

From Riyadh



# SKETCHING YOUR DREAMS

A Grandiose Space of Infinite Luxury...

SOME MEN DREAM INCREDIBLE THINGS, OTHERS MAKE THEM HAPPEN. RUDI M. OJAIL IS THE LATTER AND YOU NEED LOOK NO FURTHER THAN HIS TRIUMPHANT NEW SHOWROOM IN RIYADH FOR PROOF. THE LEBANESE ARCHITECT/INTERIOR DESIGNER IS BOLDLY DARING TO GO WHERE NO OTHER DESIGNER HAS GONE BEFORE WITH AN ENTIRELY NOVEL AND FRESH APPROACH TO DESIGNING HIS SHOWROOM, WHICH INSPIRES HIS CLIENTS AND REALIZES THEIR DREAMS. OCC DOESN'T JUST BRING IDEAS TO LIFE, IT GIVES CLIENTS A ONCE IN A LIFETIME CHANCE TO WORK WITH DEDICATED PROFESSIONAL TEAMS THAT WILL GUIDE AND ADVISE THEM FROM A TO Z.







Entering the dazzling Riyadh haven is like stepping into a veritable Wonderland. When a client reaches towards the towering 12 meter door they'll only need the lightest of touches to open it and discover a luxurious world that's very unlike the one they've left behind. The by 'exclusive appointment only' 1000 square meter showroom is spread across two floors, the main ambiance of which is spread out like a sequence of striking scenes, each of which is filled to the brim with customized and tailor made alluring items created by Rudy M. Ojail with painstaking attention to detail and ingenious modifications.

The sky's the limit for the VIP client's imagination as they explore the expansive space through various lavish set-ups decorated with lighting fixtures, noble marbles, sculptures, combinations of steel, stones, bronze, crystals, leather accessories and so much more.

The one-of-a-kind showroom exists only as a starting point or springboard for what the client will desire for their projects. Like a walkthrough swatch book, one is able to choose exclusive materials even from the walls themselves, which are composed of various wood types available for use. Other awe-inspiring pieces include a 14 meter high curtain made of ropes and chains and a mosaic flying carpet, which provides

the perfect metaphor for exploring a whole new uninhibited world.

Further in, noble majestic counters made of rich materials, such as onyx and snow white marble, provide the perfect display for the Ojail's vast collection of insightful books, thorough catalogues, multiple brochures and advertising kits, which cover every single style under the sun, and even the many catalogues of the various companies Rudy M. Ojail has collaborated with. On the showroom's second floor, clients discover more gems as they pass by the home cinema theater before reaching the conference room and private offices where the real work begins. The architect explains that the aim of the space is to show a new dimension in architecture and how to create a concept that resembles us, bringing peace of mind, body and soul.

Projects are conceived here not furniture, and by projects they mean the entire process from sketch to reality, be it a single room or a whole home. Clients can view various stimulating projects, discover innovative lighting scenes and rare antiques sought out by antique specialists in a mesmerizing running display composed of screens that lead you to the conference room and explore all the available materials and samples in display drawers within. And if that's not







enough then there's a whole range of books and inspirational materials to tantalize the mind.

The enthralling Riyadh showroom isn't just about keeping up appearances though, it's a well-oiled machine complete with technology's latest trappings, such as an EIB system, home cinema, rare items, antiques and fabrics that include the most high-end names and luxurious brands available. One of the most important factors though is the architects, designers and committed teams that keep things running smoothly. The process is not just about the outcome but the entire process from the beginning till the end. From the pre-project preparations to the implementations to the follow-ups, Ojail and his specialized teams, who are always in touch, stand by their clients for the duration of the project, always there to provide a professional and experienced helping hand. A splendor for the senses, the extraordinary showroom can cater to any need, from a private home theater to a full scale castle.

Rudy M. Ojail, who has a family background in artcraft, founded OCC to realize his projects.

OCC's Downtown Beirut office is where most of Ojail's brainstorming takes place and gives clients the chance to enter a luxurious world of seemingly endless resources. Like the Riyadh showroom, the Beirut office is a world of its own that works alongside a savvy high-tech lab to provide materials and fabrics, which are exclusively available to OCC from the globe's most exclusive and sought after brands such as Hermes, FS Home Collection and Contessina to name a few. The lab is another important location for OCC as it is built on the site and from the ruins of his family's original carpentry factory, where he first started working at a tender age and learned the skill of woodcraft and developed his relationship with various materials.

With this distinguished showroom in Riyadh and dedicated agents in Europe mainly Paris, Geneva and Warsaw, as well as a strong relationship with art and antiques scouters, OCC is all about a strong identity that carries its name, philosophy and mission across oceans to all corners of the earth. For a long time it has been Ojail's dream to share with everyone the treasures he has collected on his many voyages. Travelling from one exotic place to another he has dedicated his time to seeking out fascinating and authentic objects that are a reflection of his identity and brand. In order to get a closer look at what these rare objects and thrilling travels have produced, then Rudy M. Ojail's book Ojail is the perfect place to look. A look back at his 20 years of experience in the field recounting his daring actions and rebellious choices, the mammoth book is also a reflection of those who inspired and supported him on his memorable journey.

By all accounts, Rudy M. Ojail certainly lives up to his brand's proud and provocative symbol, a lion. Born under the majestic sign of Leo, Ojail has used the one and only king of the jungle's unforgettable appearance as a symbol of what he and his company stand for. Powerful, royal, rebellious, good hearted, caring and courageous, these are the words that describe the OCC lion.

"Unleashing the luxury in the wild" is the perfect way to define OCC's objectives and vision. Rudy M. Ojail is a man with the power to luxuriously realize your wildest dreams... Step into Ojail's world and let your imagination run free!

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