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## Eric Villency, CEO, Villency Design Group



### On Air: August 16, 2016

Eric Villency tells the story of the Soul Cycle bike and his other innovative designs.

Eric currently serves as CEO of the Villency Design Group. Under his leadership the business has grown into a leading consumer product development company while maintaining its reputation for innovative furniture and interior design.

Villency has been acclaimed as a visionary and his unique multidisciplinary approach to design has produced a prolific body of work that includes sports stadiums, airport terminals, hotels, large-scale art installations, fitness equipment, performance apparel, automotive design and restoration, furniture, LED lighting systems and electromechanical beauty products.

Villency has been the recipient of several design awards including the FIT "All Star Salute" award as well as the IFDA "design Industry" award. Well + Good called Villency "The wizard of wellness design" for his innovative work for many of the industry's leading brands including designing Soul Cycle's acclaimed signature indoor bike. Recently, Men's Health called the interactive exercise bike Villency created for Peloton the "best Cardio Machine on the planet" in their annual fitness awards issue for 2015. He appears frequently as a design expert on national television in addition to authoring numerous articles on the subject. Eric has also lectured at FIT and the MIT Sloan School of Management. He currently lives in New York with his son Ronan.

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