

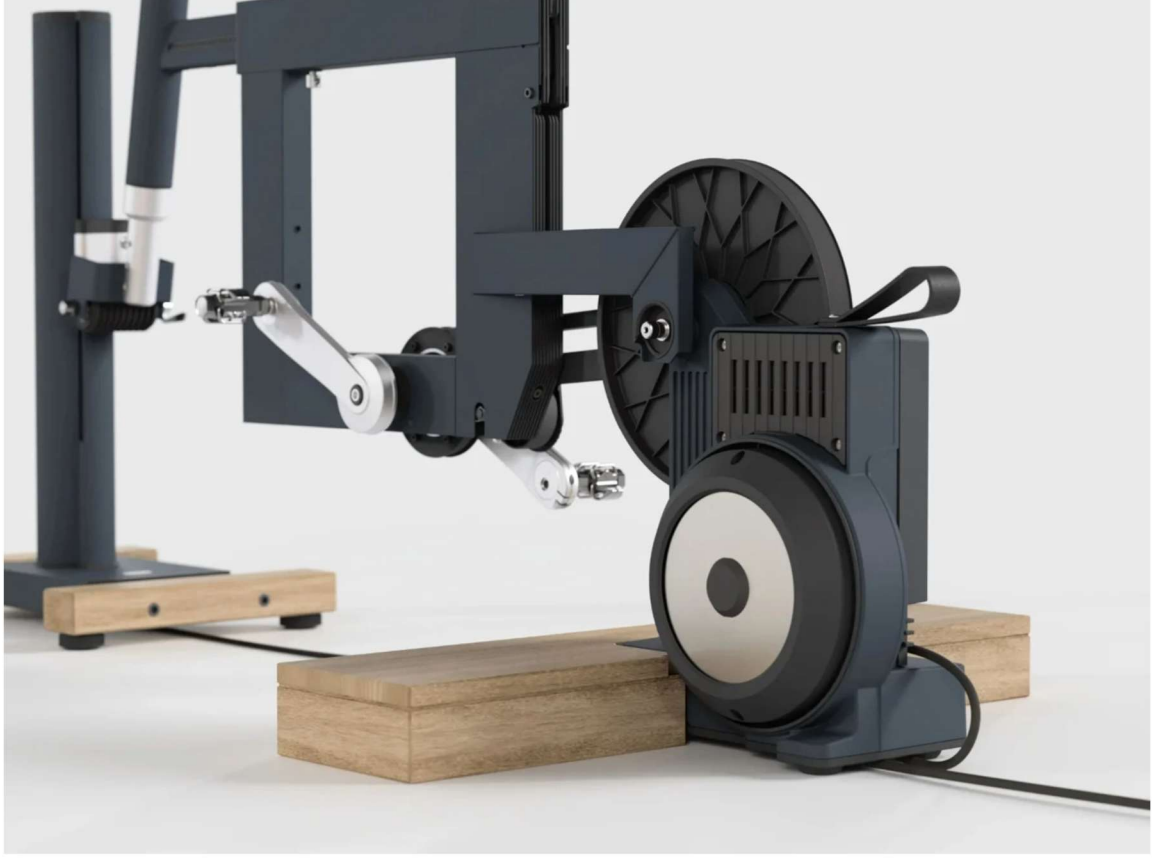
# SQUARE REDEFINES INDOOR CYCLING WITH STYLE AND INNOVATION

BY IDA TORRES / 04/09/2025



During the last few months of the pandemic when people were sick of staying inside, cycling became not just a hobby but a lifestyle for a lot of people. However, not everyone live in an area where there are spaces to bike around. An alternative to this, at least for those who bike for exercise, would be indoor cycling. We're now seeing a stunning piece of exercise equipment that seamlessly blends cutting-edge technology with sophisticated design with Square by Fuoripista.

Designer: Adriano Design and Fuoripista



Conceived by Adriano Design and manufactured by Fuoripista with technical collaboration from Elite, Square goes beyond delivering a stationary bike, offering a smart frame designed to transform your home workout experience. For those seeking to integrate their fitness routine into their living space without compromising on aesthetics, Square offers an innovative solution. This smart frame is designed to replace traditional bicycles for indoor training, allowing users to train at home with the same intensity and realism as an outdoor ride.



A high-end virtual gear system is the core of Square. This intelligent system can replicate the entire gear configuration of a traditional bicycle, offering a truly customizable riding experience. Through a dedicated app, users can personalize their controls, from gear shifting ratios to resistance levels, tailoring each workout to their specific needs and preferences.

Fuoripista understands the importance of an immersive and realistic training session, which is why Square incorporates the high-end Justo 2 smart trainer by Elite. Equipped with an integrated power meter, this trainer provides accurate and reliable performance data. Furthermore, the inclusion of the Rizer gradient simulator elevates the experience by allowing the frame to rise and lower, mimicking the inclines and declines of real-world roads. The Rizer even enables steering, adding another layer of authenticity to your virtual rides.



Square is as much about making a design statement as it is about performance. Recognizing that exercise equipment often clashes with home decor, Fuoripista, for the 2025 Salone del Mobile, presented a limited edition of Square with premium wood finishes and custom color options. This thoughtful approach ensures that Square can seamlessly integrate into any living space, adding a touch of elegance and modernity. Each Square bike is exclusive in its detail, reflecting a commitment to high-quality materials and craftsmanship.

Fuoripista describes Square as a "functional solution that interfaces performance and style," embodying a new way of interpreting indoor training. By combining advanced technology with refined design, Square encourages a more holistic approach to well-being, where fitness becomes an integrated and aesthetically pleasing part of everyday life.



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