

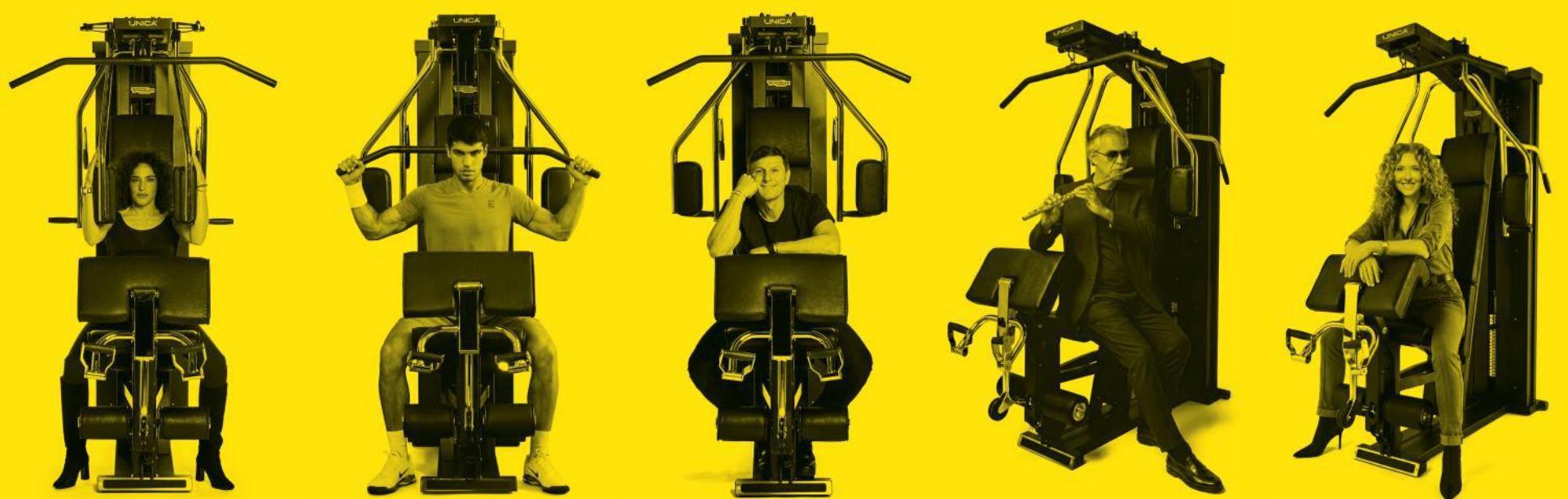
1986 – 2026

40 YEARS

OF UNICA









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LET'S MOVE FOR A BETTER WORLD

When I imagined Unica in my home garage in the mid-eighties, fitness had yet to arrive, and bodybuilding was a narrow niche, almost a secret world.

Gyms were practically basements, populated only by bodybuilders, and training was perceived as a discipline for a few enthusiasts. The idea of wellness as we understand it today was still very distant.

Nerio Alessandri
Founder and President of Technogym

My dream was not only to create a beautiful piece of equipment and bring a truly professional gym into one and a half square meters of a home, but to trigger a real cultural revolution. I wanted to break down the barriers of that sector to make it more inclusive and attractive to a wider audience. My intuition was that design could be the engine of this change. Unica was my answer. By bringing the aesthetics and refinement of a piece of furniture into the world of training, we transformed the very perception of physical exercise: it was no longer just effort and sweat in a basement, but a moment for oneself, an act of care to be experienced in the beauty of one's own home.

In this sense, design played a fundamental social role: it made movement desirable, bringing millions of people closer to a healthier lifestyle and the concept of wellness. Seeing it enter millions of homes, among the most prestigious in the world, and become a global icon was the confirmation of that vision. Forty years later, Unica is still here, timeless, testifying that design, when married to a noble function like improving the quality of life, can generate lasting change. This is not just the story of a product, but the symbol of Technogym's mission: to improve people's quality of life through regular physical exercise. I hope this book can inspire new generations to believe in the power of dreams and the beauty of movement.



HERITAGE

1986: UNICA WAS BORN

The year was 1986. At that time, the concept of “fitness” as we understand it today did not yet exist. The sector was entirely dominated by bodybuilding, a parallel universe of iron, sweat, and effort, relegated to gyms that looked more like basements than wellness centers.

Physical exercise was a discipline for specialists, a ritual for bodybuilders in search of a sculpted body, while the idea of training at home was still distant and the available equipment was rudimentary, purely functional—austere machines that had to be hidden out of sight and certainly not placed in the most beautiful spaces of the home.

In this scenario, the vision of a young designer and entrepreneur, Nerio Alessandri, who had founded Technogym in his home garage a few years earlier, was simple but disruptive. Alessandri understood that to transform training from a niche discipline into a lifestyle for everyone, the path to follow was not only technological innovation but also, and above all, beauty. His intuition was that

design could act as a powerful social tool, capable of sparking a real cultural revolution. In this vision, aesthetics took on a fundamental ethical and social value: to make movement desirable, breaking down the psychological barriers that kept the general public away from a sector perceived as inaccessible and unattractive. From this vision, Unica took shape.

Not just a simple piece of equipment, but the first, authentic piece of designer furniture intended for home training.

A product that defined a new category: home wellness. With Unica, physical exercise finally came out of the basements to enter with elegance into the living rooms and most lived-in spaces of people’s homes. It used design to rewrite new cultural rules, demonstrating that beauty could make exercise a pleasure and not just a functional act, transforming the perception of training.

The 1986 breakthrough was not just a product innovation, but the spark that anticipated the global wellness revolution.

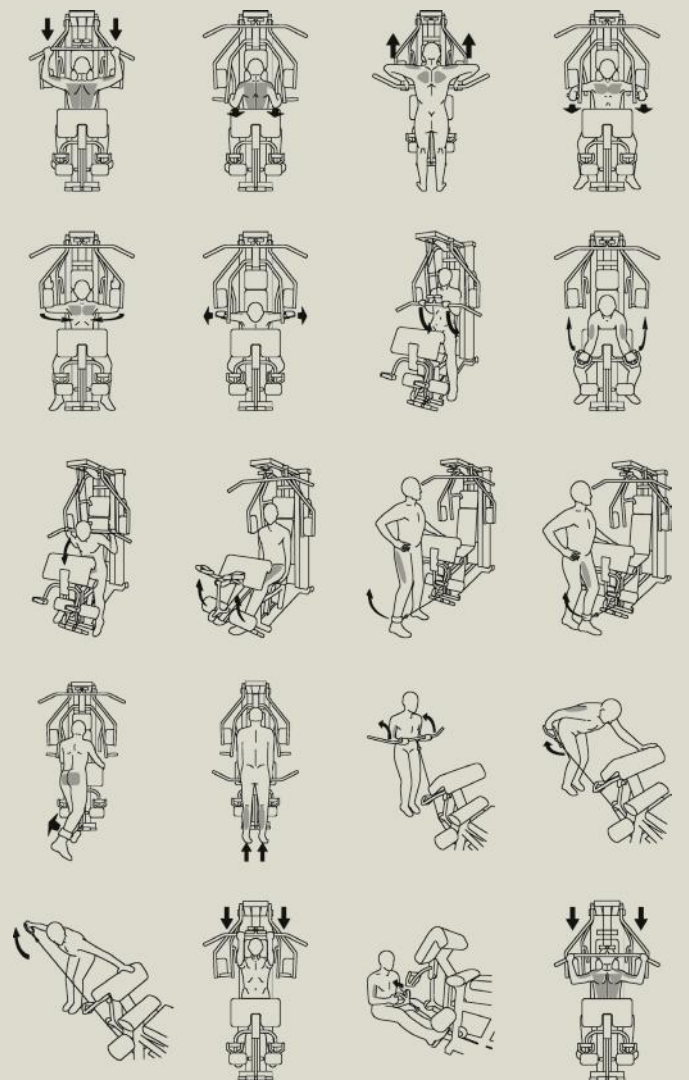


“UNICA WAS BORN 40 YEARS AGO OUT OF THE VISION OF BRINGING AN ENTIRE PROFESSIONAL GYM INTO THE HOME WITHIN JUST 1.5 SQUARE METERS. A TRUE DESIGN ICON, IT CONTINUES TO INSPIRE PEOPLE TO LIVE THE WELLNESS LIFESTYLE.”

Deio Alessandri



Alessandri's family garage



25 exercises in 1.5 sqm.