

[yoga + clean air]

aither
yoga

TM

a presentation to:

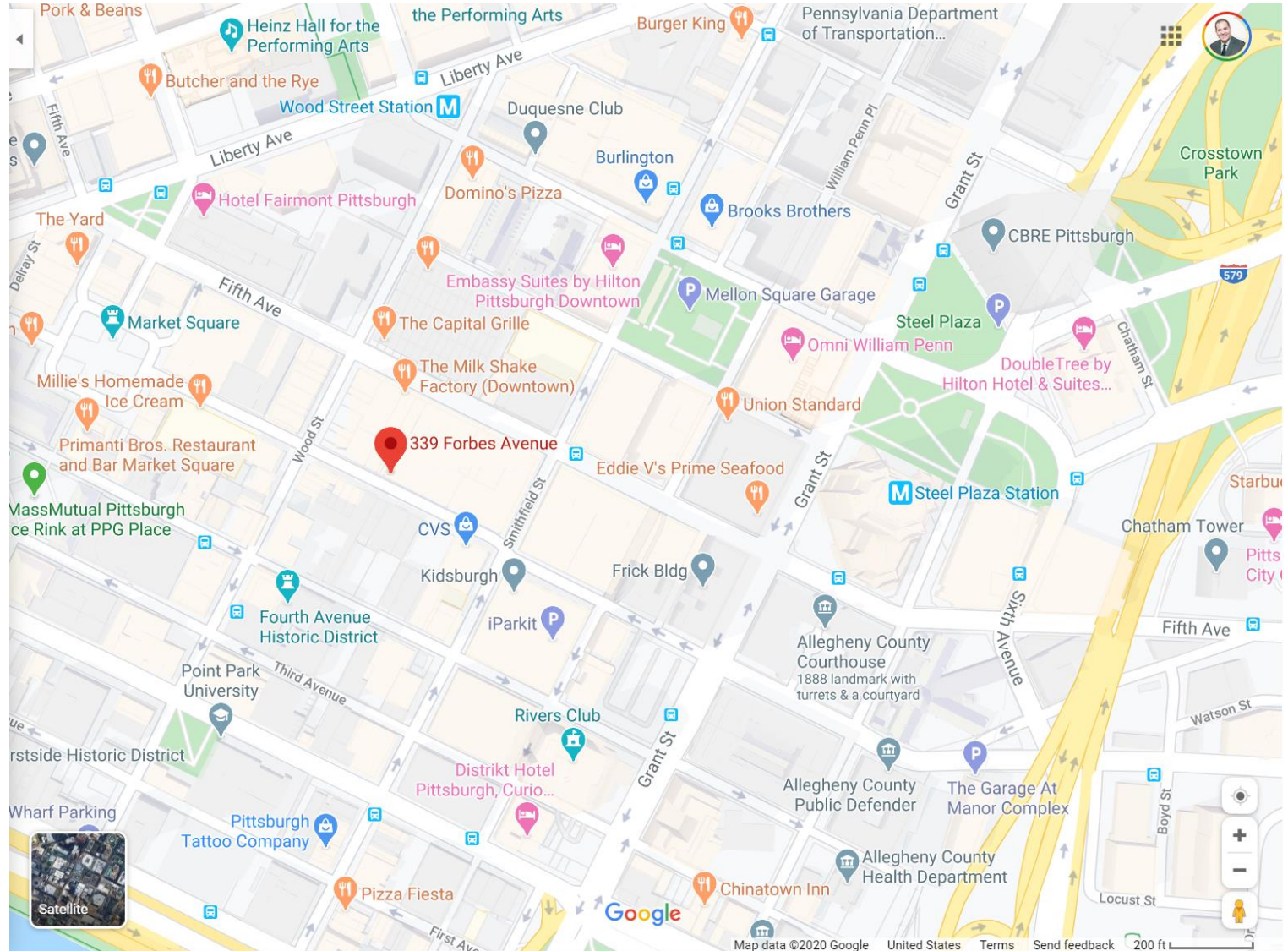


redevelopment of:

339 forbes ave
pittsburgh, pa 15222

march 23, 2020

location



location



building



building



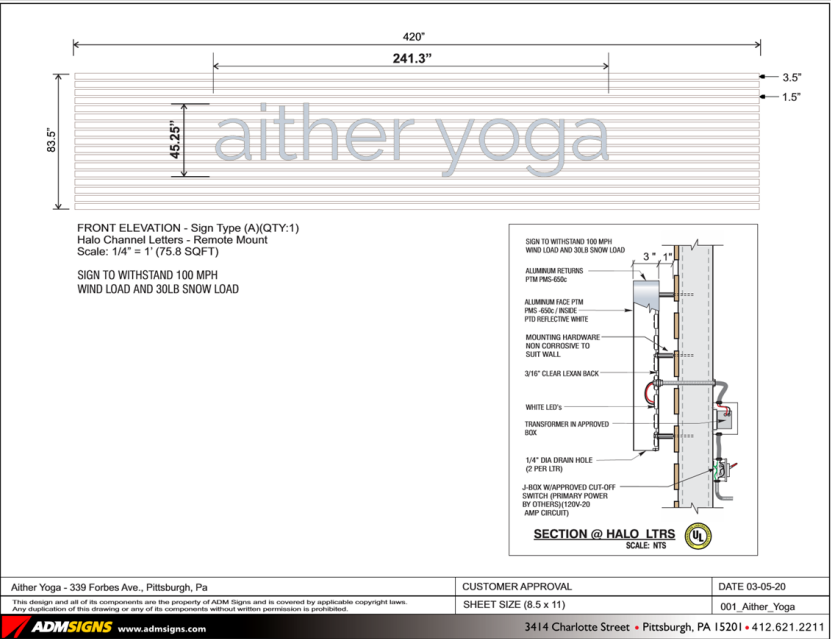
proposal



note: renderings completed
under working title



proposal



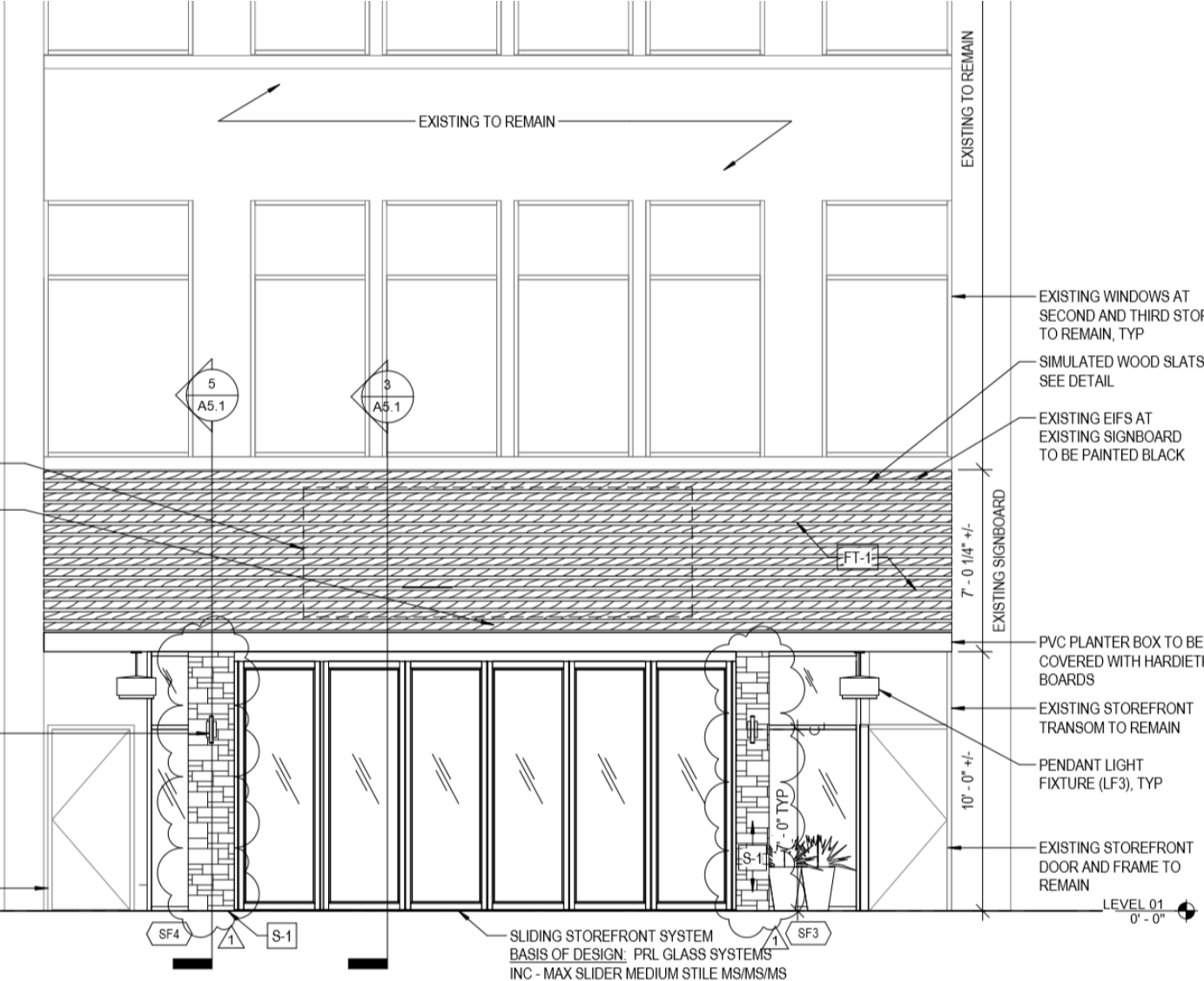
DASHED LINE INDICATES
FUTURE SIGNAGE BY
OWNER; SEE
RENDERING ABOVE FOR
CONCEPT IMAGE

APPROXIMATE LOCATION
OF EXISTING POWER
FOR SIGNAGE; PROVIDE
WEATHERPROOF
JUNCTION BOX AND USE
POWER FOR NEW
LIGHTING BEHIND SIGN
BOARD SLATS AND FOR
BACKLIGHTING FUTURE
SIGNAGE BY OWNER

WALL SCONCE LIGHT
FIXTURE (LF2), TYP

EXISTING HM DOOR AND
FRAME TO REMAIN

1 WEST ELEVATION
A5.1 1/4" = 1'-0"



about us

aithér
(homeric greek)
*pure essence
breathed by the
gods*

[yoga + clean air]

- our clean air yoga™ system actively monitors (9) essential factors of air quality.
- laboratory-grade air filtration scrubs our air for optimal quality
- control protocols are activated if any of the (9) factors reaches suboptimal levels
- data is continually available through digital displays
- breath is the foundation of yoga. optimal air quality should power that breath

clean air yoga

our connection

tyler paytas | creator & ceo



born & raised in Pittsburgh. studied urban & regional planning at miami university. (yes, while ben played there!) returned to pittsburgh after 15 years in ohio + baltimore +dc + seattle + kansas city. 13+ years in commercial real estate, starting as a construction project manager.

i obtained LEED accreditation in 2008, launching my interest in sustainable building practices. for 3+ years of my professional career, i oversaw the design + construction of an emergency department outside of seattle. throughout my career, i built numerous labs and inpatient facilities. through these projects, i learned about crazy things like anti-rooms, negative/positive air pressure, air changes, and the overall science of buildings. most recently, my work has taken me to hong kong where there is immense focus on air quality.

traveling for my corporate gig has given me the ability to practice yoga around the world. i've seen a lot of studios. some great, most not. most are in second tier space, with moldy ceiling tiles or cinderblock walls. virtually all use radiant heat to bake the air to a certain temperature.

with this concept, i want to ditch the traditional mold of yoga studios (literally and figuratively). everything revolves around cleanliness. particularly our air. my background in building science + construction combined to create the idea of clean air yoga. we deploy laboratory-grade filtration along with advanced control sequences to ensure optimal levels of (g) essential factors of air quality.

all of our power will come from wind + solar. yoga equipment (blocks, mats, straps, etc.) will be sterilized by hospital-grade technology. alkaline-balanced water will be available instead of water from a fountain or jug. our studio will be cleaned with scientifically-proven, environmentally-friendly cleaning agents.

i'm excited to debut our concept in this killer building in downtown pittsburgh. i followed the failed plan to demolish much of this area in the late 90's. under this plan, 339 forbes would have been razed and replaced by a computer city.

we plan to partner with our neighbors for the betterment of our city. we will be a responsible corporate citizen determined to give back to the city that built us.

early partnerships



jeremy raymer | artist

commissioned for a 18' x 10' feature mural. design centers on the greek deity, aither. combination of images, including aither, from the pergamon altar, built in ancient greece in 2 bc



armful of flowers | urban flower farm

urban flower farm & design studio in mt washington. curating a small urban farm installation for our signband. maintaining plantings and flowers to improve the environment in our studio

for more information



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aither.yoga



@aither.yoga

thank you!