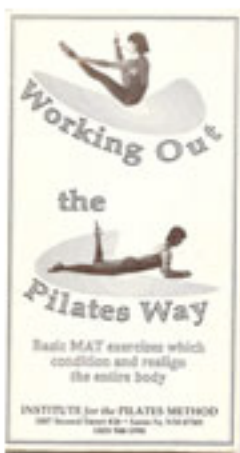


# Pilates & The Institute by Joan Breibart



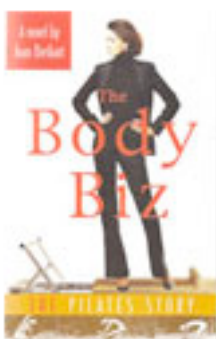
We started the Institute in 1991 with an Advisory Board of those teachers trained by Joe himself: Eve Gentry, Carola Trier, Romana Krysanova, Kathy Grant, Bruce King and Ron Fletcher. Our mission was to develop *gradually* a Pilates teacher training program. Suddenly journalists discover that Hollywood has been into Pilates for decades; soon stories about the "body conditioning secret" of the rich and famous are everywhere. **Next fitness instructors who had never seen a Reformer or tried Teaser wanted to get certified!!** Our Board members with their 200 years of Pilates experience couldn't help us with a direction. *So we began to innovate.* The first Pilates video, "*Working Out the Pilates Way*"(1991) showed thousands the exercises. The *Mini-Reformer* in 1994 was created so that prospective teachers could learn the exercises. By 1998, health clubs having realized that this wimpy exercise method had legs, wanted their instructors trained. So we developed the *Pilates Matwork Certification* in 1998. Then we evolved it to *Standing Pilates* in

2003 which also required an evolved Technique, now known as Third Level. Then in 2005 we introduced a redesigned and patented *Pilates Chair* to give these exercises a better platform. We continued with a Pilates novel, *The BodyBiz*, in 2006 and now *Tye4*, a wearable resistance system. But, we never forgot our original mission of teacher training as the following article from Joy Puelo, one of our Certifying Teachers, explains:

"Eight years ago I opened my own Pilates studio, right after the trademark was cancelled. Suddenly there were studios asserting that they were teaching the only "true" Pilates. Coming to Pilates from rehabilitation, not dance, I began to wonder if I was missing something. My insecurity led me to telephone a "Romana-blessed" studio and ask if I could work with an instructor, just as any other client, to experience the work from their perspective. I was told that I was NOT welcome, and if I wanted to "truly" learn Pilates I needed to get re-certified with Romana. Talk about attitude!



Fortunately, today the Pilates' history of secrecy, elitism and exclusivity which made it unapproachable, almost exotic, is **totally passé**. Exercises like the Hundred and Teaser are no longer a secret. People expect more than generic "powerhouse" cues, rote lists and finger snapping. Today "classical" or "authentic" reads as *un-evolved* for the former lawyers, marketing execs, moms, etc. who love the work and are choosing Pilates as a new career.



Joan Breibart, who was at the Pilates Studio in the 1960s, describes a place where the clients were like "peas in a pod": young, very slim, and uninjured. That's not the Pilates clientele today. And it is why I am grateful to PhysicalMind for training that goes beyond a list and a specific order; for an education that shows us how to *see* bodies and to find creative solutions. The economy might be getting tough and competition tight, but if you believe in yourself and choose a progressive education, you will build a devoted clientele and realize your own potential."

