ITALY 1908
OASIS
BATHROOM · HOME · CONTRACT



An Italian Story

COMPANY PROFILE


A story of passion,
creativity and emotion,
where people
make a difference.

Oasis, a story in time

Nestled among the Friulian hills, in the North East of Italy, just 100 km away from Venice, there is the village of Polcenigo. Here, more than 100 years ago, Oasis was born and here it still has its headquarters. The company is owned by the Quaia family, who have been leading it with passion and pride for four generations. Strategic success has been achieved by combining a clear corporate identity with the experience of a strong Italian manufacturing tradition coupled with ambitious, daring choices for future developments. Oasis offers a broad range of furniture collections for Home and Bathroom environments, all 100% hand-made in Italy, and representing coordinated interior design solutions. The Project Division was created specially to provide for the specific, bespoke requirements of hospitality and commercial projects. The company's traditional approach along with a keen eye for quality and fine materials, and the use of cutting-edge technologies are the features which ensure maximum production flexibility. Oasis is now present in over 25 countries worldwide, including, amongst others, Russia, Ukraine, France, Switzerland, Belgium, the United Kingdom and Germany.

There is only one area of Italy where the air can blow in from foreign lands, that place is Friuli. And along with that wind comes history, style and certain ways of thinking. It is here that the story of Oasis began, the result of a refined and eclectic merging of different cultures, civilisations, languages and cuisines often referred to around the world as "Italian style".







1908

Floriano Quaia opens his first carpentry workshop: a small studio where furniture is made with the aim of lasting a lifetime.



1945

Bernardo Quaia, son of Floriano, sets down the foundations of a company where the first pieces of decorative furniture would later be developed.





1972

Francesco, Bernardo's son, builds a factory and creates - using his surname - an actual brand. Together with his brother Floriano, he sets up Arredamenti Quaia.

QUAIA



1980

Arredamenti Quaia participates in the Salone del Mobile, Milan for the very first time. The accompanying burst of innovation marks a turning point for the company which sets its sights on ever broader horizons.



OASIS

1984

During the flurry of the Eighties, Francesco Quaia establishes the Oasis brand, branching out into the production of bathroom furniture which thereafter becomes part of the company offer.

The New Millennium

At the turn of the Millennium, an impetus of change, of fresh new ideas, sweeps through the company in the form of the next generation, Francesco's three children: Francesca, Federica and Lorenzo.



Oasis is a century-old family business characterised by courage, tradition and a strong identity.



Francesca Quaia

The eldest, Francesca, is the first to work alongside her father in the business. By assuming responsibility in 2001 for the commercial direction of the company, is pivotal in steering it along the road to internationalisation.



Federica Quaia

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



Lorenzo Quaia

Third-born Lorenzo completes the transition to the fourth generation in 2008. Specialising in project research and development as well as highly technical products, he becomes head of the technical production division.

2012

The Home line is completely revised and relaunched with the aim of offering, under the Oasis label, a complete and coordinated luxury interiors package inspired by the language of cosmopolitan and contemporary style.

2013

The year sees monobrand flagship showrooms opening in both London and Hong Kong.

Nowadays

The company is a century-old family business characterised by courage, tradition and a strong identity. It has market presence in more than 25 countries, the main ones being: Russia, Ukraine, the United Kingdom, Germany, France, Switzerland, Belgium and the United States. The Oasis production portfolio includes a wide range of furniture collections for the Home, the Bathroom and the Contract industry for the construction of projects for both residential and professional purposes.



An interview with Oasis

Oasis started life in 1908 as a carpenter's workshop. Three generations guided it through the twentieth century: Floriano founded it; his son Bernardo took over and started to transfer production to an industrial scale in the post-war period after 1945; his sons Francesco and Floriano grew it into a thriving furnishings company. Now in the new millenium the fourth generation is at the helm: Francesca, Federica and Lorenzo Quaia have skilfully turned it into the international enterprise it is today.

Oasis is a company that is deeply rooted in Italy, but it has a strong international presence: what are its guiding principles?
Owing to the skill of the three generations who have guided it, Oasis has become what it is today: a company that is deeply rooted in Italy's Friuli region, which produces 100% in Italy and trades internationally, is found in over 25 countries and has an extensive and widespread presence. This has been achieved by constant research into meeting the needs of its customers, needs that change according to the cultures we are dealing with.

The Oasis style is an international style whose design is timeless. What are its cultural references?
The interior design proposed by Oasis is characterised by an eclectic style that knowingly mixes references to various historical periods. From the 1930s and 1940s, with comfortable and embracing shapes whilst being rigorous to international modernism, with clear references to the masters of design of the 1950s, giving rise to a new style that we could define as contemporary luxury.



How has luxury in interior design changed over the last few years?
For some years, interior design has no longer followed set patterns. Now different styles intermingle, creating fluid spaces in which materials and shapes coming from different historical periods meet and merge. The 'luxury' sector is no different, and today's new luxury in interior design no longer follows such clear rules. Over the last few years, the millennials have become the main purchasers of interior furnishing products, and have thereby become the most important targets for the interior design sector. Studies have shown that they are critical, well-informed consumers (especially because of the Internet), who are sensitive to environmental and social sustainability, are attentive to product customisation and distrustful of style branding. They are therefore very demanding customers who require a different skill set; consumers who know what they want and are well informed, who want a personalised style that follows current trends but at the same time goes beyond fashion, with evergreen products and quality materials for timeless luxury.

Oasis' international style is renewed every year, to adapt to cultural trends. Are there materials and colours that remain unchanged?
The Oasis style is based on a mixture of precious materials with particular finishes that are often still created by hand. The precious materials are of course: marble, gold, bronze, leather, velvet, precious wood. Also the finishes and thoroughness of the production process help to make the Oasis product unique and recognisable: e.g. galvanic treatments, folding in folders, to name just a couple. The company's R&S department works closely with the art department to put together a portfolio of trends reflecting world tendencies and transforming them into more modern finishes and colours that are in line with current fashions. Oasis' strong point, in all cases, is the ability to construct a timeless style with materials and colours that take their inspiration from different epochs.
A perfect unique "contemporary luxury" look is achieved with the petite Adeline armchair that is clean-cut but comfortable, and the Joelle armchairs, which are embracing and soft but compact, and are accompanied by Eros, Ilo and Yves occasional tables with their rigorous forms that are enhanced with claddings and finishes, and great attention to detail. The Medea table, with its circular and elliptic structure, and the Saint-Germain console, with its complex geometries, are ideal accessories, and their sculptural qualities give a new value to their surrounds. The preferred colours are "dusty": indigo, octane, dove grey and beige, lightened up by touches of periwinkle, as in the spacious and comfortable Dahlia sofa and by the contrasting profiles. This interior design project is completed by exquisite lighting, which has also been specially designed. The Edge lamps are rigorous and essential and become an active part of the decor, both in terms of the visual appeal of the lighting parts, which are also covered with distinguished materials and in terms of the light that they diffuse. The Moon lamps have great visual appeal and dominate the space with their scenic presence, owing to the genuine bronze rings that surround the decorated panes as if they were miniatures.
A comprehensive interior design project cannot overlook the "salle de bain", the temple of wellbeing. The Academy collection, in smoked mirror finish with chrome structure is the ideal complement for this style of furnishing: a collection with clean and rigorous lines that are nevertheless extremely sophisticated, owing to the care of the workmanship and details. Owing to these complementary elements, contemporary design takes on a new meaning, with classic but clean and rigorous elements that express minimal elegance but are at the same time enriched with unusual colours and materials.

Are there materials and colours that define the uniqueness of Oasis style?
What specifically are these materials and colours?
In order to create a style like this, we draw on different periods of the twentieth century: the decisive and rigorous shapes that draw their inspiration from the design and graphics of the 1930s and 1940s; more sober decorations and shapes that take their inspiration from the masters of design of the middle of the last century on the cusp of the 1940s and 1950s; hints of Modernism, which cunningly mixed different taste influences. The materials that define the style that takes its inspiration from those years are refined but never overly ostentatious: marble, fabrics, different types of wood with clear veining, brilliant glazes and metals, with shiny brushed or aged finishes treated with galvanic baths to conserve them over time.
Marble plays a prominent role in defining this style: marble was the defining material of Italy's architectural Renaissance and has come into its own again thanks to the rediscovery of the international style, where the decorative project reacquires new importance. An expression of a new luxury, its force lies in its appearance, which becomes an element of intrinsic aesthetic appeal; owing to the main colours and different veining, it can change a style completely with just a few details.



In combination with other fine materials, for example different types of wood with gold or bronze details, it personalises its style but enables clean forms with few frills to be maintained; elegant simplicity with a strong identity. Cladding elements with coordinated colours and textures are an element that has an important weight in creating a style that goes beyond fashion. Velvets, cotton and fabrics "stolen" from tailored garments combine to define sober, warm and comfortable environments created through a rigorous and structured architectural project. All the elements that make up the style are closely intermeshed and often the same taste is coordinated in all the rooms of the house to bring to life a homogeneous and totally personalised "total look" to satisfy even the most demanding customers. Our main customers are high-end interior designers and architects who have equally discerning clients, who prefer furnishings that are totally coordinated, right down to the smallest detail. That is why the choice of materials is extremely important, as is the control of the design in all phases, without losing sight of any detail.

Talking in particular about bathroom furnishings, there are two benchmark collections: Luxury and Master.



What are the main features of the two collections and how do they differ?
The Luxury and Master collections mainly differ through the style references.
The Luxury collection is aimed at a public who wants to create the atmosphere of a "Salle de Bain" of the 1920s or 1930s: luxury marble, fine workmanship, ribbed or machined lacquered finishes, glass taps, gilded or bronze frames.
The Master collection comprises lines of a contemporary character with essential and rigorous lines. There are many types of wood, materials, and lacquering with modern colours, all sorts of glass and infinite matchability.

What are the main features of the Home collections?
The Home collections are distinguished by the choice of materials, which leads to very different materials being used and mixed judiciously: different types of wood, marble, fabrics, precious metals, velvets. Colours used range from the most relaxing "powdery" colours to lively colours like red and orange, which are always characterized by a warm and welcoming atmosphere. The references to the 1930s of the Design Masters and the 1950s enable soft environments to be created, with a rigorous but non-minimal design, which on the contrary is dominated by generous and embracing forms and finishes that are rich and extremely carefully finished.

Oasis is also active in the Contract sector: what are the services that it can provide for architects and interior designers?
The specialist division constructed by Oasis enables all the phases to be accompanied from design phase to execution, thus ensuring that architects and interior designers have quality products on time and above all have infinite scope for customisation.

"The cult of beauty."





"Beauty is a form of Genius."



Oasis Style

Oasis offers so much more than a selection of furniture. Indeed, the company aims to propose a complete and coordinated interior design, inspired by an idea: the beauty of 1900. Icons like Coco Chanel and Elsa Schiapparelli – in fashion, modernist architectures, stylised decorations – are the reference of the Oasis world.
The decorative lines, vibrant colours and metals and sensual contours are the characterising features of that artistic period which could be also found in Oasis collections as a unifying thread. Nevertheless Oasis also looks at the decades of great Italian design and architecture, from the 1930s to the 1950s, to capture the secret of blending different raw materials in a new, unique and universal design. Moreover, the great Italian heritage of skillful craftsmen gives the final touch to the proposal. Oasis believes in the high values of artisanal tradition: thus it collaborates with 30 workshops, specialised in the manufacture of different types of glass, mirrors, metals and gold.





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.





Plethora of Shapes

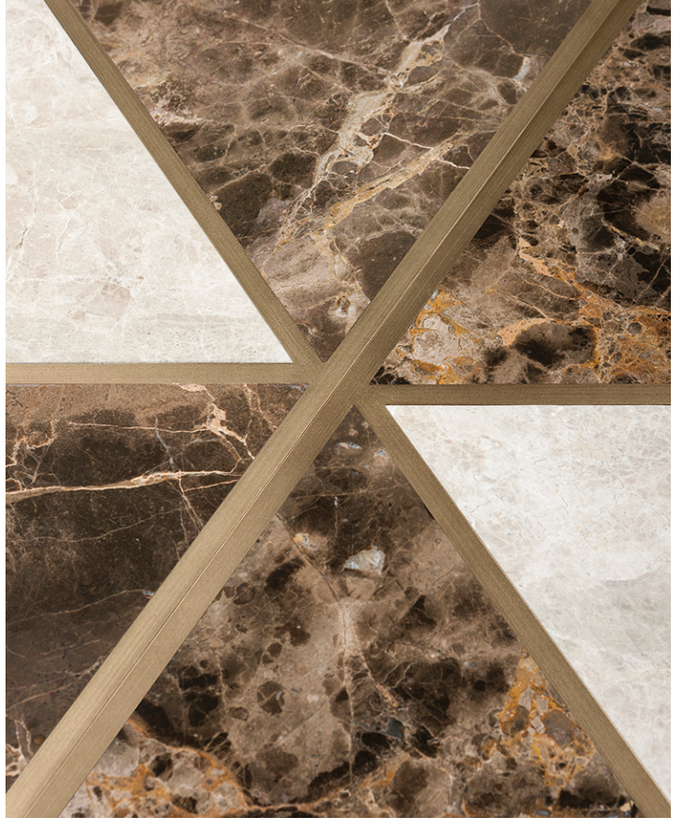
The design acumen of that historic period nowadays blends adeptly with that of the British and French schools, one of the principal sources of inspiration behind the signature "Oasis style" whose designs share the same richness and scope in terms of material choices and focus on creating a warm welcoming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

A story of creativity, passion and emotions.







Infinite Possibilities

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 multifaceted personality, contemporary yet not defined by a particular period and characterised by an understated luxury which finds its richesse in the history from which it draws inspiration.
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.



**During the last quarter of a 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 brought together 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.**

Oasis inspirations

in design, fashion, filmography and architecture























Oasis inspirations in design, fashion, filmography and architecture











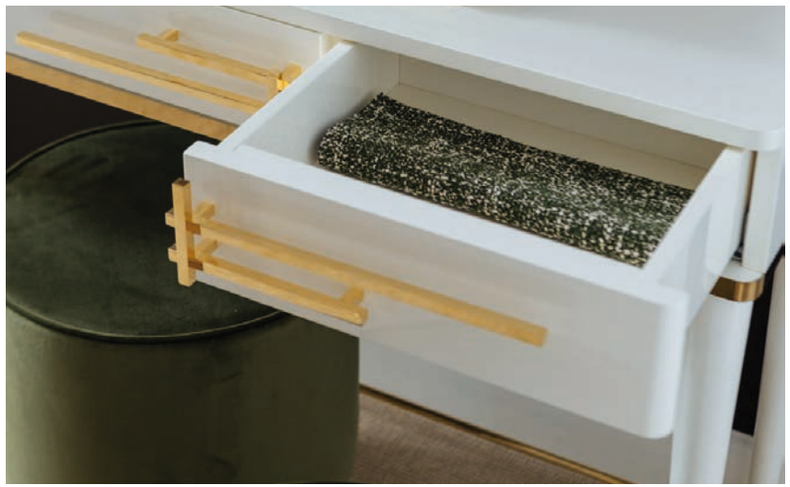


Creativity & project focus

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







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 Collection 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".



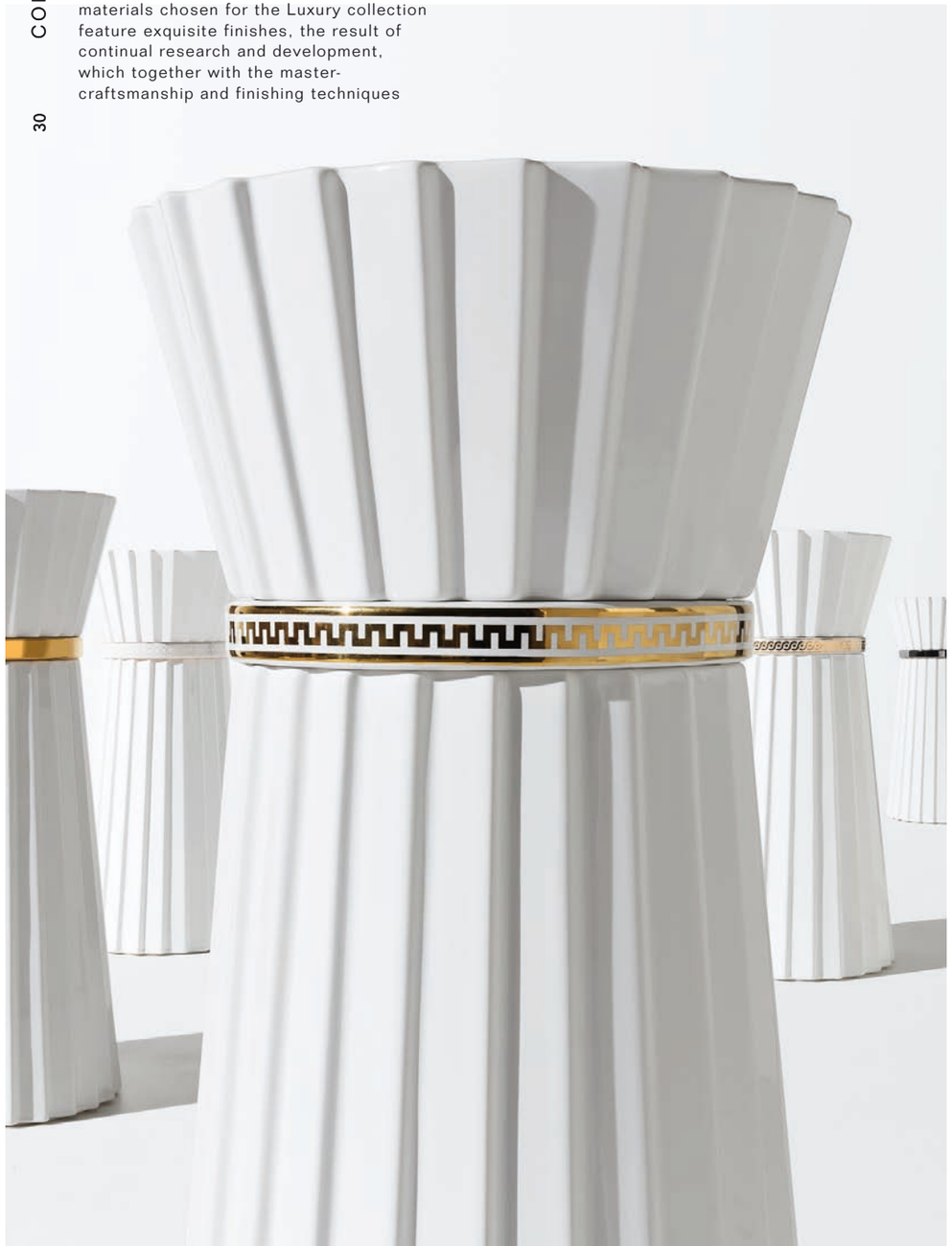
OASIS

Lighting Collection

Lighting is a fundamental component in architecture; expert knowledge of its techniques can transform a room and the design of the lamps themselves can influence and dictate its style. The Oasis Lighting collection features many different materials, such as wood, fabrics, metal and crystal, all finished with that painstaking attention-to-detail with which the brand has become synonymous. ‘Made in Italy’ craftsmanship, as exclusive as it is exquisite, is an integral part of each and every item.

Luxury Collection

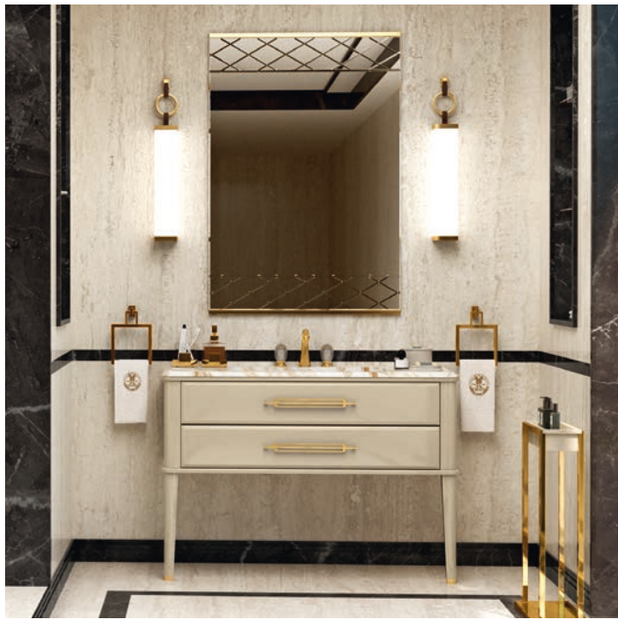
The bathroom designs which make up the Oasis Luxury line are rooted in International Style and skilfully echo of the culture of the Ancient Roman Baths tradition. Inspired by the archetypal salle de bain with its vast dimensions, they enable architects and interior designers to plan complete schemes 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.









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The Italian pavilion courtyard, Biennale, Venice 1951-52

Charlotte Ronson and Nate Ruess in their breccia capraia marble-clad master bathroom. Photo by @wabromowicz, styling by Michael Reynolds, via archdigest.

Salvatore Ferragamo campaign F/W 2016-17 by Craig McDean

Salvatore Ferragamo campaign F/W 2013-14 by David Sims

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Harpers Bazaar, June 1950 by Louise Dahl-Wolfe

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Palazzo Querini Stampalia by Carlo Scarpa, 1961-1963. Courtesy of Fondazione Querini Stampalia

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A single man by Tom Ford

Villa Necchi Campiglio by Piero Portaluppi

Nocturnal Animals by Tom Ford

Sede Olivetti by Carlo Scarpa

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OASIS

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