

The background image shows a modern, multi-story building with a light-colored facade and large windows. The word 'wework' is visible on the upper part of the building. In the foreground, there are several palm trees and other greenery. A basketball court is visible in the lower part of the image, with a blue bench and a basketball hoop. The overall scene is bright and sunny, suggesting a warm climate.

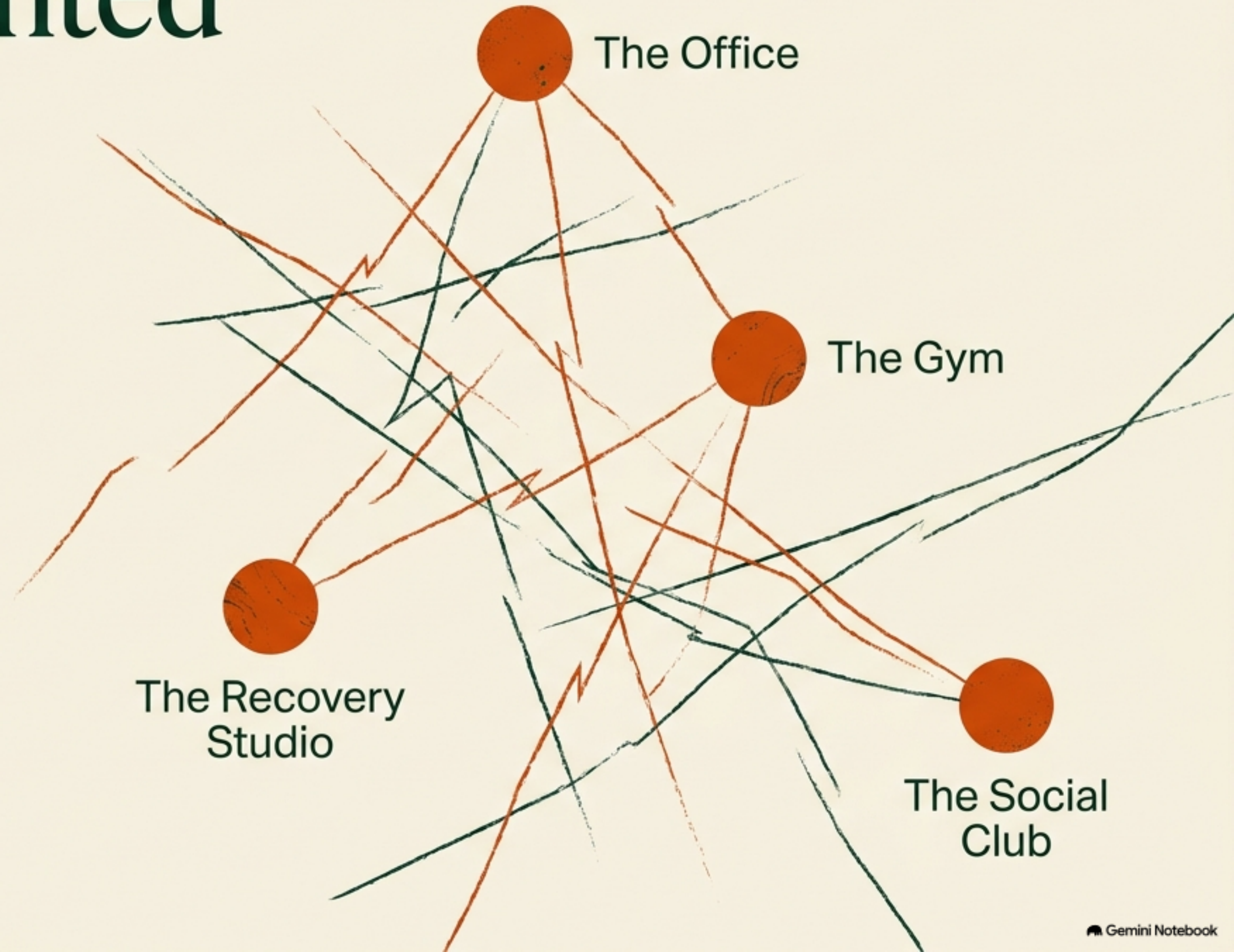
WELLY

A full-day urban
members club.

HaZerem 10, Tel Aviv

The Fragmented Urban Life

Modern urban life forces a disconnect between work, movement, recovery, and social connection. We spend our days commuting between fragmented spaces, losing time, focus, and community along the way.

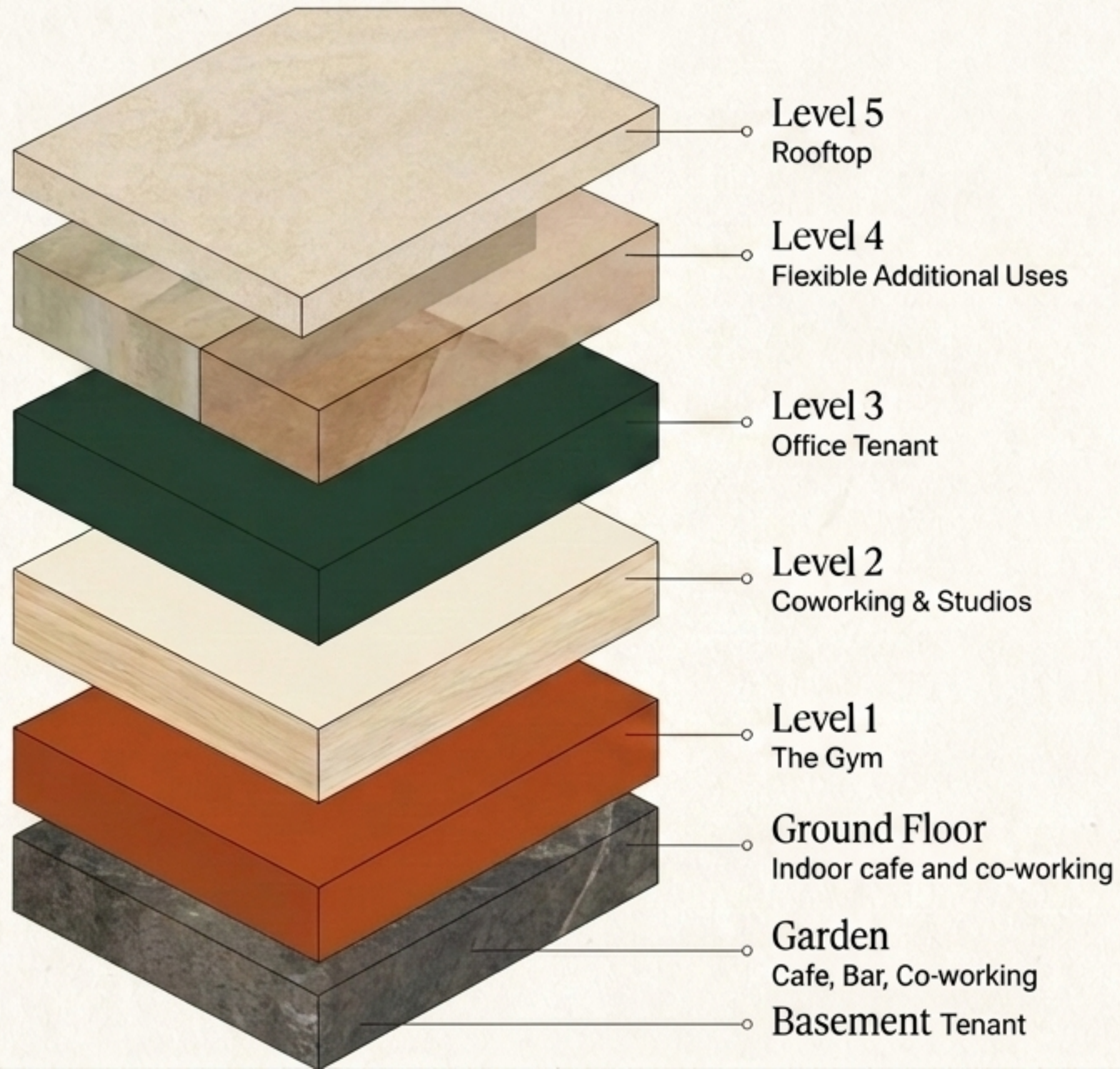


Focus. Move. Recover. Gather.

One integrated destination for the entire day. By collapsing the distance between productivity, wellness, and play, we create a frictionless urban sanctuary.

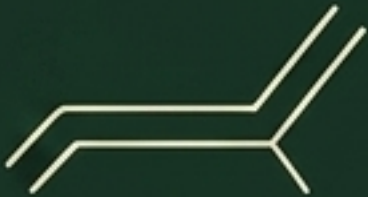


The Vertical Stack



The Sanctuary

The Wellness Core.

6x12m Heated Pool		Three Precision Temperature Ice Baths	
Dry Sauna & Jacuzzi		Dedicated Relaxation Decks	

Conceptual concept subject to engineering, licensing, and operational checks.

A Day at Welly



08:00 | Morning Focus

Deep work in the Coworking Studios.

12:30 | Midday Movement

High-intensity training in Level 1 Gym.

15:00 | Afternoon Recovery

Contrast therapy at The Sanctuary.

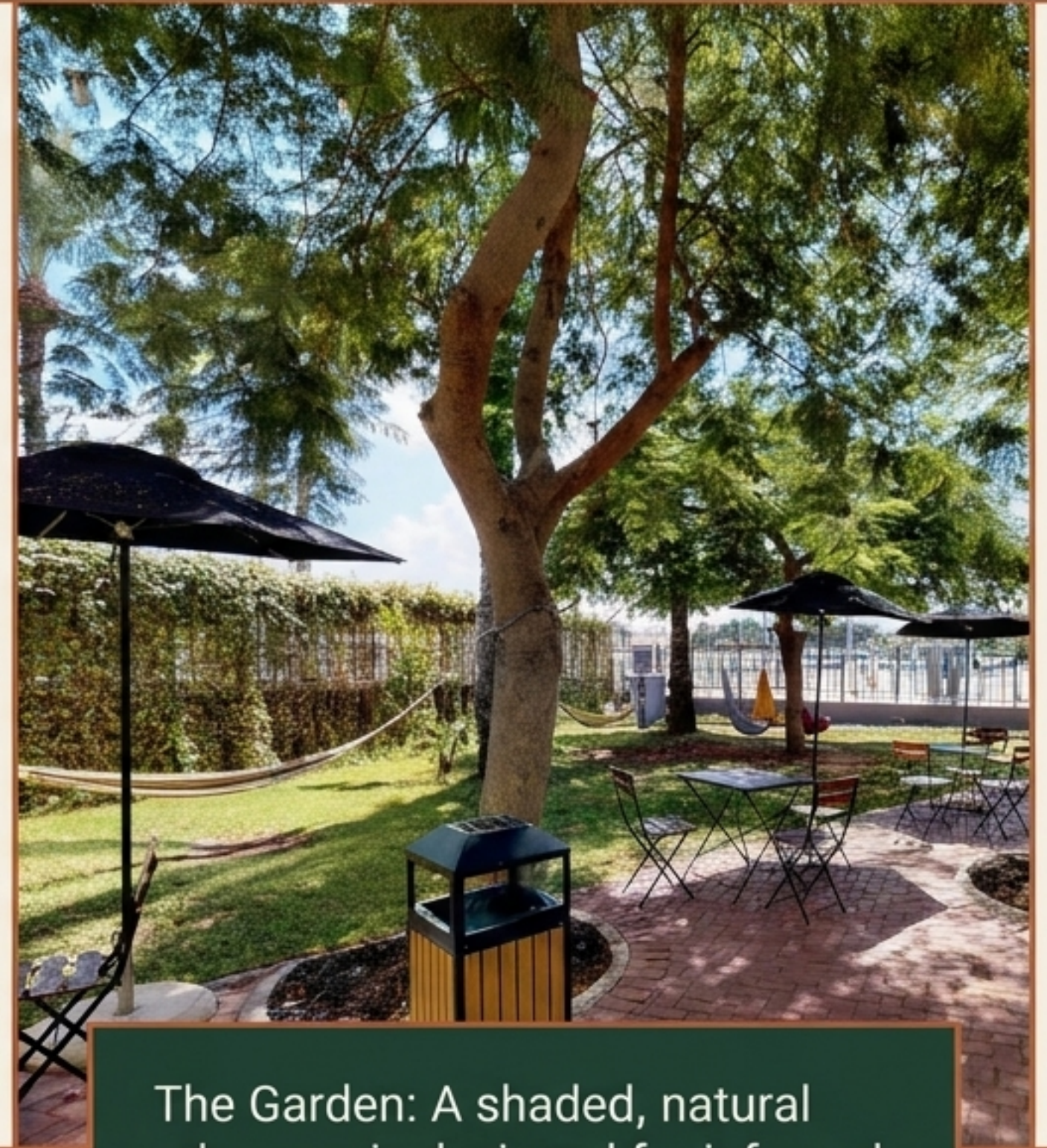
19:00 | Evening Community

Connection and culture on the Rooftop.

High-Vibe Rooftop & Garden



The Rooftop: Curated live music, DJ booth, premium bar, and elevated lounge areas.



The Garden: A shaded, natural urban oasis designed for informal connection and decompression.

The Strategic Edge

1. Integrated Offerings

Delivering unmatched daily utility in one building.

2. Increased Dwell Time

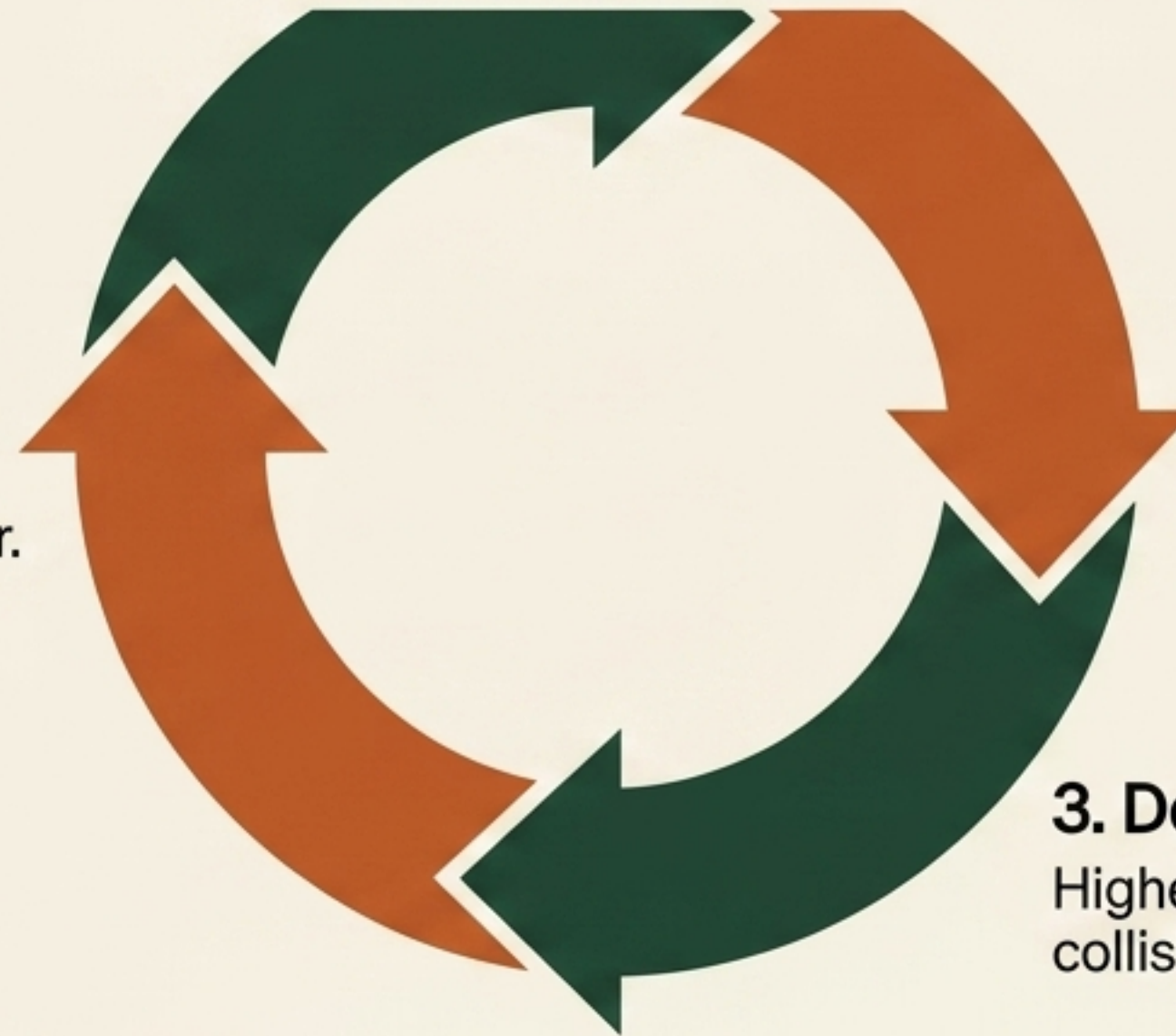
Members spend 3x more hours on-site than traditional clubs.

3. Deepened Community Ties

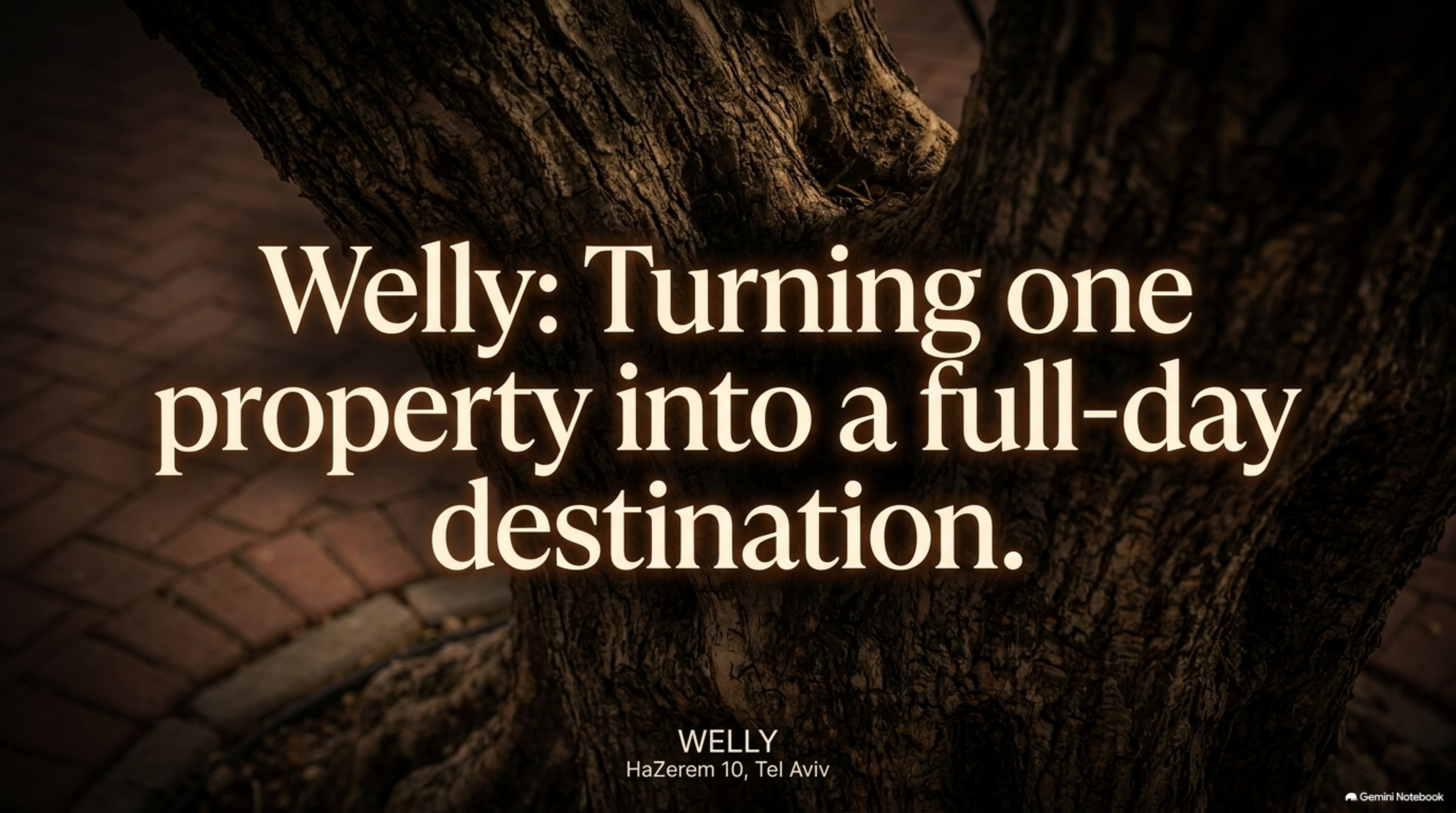
Higher frequency of organic social collisions.

4. Superior Retention & Asset Yield

Unmatched loyalty drives stable, optimized revenue per square meter.



High utility throughout the entire day inevitably leads to superior member retention and asset optimization. Welly isn't just an amenity; it's an ecosystem.



Welly: Turning one
property into a full-day
destination.

WELLY
HaZerem 10, Tel Aviv