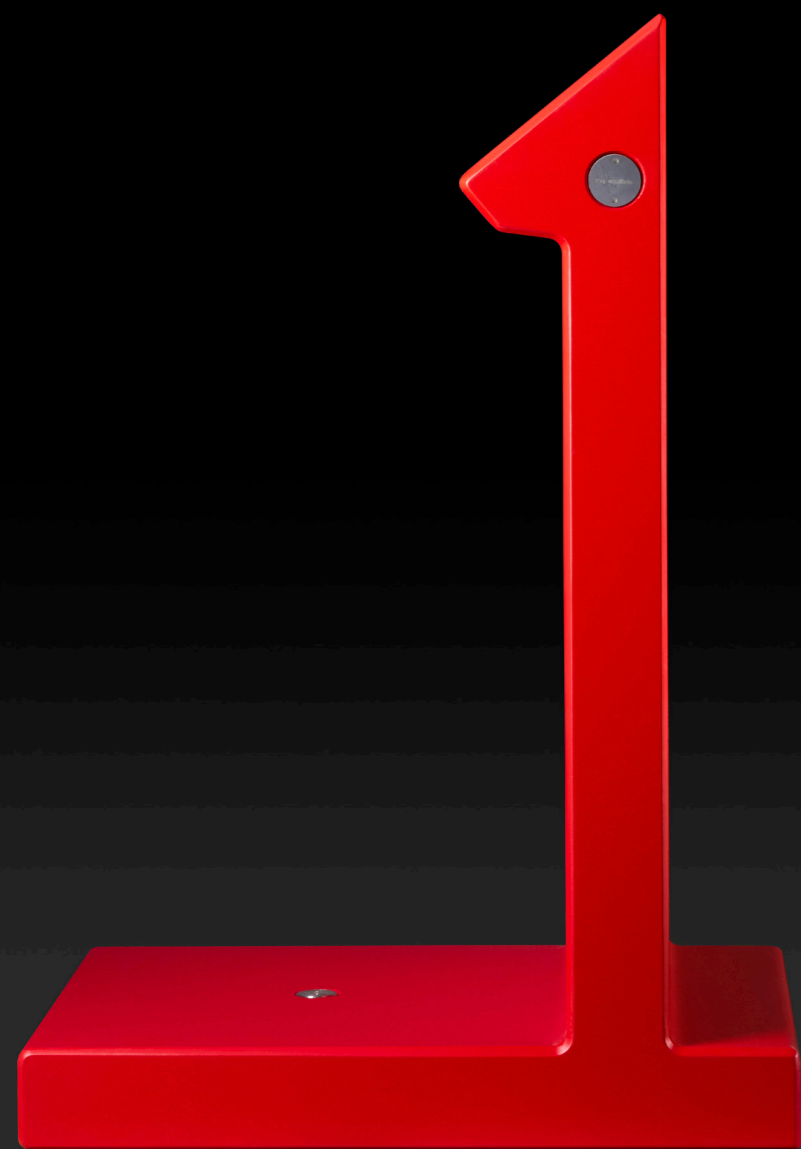
**Stretch
your body!**

It's Time To Stand Up,

For A New,

Wellbeing Inspired,

Urban Lifestyle.



Vision



For years our ideas, our sacrifices and our energy have made our cities grow. Now is the time for them to help us grow and improve the quality of our life.

We are facing a new “urban renaissance”. A new concept of a city that wants to evolve from a center of “consumption” into a “place to live”, in which the quality of life exceeds the exclusive primacy of productivity. It is the overturning of a paradigm: from the city to which you have to adapt (at its costs,

its pace, its “standards”) to the City that aligns with you. From the city that makes you a spectator of its protagonists, to the metropolis that makes its inhabitants feel protagonists (“seen”, recognized and understood in their needs). But this “renaissance” needs catalysts, symbols and tools that become its “strong signals”: signs of a citizenship with new and higher expectations of well-being and a city policy more attentive to the quality of life of its citizens. This new “urban renaissance” will see citizens and institutions “rise” together in favor of a new standard of well-being for our cities and their inhabitants.

MyActiveBench is the first “standing” seat which helps you to assume a correct posture and stimulating an active muscle tone.

MyActiveBench

The iconic call for a new urban lifestyle inspired by well-being, which stimulates and inspires daily positive physical attitudes, improving the quality of life of citizens.

Active Bench is the first “active” session, designed for all the small waiting moments that characterize our day.

Sitting “standing” represents a real muscle training compared to simply sitting.

An innovative seat in natural performing concrete, specially developed to withstand outdoor environments and atmospheric agents. The base features an anti-slip surface to promote correct posture during use and the frontal stainless steel plate, thanks to the QR code, allows users to access to all the video exercises.

MyActiveBench:

- Improve mental alertness
- Helps to assume correct posture
- Keeps the muscles of the lower limbs active.



Why Physical Movements

According to the WHO definition, physical activity means *any body movement produced by skeletal muscles that involves an energy expenditure including activities carried out by working, playing, doing household chores, traveling and engaging in recreational activities.*

For this reason, it is essential that each person take care of themselves by trying to intensify movement during the day.

The physical movement with Active Bench produces a general benefit for the body, in particular by improving the circulation of the lower limbs, representing a real micro-workout suitable for all ages and for all contexts.

MyActiveBench benefits:

- Reduces knee strain
- Reduces the risk of low back pain
- Improves circulation in the lower limbs
- Facilitates digestive processes

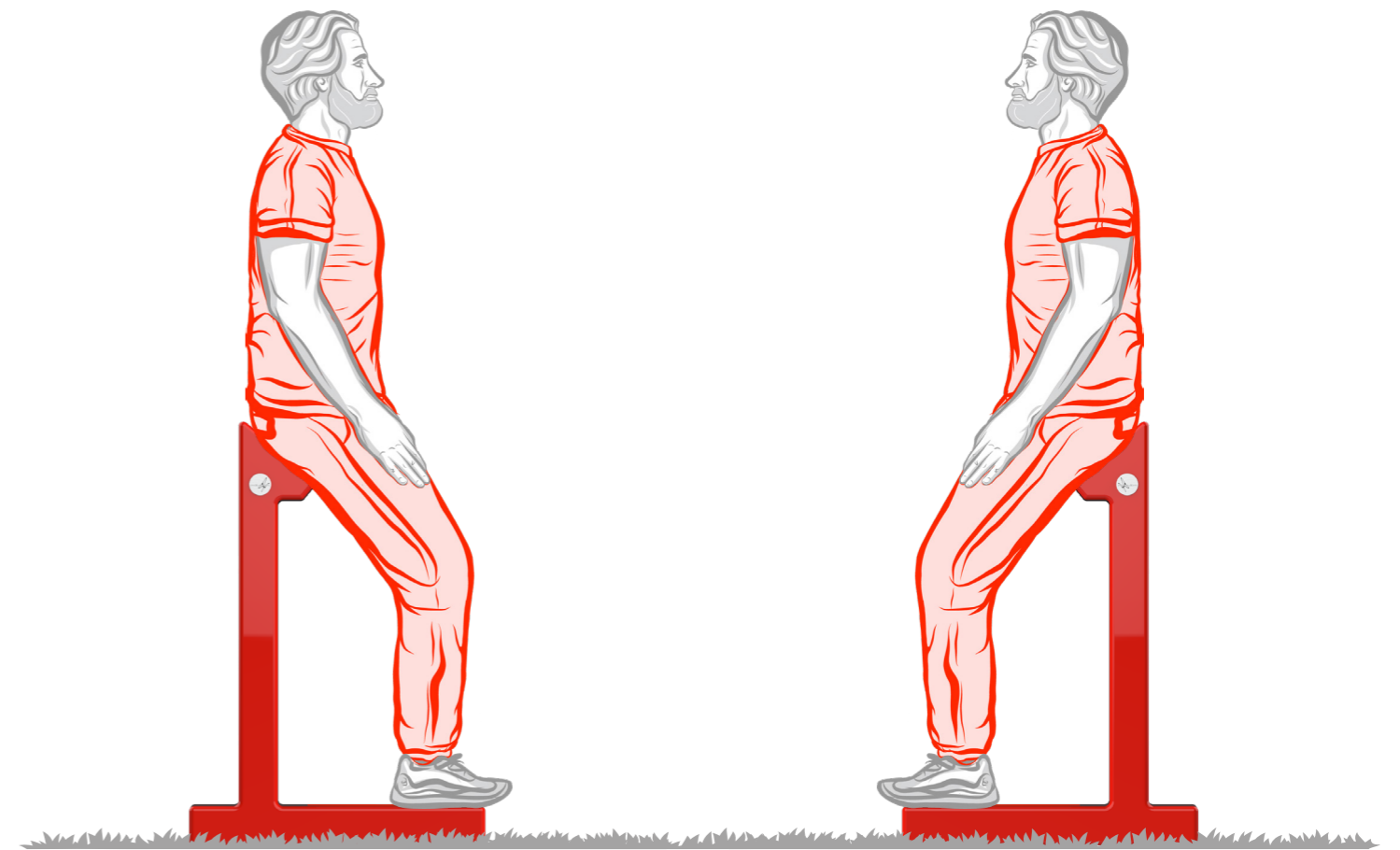
Wellness Seating & Wellness Socialization

With MyActiveBench we have chosen to put the citizens well-being at the center of our creative process: socializing on “active” sessions does not only mean relaxing inside one quality collective space, but to add the benefits of physical activity to an everyday moment.

With MyActiveBench we have created something that did not exist before, something we increasingly felt was necessary for the well-being of the single individual and the community to which it belongs.

MyActiveBench represents the first “standing” seat, for correct posture and active muscle tone. It is possible to use the seat not only for short intervals of time, becoming a real substitute for the bench, where you can stop and dedicate a moment to your well-being. A new urban seat inspired by wellness, which daily stimulates positive physical attitudes.

Caloric expenditure undergoes a significant increase (+0.7 kcal / min), as does the average heart rate of our heart (+10 bpm).



+0,7 kcal/min*



+10 bpm*

*1.Mansoubi et al., Energy expenditure during common sitting and standing tasks: examining the 1.5 MET definition of sedentary behaviour, BMC Public Health (2015); 2.Matson et al., Acceptability of a sitting reduction intervention for older adults with obesity, BMC Public Health (2018); 3.Miles-Chan and Dulloo, Posture Allocation Revisited: Breaking the Sedentary Threshold of Energy Expenditure for Obesity Management, Front. Physiol. (2017); 4.Fontaine et al., Metabolic and Energy Cost of Sitting, Standing, and a Novel Sitting/Stepping Protocol in Recreationally Active College Students, International Journal of Exercise Science (2016); 5.Alamin et al., The effect of standing vs. variants of the seated position on lumbar intersegmental angulation and spacing: a radiographic study of 20 asymptomatic subjects, J Spine Surg. (2018); 6.Amaro-Gahete et al., Energy expenditure differences across lying, sitting, and standing positions in young healthy adults, PLoS ONE (2019); 7.Baziler et al., The efficacy of incorporating partial squats in maximal strength training, Journal of Strength and Conditioning Research (2014).

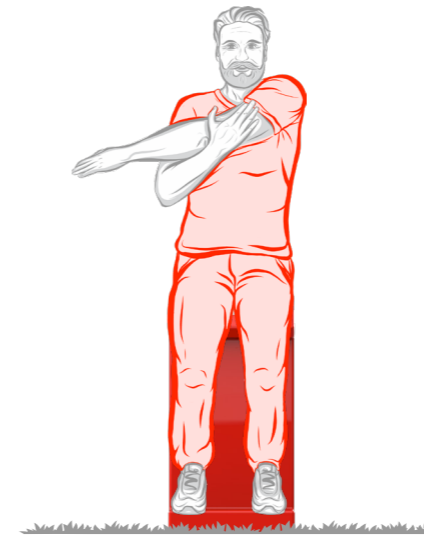
Stretch Your Body in Just 5 Minutes!

Thanks to MyActiveBench you can do a complete stretching session in just 5 minutes. We have identified 10 stretching exercises in collaboration with experts, that can effectively re-activate the muscles and contribute to improve overall body flexibility.

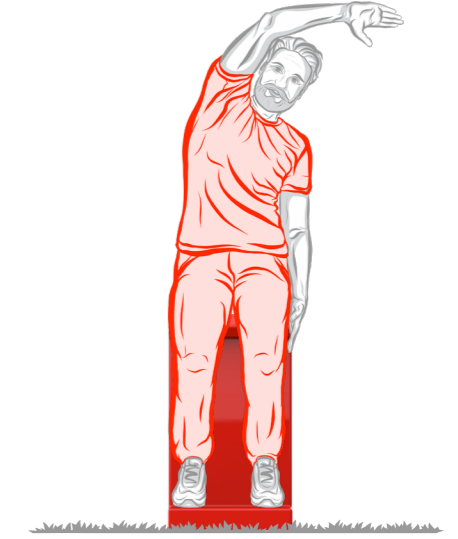


Finding **a moment to regenerate** during the day is essential for our well-being. **Working life is often stressful** and leads us to maintain postures or sit for long periods, such as in the office or in the car, putting a strain on **our physical and mental health**.

Main Stretching Exercises



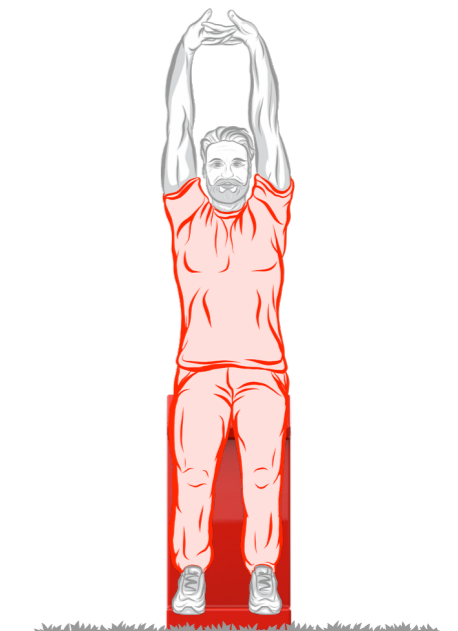
Cross body stretch



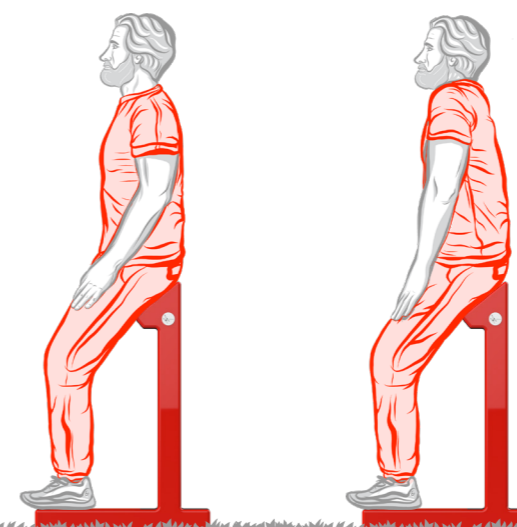
Lateral extensions



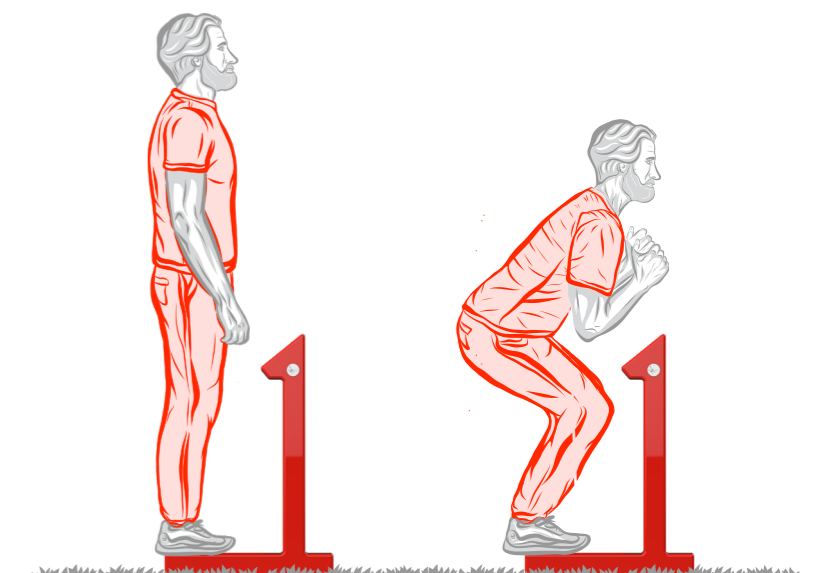
Knee to chest



Overhead stretch



Shoulder rotations



Squat

The User Experience

Active Bench is equipped with a QR code placed on a stainless steel plate. The QR code allows users to discover the product and its features with a video and to access the digital library with all the exercises for a soft physical movement experience.

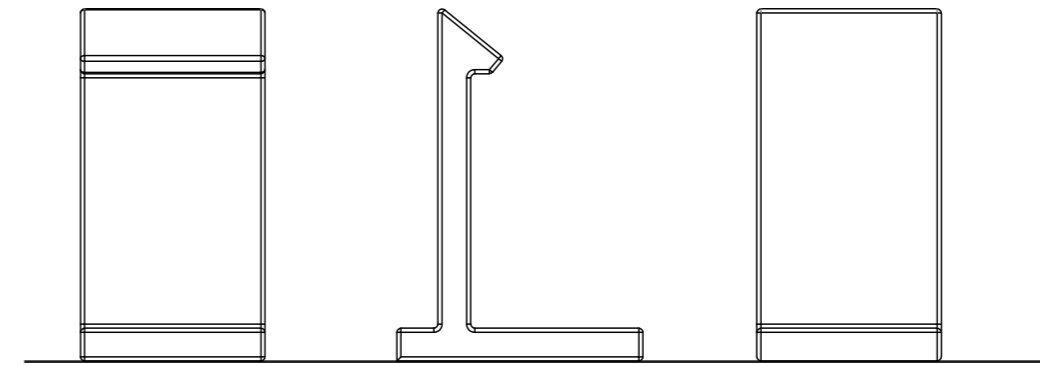
1. **Scan the QR code** with your smartphone,
2. **Discover all the features** of MyActiveBench,
3. **Enjoy your stretching** with all the video exercises.



Product Design & Technical Information

Active Bench's design was born from the collaboration of a team of designers, supported by experts in physiology and exercise professionals.

Every surface, size and detail of Active Bench has been designed to perform from the point of view of micro-training and stretching and inserted within a unique design, 100% made in Italy.



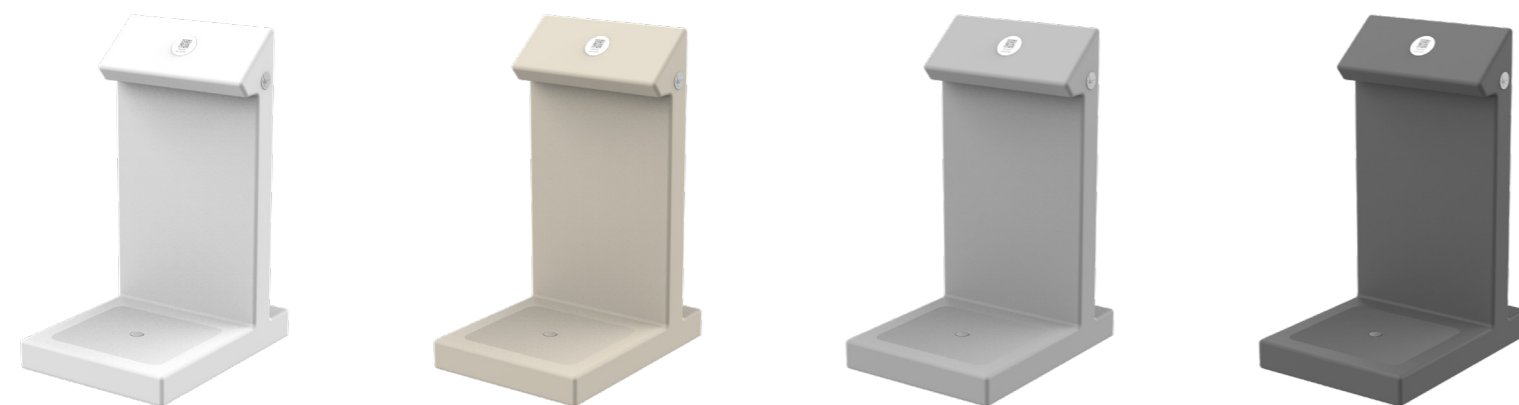
Length: 600mm
 Width: 450mm
 Height: 860mm
 Weight: 122kg

Materials

MyActiveBench is supplied in "color paste": it means that the color powder is directly mixed with the concrete paste, ensuring color stability and durability. MyActiveBench is available in White, Cream, Light gray, Dark gray, Pastel orange, Pastel green* and Pastel Blue* (*on request).

On request MyActiveBench is customizable with RAL colors. Natural concrete mixture is coated with special RAL finishing: an enameled treatment with different layers of the same color that gives the desired color to MyEquilibria products.

Natural Concrete



Bianco Crema Grigio Chiaro Grigio Scuro



Arancio Pastello Verde Pastello* Blu Pastello*

Natural Concrete painted with RAL Colors

