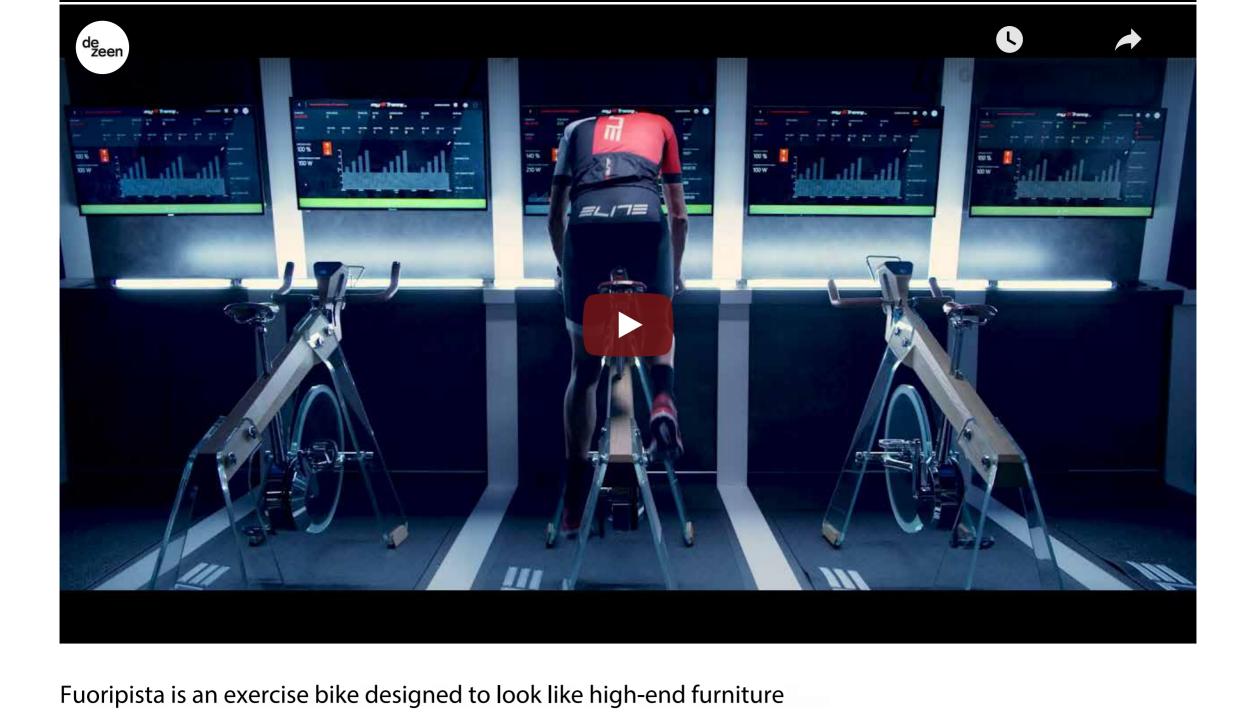


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Dezeen staff | 4 May 2021 Dezeen promotion: Italian cycling accessories brand Elite has collaborated with

Adriano Design to create an indoor, smart exercise bike with a glass flywheel and a sculptural frame made from beechwood, to avoid the utilitarian look associated with

traditional sports equipment. The Fuoripista Bike combines advanced technical features, such as the ability to train with a virtual coach and ride real courses via a smart screen, with a refined construction that blends seamlessly into modern home environments. "The Fuoripista Bike speaks a new wellness and exercise language, inserting

performance values into a sophisticated design approach with a strong aesthetic appeal," said Elite.



diameter – are rendered in tempered, multilayered glass.

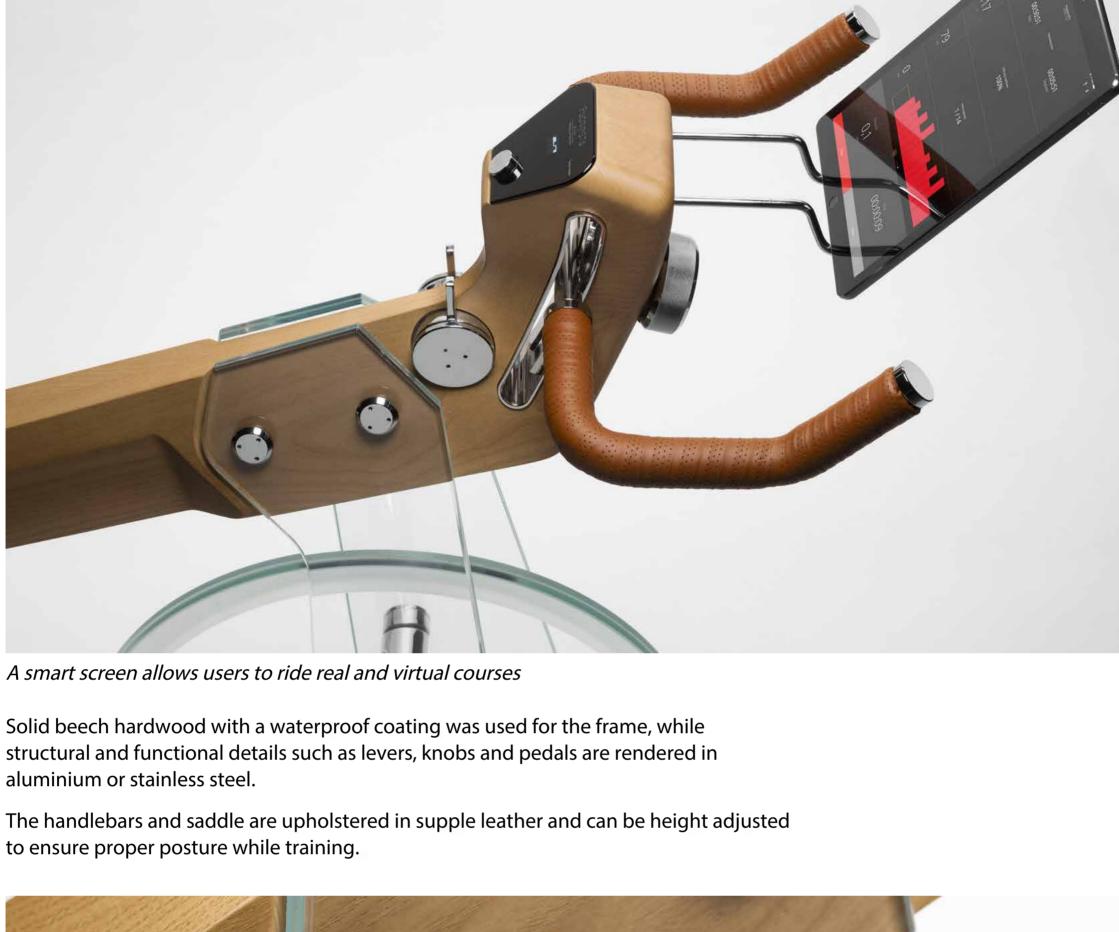
sustainable materials.

The Fuoripista Bike features refined materials

Turin-based studio Adriano Design was brought on board to craft a design that looks

The legs and the flywheel – which weighs 15 kilograms and measures 50 centimetres in

closer to a luxury furniture item than to a training tool through its use of high-end,



"Adriano Design chose valuable materials and designed an essential silhouette for the

"It's an object to show off, that ensures ergonomic solutions, cutting-edge technological

bike to fit into luxury contexts, both domestic and professional," said Elite.

The glass flywheel is 50 centimetres in diameter

contents and certified technical accuracy."

The name, meaning off-piste in Italian, nods to the fact that the brand hopes to offer an unconventional take on sports equipment by creating elegant products.

The handlebars are finished in real leather The Fuoripista Bike, which was tested by professional athletes, can monitor the user's performance data as well as connecting them with a wider online community for motivation and support. It marks the first release under Elite's new Fuoripista brand, created in collaboration with Adriano Design.

The bike was designed for indoor use but could also be stored outside under a roof "The Fuoripista brand will encompass a collection of exclusive creations and 'athleisure' that add to the performance to make it ergonomic, acoustic and emotional:

training tools turn into 'experiential' products that fit right into our daily lives," said Elite. For further information about the Fuoripista bike, visit the website.