# BATHROOM 2023

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## **BRAND STORY**



development.

Oioli began 60 years ago on Orta lake's shore; the piedmontese land of high quality taps and fittings, when the young Eusebio Oioli started producing and commercialising his products.

Simple taps, characterised by essential design and produced with great care. As all stories of those years, this historical company started with a life of privations, hard and tough work. A tradition that has not come to an end, as today, we can see the third generation, Oioli; a factory in continuous development.

The production is organised in a catalogue of more than 35 complete series, in which have been created after rigorous research of style and functionality. Thanks to the new settlement in Gozzano and to an efficient commercial network, the factory is growing on all national and international markets. offering an excellent product branded "Made In italy" and studied after intelligent and professional work.

Quality and italian genius/innovation are appreciated and recognized all over the world; this encourages us to keep on producing and feeling proud of our work, which is an old tradition.



GALVANIC PLATING PROCESS

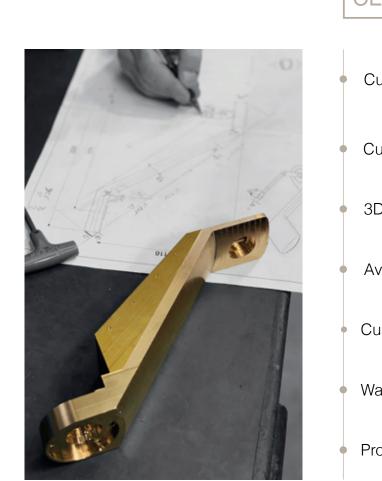


POWDER COATING

## FINISHINGS







#### աստարությունությունությունություն

**OEM** Project

Customer relationship

Customised Design Project

3D Prototyping

Availability +25 colours

Customised Logo & Packaging

Water flow and Materials Testing

Production Flexibility

## DESIGNER

#### Giacomo Zucchi

Giacomo Zucchi is a young Italian designer (Omegna 1977) who has received prestigious awards all over the world. He grew up in the area called "Cusio", in the north-west, famous industrial cradle of many important Italian factories in the household and bathroom product category. In 2001, he took his Degree in Industrial Design at the Politecnico di Torino and he started his professional career drawing collections for the historic Italian company Lagostina (cookware and tableware) with whom he received the prizes Reddot Design Award (Germany 2009), Good Design Award (Chicago Atheneum Museum 2009) and Good Design Award (JPD, Japan 2009).

In 2011, he received the "Cavalierato giovanile", an award sponsored by the Presidency of

the Italian Republic, as recognition for having distinguished himself at international level and as a representative of Italian talent. The same year he moved to France joining the French multinational SEB (Tefal, WMF, Rowenta, Moulinex), where he collaborated with an international team of designers and where, working in close contact with the International Product Strategic Management, he deepened the knowledge of Strategic Design, Project Manag ment and Product Innovation. During the French mission, he received the "Etoile du Design" (Paris 2014) thanks to a project of innovative ceramic knives and in Munich, he receives the "IF Design Award" (2017) with the "Experience by Tefal" kitchen collection.









SPRITZ

VIDA

JAZZ











MICRO







MIRAME



KING

# GLAM

Design by Giacomo Zucchi



"I focused on the idea of semplicity and on the use of pure shape to create an empathic and unique object, capable to generate a tactile pleasure and a sense of harmony by it's use."









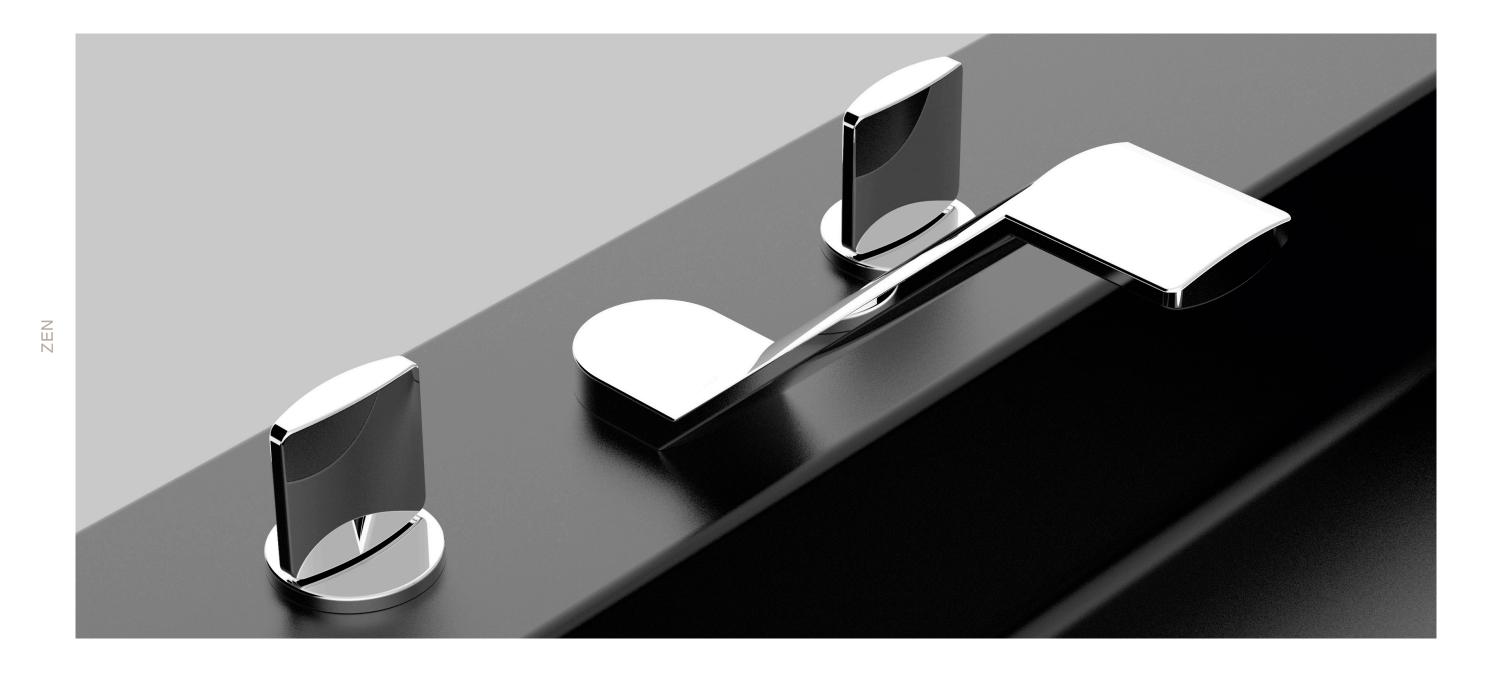


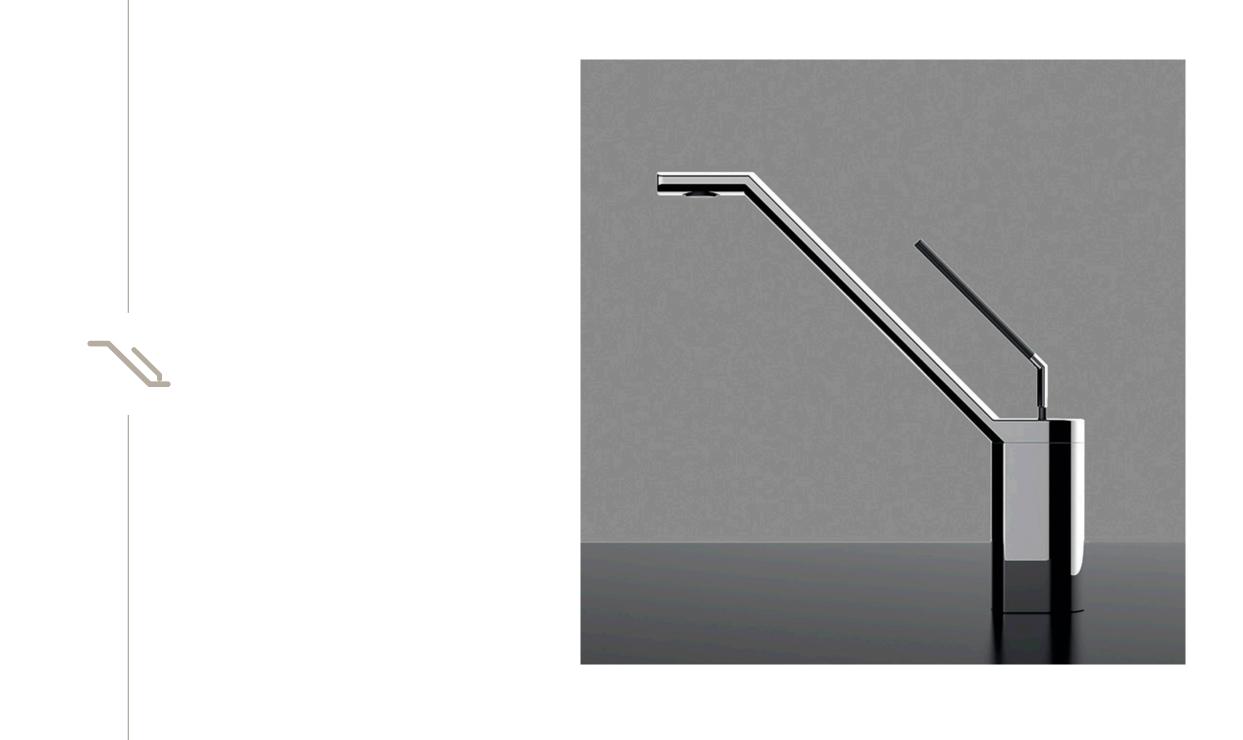
#### **ZEN** Design by Giacomo Zucchi













## KREÓ





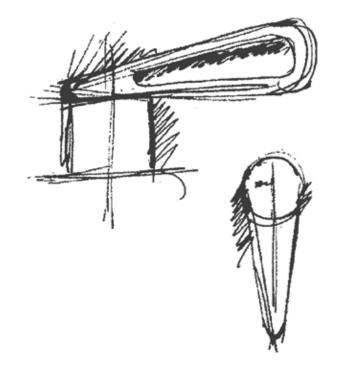




## NOLI

















## PURA









## 5<sup>th</sup> AVENUE











SOHO

GEOM

WEST









5<sup>th</sup> AVENUE







TUBE HANDLE







## NAVONA





















# LIFEZ

Stainless Steel 316



# SPRITZ









# VIDA







# JAZZ







# MICRO









# MICRO









MICRO WOOD





MICRO WOOD



### MICRO80









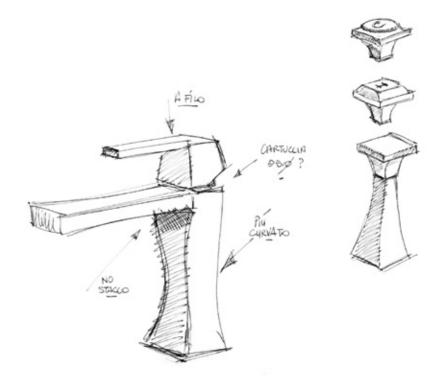
### MIRAME





# OPÉRA









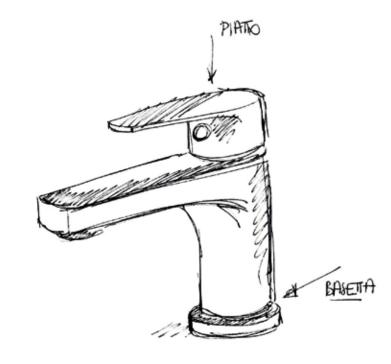
OPÉRA ART





# KING







# KING



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