



## Jeff Nagel – Nagel Design – Bronze Level SPN Member ....



If you spend just a few minutes with Jeff Nagel, you will come away realizing he is an inspired person. His original inspiration comes from his upbringing in big sky Montana, still a favorite place for him and his family. Now from his home base in Edmonds, WA, a suburb of Seattle, Jeff operates Nagel Design and Nagel Sport, with the support of his wife, Julie, an artist and fitness instructor. Together they have five children: Sandon 30, Dustin 27, Cole 18, Ashlyn 16, and Rocko 14. It's a good thing that Jeff enjoys his passion design because all of his activities are centered in creative work and it is a way of life for the family.

Jeff attended Montana State University, entering their engineering program, but graduating with an art degree. He says it was a divine intervention that brought him to become a designer. Working his way through the completion of his engineering degree, he started a small remodeling company. Gene Rockman, a successful designer himself, noticed Jeff sketching drawings on the wall before he would paint over it, saw the talent in him and mentored him into the business. Working with Gene brought the opportunity for design projects for Malcolm Forbes, Bruce Springsteen and Liz Claiborne.

It was then that Jeff met Julie. The two got married and decided a move to Seattle would be a great place to start a new design business together. A few years later, with their family underway, they made a move back to Montana. Jeff and Julie wanted the kids to experience what they had in their childhood, growing up in the Big Sky country. Jeff got involved in a project with an independent fitness club in Great Falls, Montana. The project took a Nova 7 Award for the Best Fitness International that year. It was a very exciting project – very neat and leading edge.

It was then that Jeff met Joel Tallman. Joel was travelling and toured the project and began some dialogue between them and introduced him to GGI. At the time they didn't have a west coast designer and had a need for one – so the relationship started there and the rest is history. Jeff has built a great reputation in the brand and now his signature look is seen in many Gold's Gyms throughout the country. His approach to a project is very personal – starting with all the preliminary design, programming and conceptual design. They then work through the architectural phase including HVAC and lighting, to coordinating the branding, artwork and furnishings and layout of the flow of the facility. Jeff particularly enjoys being involved in the finishing touches of a project.

Ask anyone about the look and feel of a Jeff Nagel project and one word comes through – color! Maybe it comes from his appreciation for the beautiful Big Sky country of his childhood, but Jeff says that not only the design of the gym and the use of space, but the impact of color will literally impact the jobs of the staff and affect the members as well. He looks at how the staff will tour the facility with prospective members, and how the space can make their jobs easier. He also likes to throw unusual elements in to make it visually good; if it puts a smile on people’s faces when they walk in, it’s achieved the goal. Spaces are designed and colored to support the clients using the facilities. Jeff gym members to come in feeling excited that it is a place they want to be, to change their body and meet their goals.

“I think one of the key elements for us, is a result of how Julie and I have partnered; we really are great together. I learned from her early on about being sensitive to needs of women of different ages. We cater to women by creating an area that is comfortable for them and where their needs are met.” Most of Jeff’s clients have been on the west coast, but he has done work all over the U.S. Jeff says, “We don’t really have a signature look, but a lot of what we have done in the west has a lodge feel about it. My look is to bring out of the client’s minds what they need and want and then design it. If it’s the right client for me and I am the right designer, distance is not an issue. You get and you give energy.”

On the horizon for Nagel Design is that Gold’s Gym International has retained him to assist in fine tuning the New Concept gym. He has several projects underway – so we will be seeing a lot of his awesome work in the future.

*Story featured in September, 2009 GGFA Newsletter*

**Gold’s Gym Franchisee Association**

245 Peachtree Industrial Boulevard, Suite 100 | Sugar Hill, Georgia 30518

Office: 678-730-0815 | Fax: 770-614-0909

[www.ggfa.info](http://www.ggfa.info)