

FOR IMMEDIATE RELEASE

CONTACT: Jim Farrell, PR First, 781-681-6616, [jfarrell@prfirst.com](mailto:jfarrell@prfirst.com)

## **Acella Construction Corporation completes Row House project in North End**

PEMBROKE and BOSTON, MA, ISSUED OCTOBER 3, 2019... Acella Construction Corporation ([www.acellaconstruction.com](http://www.acellaconstruction.com)), a leader in construction management throughout greater Boston, announces completion of Row House at Lovejoy Wharf, located at 25 Lovejoy Wharf in Boston.

The 2,000 square foot boutique indoor rowing studio, complete with restrooms, two showers and a lobby/retail area, is located in the booming Lovejoy Wharf; the 15-story luxury residential property overlooks Boston Harbor. It is the first Boston location of the indoor rowing franchise which was founded in 2014 in New York. Guaranteed to make avid rowers smile – in all kinds of weather – Boston’s Row House offers the best of both worlds. The workout provides rowers a genuine sense of being on the water while indoors, as they look out at the waterfront.

Rowers work in synchronized motion in a team-oriented contemporary space where the walls are emblazoned with empowering messages, such as “further together” and “be your strongest.” Lights are turned low in contrast to music selected to motivate each rower to do their personal and team best.

The low impact 45-minute workout is designed to build muscle, burn calories and strengthen rowers’ cores, blending low-impact cardio, resistance training, stretching and rhythm-based rowing.

Specialty doors and insulation, double wall construction and Superior Performance Surfacing athletic flooring were required throughout the Row House, as it was necessary to create a soundproof studio due to the location of adjacent residential rental units.

Row House at Lovejoy Wharf is one of several fitness-oriented projects completed by Acella Construction.

“As a result of consumer demand, an increasing number of fitness construction concepts are being introduced,” said Ryan LaVangie, Vice President of Sales and Marketing at Acella Construction Corporation. “We’re pleased to be a leader in bringing these models to fruition.”

“We’re so excited to come to Boston, and are so grateful to Acella Construction for their beautiful work and commitment to making this happen,” said Gyee O’Malley, Boston Area Developer for Row House. “We had some unforeseen issues come up on our end during the project, and Acella was fantastic about communicating, working together, and determining solutions that kept us on schedule.”

Sam Koonce and Ben Revelson of Atlantic Retail brokered the transaction between Row House and Lovejoy Wharf landlord Related Beal, a fully integrated real estate firm focused on development and investment opportunities in Boston and the surrounding region.

### **About Acella Construction Corporation**

Founded in 2003, Acella delivers a premium suite of construction management services, including design-build and pre-construction solutions for business owners, commercial real estate developers, and discerning institutional and retail clients.

Acella is located at 38 Washington Street, Pembroke, MA 02359. For more information, please visit or call 781.681.9240.