



COMPANY PROFILE



“LIFE IS THE ART OF ENCOUNTER”

Vinício De Moraes

OASIS STORY



There's only one place in Italy where the air can blow in from foreign lands. From Friuli. The other borders are protected by the Alps: too high to allow the direct passage of the mistral or north winds. But along those hundred kilometres in the north-east, the gateway is always open, and the bora wind swirls around us.

The bora isn't such an important part of our story, but the gateway is. Because through that gateway not only have there been the comings and goings of the wind, but also history, style and thoughts.

From Trieste – by character, serious, intellectual and imperial - the wind carries with it Mediterranean vibes, melodies and flavours, a timeless ageless elegance.



From Venice – rich in priceless treasures, gleaming golden mosaics and hints of the Orient - the wind channels exotic spices, perfumes and warm hues, a refined exquisite style echoing one thousand years of history.



Cultures, languages and food that have mixed over the centuries with traditions and established artisan skills, in a blend that has become an inseparable part of that refined and eclectic mix which is known around the world as “Italian style”. A style created from the blending of different civilisations, based on the ability to transform materials (glass, marble, metals, precious stones, fabrics and fine silks), thanks to extraordinary manual skills.

In this border country, at the turn of the 20th century, the first shoots of what was to become the industrial development of the “Italian miracle” grew.



Life, said De Moraes, is the art of encounter. Th is applies everywhere, but especially to Friuli. And so, a company such as Quaia couldn't help but start and grow there.

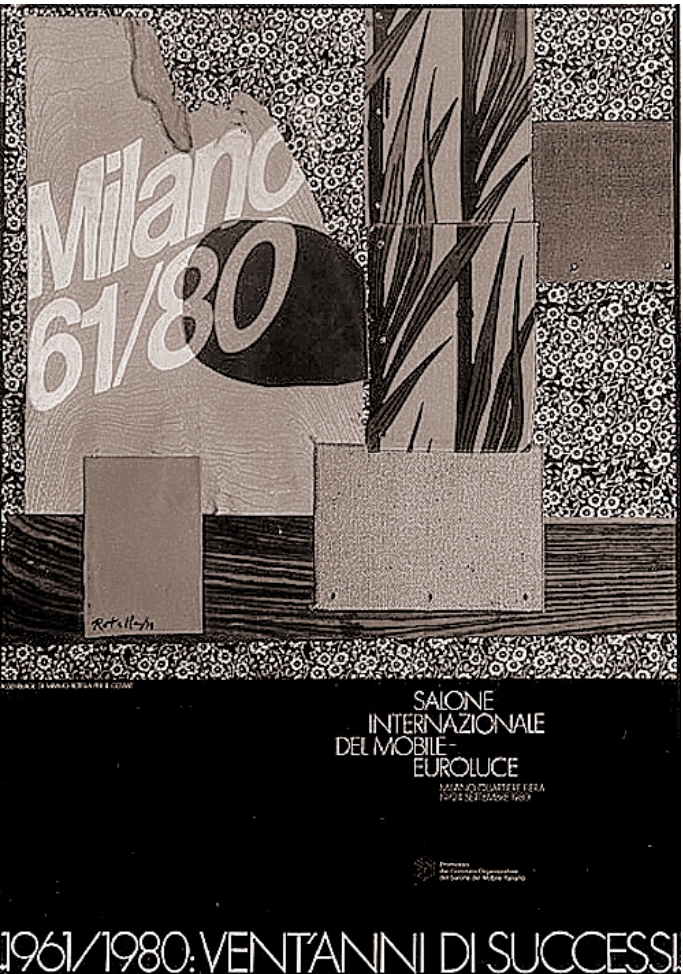
In **1908**, Floriano Quaia opened his first carpentry workshop. A small workshop where furniture was produced, which was made to last a lifetime.



We need to fast forward to **1945**, after the Second World War, to see the blossoming of a real company, with his son Bernardo Quaia. Those were the best years to have dreams.



But it was his grandson, Francesco, that built a factory and a name, his name - a brand. In **1972**, together with his brother Floriano, he set up Arredamenti Quaia, which took part for the first time in Salone del Mobile in Milan in **1980**. From their own land, that company embodied the values of the mountains, perseverance and hard work.



During the flurry of activity in the Eighties, which saw Italian design become widespread and recognised around the world, Francesco established the Oasis brand in **1984**, branching out into bathroom furniture. Now and again the wind came in, and Francesco, wisely, took shelter.



Then, at the turn of the millennium, something changed.

Scientists call it entropy. It is an inevitable tendency towards disorder which has always ruled the universe. Just add one element, then another, and chaos is generated, the first true creative source of ideas.

The number three is the basis of chaos. With three, there's no control. Luckily.

As Michael Tomasello said, thinking is, by definition, improvisation. But put three musicians together to improvise and the result could be jazz.

Who knows if Francesco Quaia knew he was so lucky: while many companies had no heirs at the top, Francesco Quaia didn't have just one child capable of succeeding him, he had three!

Francesco understood this from the start. This was a wind he couldn't shelter from. Because it carried with it the scent of his children. With an open mind, he listened to their ideas.

In **2001**, the eldest Francesca started to work alongside her father in the business and, assuming responsibility for the commercial direction of the company, she was pivotal in steering it along the road to internationalisation.

2005 saw the setting up of the first international base for the company, in the city of Moscow. Warm and harmonious Italian spirit met the essence of regal Russia and the two succeed in winning one another over.

In **2006** the second daughter Federica, having specialised in the worldwide branding of luxury goods, took over all aspects of image and communication within the company, thus assuming marketing and artistic control.

In **2008** the third-born Lorenzo completed the transition to the fourth generation. Specialising in project research and development as well as highly technical products, he became head of the technical production division.

Francesca, Federica and Lorenzo didn't know, and maybe they still don't, that their desire to bring together and blend their (three) ways of thinking was a sign of returning: not just to the original company spirit, but also to their land.

The three siblings bring three different and complementary spirits to the company: the central European, efficient and rational of Lorenzo; the eastern, wise and serene of Francesca; the Italian, stylish and creative mind of Federica; together, they gave life to a new, unique business.



In **2012** the Home line is completely revised with the idea of offering, under the Oasis brand, total and coordinated interior design, inspired by the luxury of international and contemporary style. Once again the gateway opened up to new spaces, new environments and new scenarios.

In **2013**, branches opened in London and Hong Kong, with flagship showrooms.



The wind of ideas replicated the enchantment of the encounter: the combinations of cultural influences came back to take shape as the combination of new materials, all of Italian origin and workmanship, generating associations which were as novel as they were, surprisingly, reassuring, because they were, in their flexible beauty, able to embrace each and every idea.



In this climate, the inevitable and unpredictable product of historical, geographical and uniquely human convergence, the customer couldn't (just) be the name of a sought-after and indistinct world, synonymous with opportunity. For the three Quaia siblings, the customer is both guest and host, with an identity.

For this reason, the Oasis environments we see today are like organisms which have not only developed, as we've seen, from historical influences, but which continue to evolve by absorbing passing influences.

Their development has come about by listening and paying attention to cultural, and therefore aesthetic and functional, needs from all walks of life.



Oasis is now present in over 25 countries, with its headquarters in Italy, and branches and flagship showrooms in London and Moscow.

A great and simple story, like all true stories. Explained by a gateway and a mind. Always stubbornly, courageously and proudly open. To the wind of ideas.



OASIS LOGO

EVOLUTION OF A LOGO, EVOLUTION OF A COMPANY, EVOLUTION OF A VISION

This new logo expresses the global mission of the company, its history and its commitment to design, the latter taking inspiration from the Art Déco movement of the '30s and '40s and providing a unifying theme for the Oasis Home and Bathroom Collections as well as for Contract projects. In effect, it represents a 'compendium' of all the key elements that Oasis stands for and make the company what it is.

First of all, **its origins (Italy) and history (1908 marks the year of its foundation)**. The artisanal expertise, traditional craftsmanship, the precious materials employed in production, the style of its products as inspired by the work of the Masters of the Modern Movement and Design of the last century - all of these find their place in Oasis.

The two seahorses, among the rarest and most precious of animals, delicate and elegant, yet strong and resilient, looking East and West, towards the markets pertinent to the Oasis brand. They symbolise the tenacity and optimism of the two founders of Oasis Group, Francesco Quaia and his wife Aurora.

Above them are three rings representing their three offspring, the individuals who are spearheading this project and giving it form: Francesca who oversees commercial development, Federica who is responsible for marketing and art direction and Lorenzo who heads the technical division ... three small interlocking worlds which are working as one to achieve the established goals of the company.

Then, to encapsulate everything there are **the two rings, between which are inscribed the three company divisions - Home, Bathroom and Contract** - and which act as a symbolic reference to the company's on-going and everlasting commitment to the markets of the world. The world that Oasis is conquering today with its unique and inimitable style.



A story of creativity,
passion and emotions ...



... where people
make the difference!



OASIS

100% MANUFACTURING COMPANY



100% MADE IN ITALY & CRAFTSMANSHIP

The Oasis brand is deeply rooted in its history, both territorial and cultural.

All Oasis Group products are designed and manufactured in Italy.

CREATIVITY & PROJECTUALITY

Behind every collection by the Oasis Group lies a complex design and production process. Driven by an innate ability to harness the ideas that the world offers and on the strength of the skills acquired over time, the Oasis Group has created an innovative research laboratory where art, fashion and design reign and liaise.

CERTIFICATIONS

Oasis is certified UNI EN ISO 9001:2008 - Quality Management System.

ISO 9001:2008 certification is a worldwide recognized award that guarantees to our customers goods and services in accordance with applicable national and international regulations.



OASIS STYLE

Timeless elegance: Such is the description often attributed to the style and character of the Oasis brand whose products are born of a constantly evolving material and design research focus with the ultimate aim of satisfying the differing needs and desires of clients from diverse cultures and backgrounds as well as capturing yet always keeping one step ahead of the prevailing trends.

This philosophy enables the company to operate successfully all over the world thanks to an unparalleled ability to adapt its product ranges to different geographical contexts while transcending the vagaries of fashion and preserving its own very unique identity.



The result is a portfolio of dedicated collections for Living, Sleeping and Bathing which offers infinite possibilities and variations, each and every item made in Italy and all displaying supreme craftsmanship and attention-to-detail. This is furniture with a multi-faceted personality, contemporary yet not defined by a particular period and characterised by an understated luxury which finds its riches in the history from which it draws inspiration.

Brought together by Federica Quaia with artistic direction provided by Massimiliano Raggi, Oasis collections celebrate the icons of an era recognised for its refined and tasteful elegance: that period of the last century between the end of the 1920s and the second World War. Those years saw the birth of the Modern Movement in architecture, of Art Decò as a defining influence in visual, graphic arts and interior design and of the development of industrial design with the significance and influence it still assumes today.



Oasis collections reflect the images linked to the culture of that time: the revolutionary couture creations of Elsa Schiaparelli, the hint of madness characterising the photographs of Man Ray and of his muse, Lee Miller and the sheer care and attention shown in interiors projects by the likes of Gio Ponti and Franco Albini.



The design acumen of that historic period nowadays blends adeptly with that of the British and French schools, one of the principal sources of inspiration behind the signature 'Oasis style' whose designs share the same richness and scope in terms of material choices and focus on creating a warm welcoming ambience dominated by a multitude of colours and patterns.

The result is a plethora of soft, inviting shapes, as evident in their upholstered armchairs featuring wooden structures and rich velvet finishes or their sizeable tables displaying tops in marble or gloss lacquer with precious metal elements or even in those vintage pieces such as writing desks and dressing tables which convey a sense of times gone by and are often overlooked in the modern age.



The endless array of finishes, the specific wood types, the different veining and colours of the marble, the wide selection of fabric and upholstery and the infinite palette of customisable colours enable Oasis products to completely transform the 'face and soul' of an individual setting.



It is indeed this which encapsulates the Oasis spirit: that singular ability to create a totally personalised look and feel, as retaining its own identity and that of the Made In Italy phenomenon.



The Oasis range spans HOME which comprises furniture, accessories and related items for Living and Sleeping zones and BATHROOM which is subdivided into two very distinct categories: Luxury (classical) and Master (contemporary) and is made up of furniture, washbasins, storage items, bathtubs and accessories. The Oasis CONTRACT division is responsible for totally bespoke projects with an emphasis on the high-end hospitality sector.





HOME COLLECTION



In order to achieve the 'total look' for maximum impact, Oasis has for some years been perfecting the Home collection which comprises items to furnish all areas of the house.

Inspired by the International Style of the 1920s and '30s, as well as the Masters of Industrial Design of the 1940s and '50s, HOME provides the complete design package thanks to the customisation and versatility of its products.

Marble in diverse colours and varieties sits alongside various wood types to create furniture with a bold character. Statement pieces featuring specific materials and unique designs or exquisite 'showcase' items incorporating precious metal finishes add an allure and fascination to furniture collections befitting the most luxurious of residences. All this thanks to a wealth of materials, fabrics and finishes which can completely transform the look and atmosphere of an environment to appeal to all manner of tastes and desires.

The skill of the craftsmanship, exclusively and exquisitely Made in Italy, displays a painstaking attention to detail since, in the words of Charles Eames, "The details are not details. They make the design".





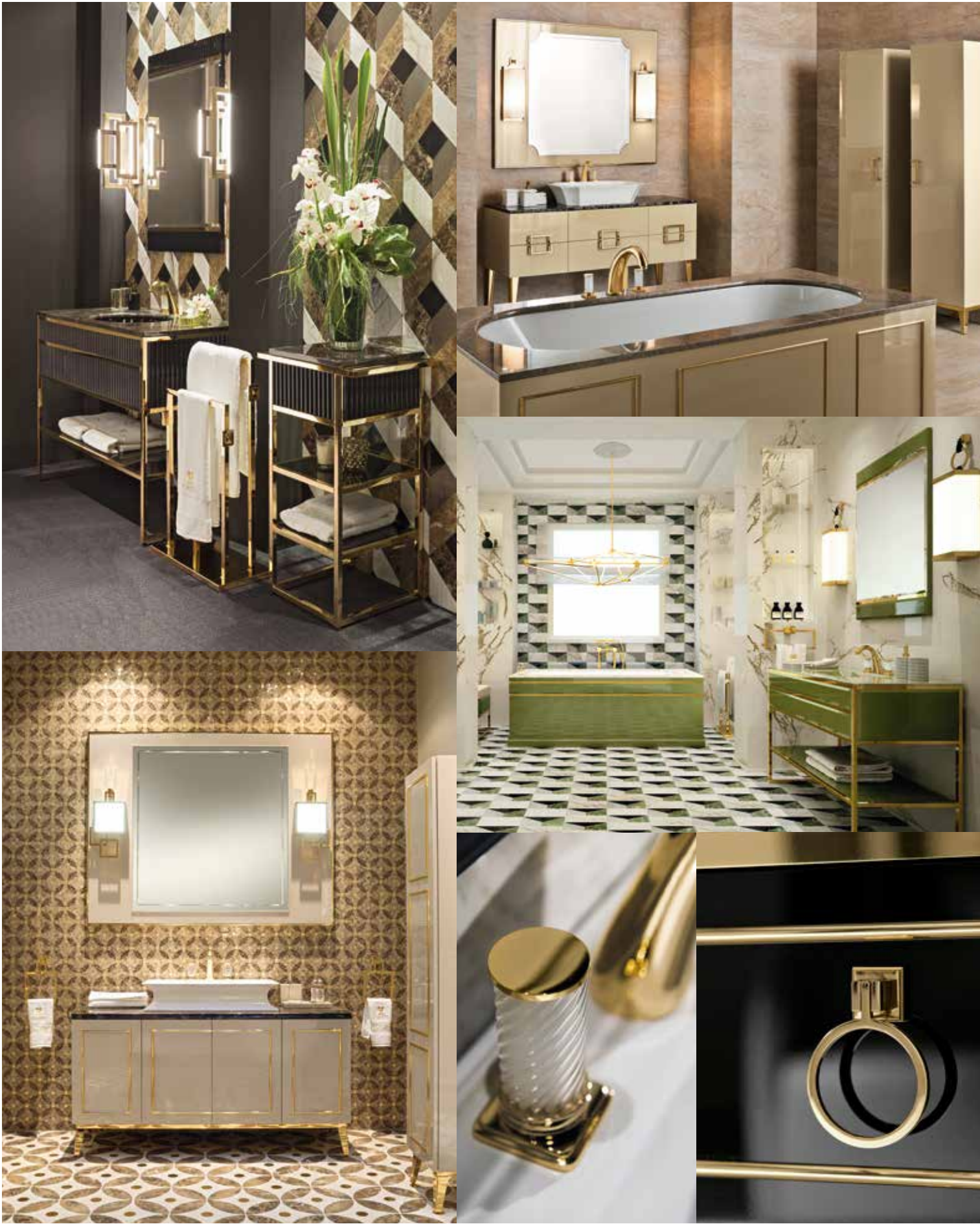
LUXURY COLLECTION



The bathroom designs which make up the Oasis Luxury line are rooted in the Art Decò movement, with hints of International Style and echos of the culture of the Ancient Roman Baths tradition. Inspired by the archetypal *salle de bain* with its vast dimensions, they enable architects and interior designers to plan complete schemes for even the most discerning of clientèle.

The materials chosen for the Luxury collection feature exquisite finishes, the result of continual research and development, which together with the master-craftsmanship and finishing techniques employed, lead to the creation of unique and personalised settings, a key attribute pertaining to all Oasis brand collections. Gloss lacquers displaying diamond or ribbed decoration are teamed with precious metals to provide added refinement to vanity units featuring tops in glass or marble in a multitude of types. Tall cabinets and panelled freestanding bathtubs complete these exclusive rooms of well-being where every detail is meticulously observed be it taps with 'jewel' handles or leather-lined drawers.

The overall result is a veritable 'cinematic set' which surrounds and ingratiates the senses, offering sublime elegance and a feeling of utter bliss.





MASTER COLLECTION



Designed to appeal to those who prefer a more contemporary bathroom style, the Oasis Master line is characterised by clean bold lines inspired by the Minimalism of the 1990s.

Such purity of form is highlighted by the finishes which evoke a cool metropolitan style and further enhanced by the vivacious colour choices or monochrome combinations which serve to create an international look and feel.

This focus on clear-cut lines is also evident in those vanity units which offer a more curvaceous profile and were purposely designed to fit into even the most challenging of spaces.

The extensive choice of materials which marries gloss and matt lacquers, a variety of wood types, glass, resin and solid-surface allows for a colour palette which spans from white to black taking in all the vibrant and delicate and pastel colours in between as well as those deemed 'of the moment'.

The result is a series of contemporary creations which demonstrate the utmost in design versatility.





PROJECTS



During the last quarter of century Oasis has manufactured a significant number of interior solutions for residential and commercial clients as well as for those in the hospitality industry. The company has collaborated worldwide with some of the leading professionals and brands in the sector (i.e. Armani, Ermenegildo Zegna, Tiffany, Salvatore Ferragamo, Brooks Brothers).

During this period Oasis has established an organisation equipped to deal with the most sophisticated and ambitious of projects on a bespoke tailor-made basis. Oasis' primary asset is the highly skilled and dedicated team of experienced individuals that the company has assembled and trained.

Oasis truly understands the business and is able to provide the best solutions to clients and architects/designers alike.

The core objective of Oasis is to achieve the highest level of quality in all of its products. To ensure this, the company has cherry-picked the very best artisans available in the market today. All production is completely Made in Italy by highly skilled professionals and Oasis management works very closely with them to continuously monitor and optimise quality.

Design is an emotional experience, but the best results can only be achieved with top quality products combined with a results-driven execution and completion of the project. Each project has its own story and OASIS prides itself on its ability to meet the ever changing needs of the market place.





MADE IN ITALY

Entirely designed and made in Italy.

All Oasisgroup products are protected by registered trademark.

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