

Partner



Stefano Ascente



(Italy, Cosenza, 1962) , architect and designer, continued his education towards internal architecture and design of custom Furniture, taking the reins of the family company.

The human being is always at the centre of his project with the use of natural materials (wood, coach hide, glass), with the deep study On the environmental sustainability and on the ergonomics.

The human being in his workplace, in his living place, , in his way of sharing public spaces.

Specialized in the field offices, he has designed and made bank offices, professional studies, headquarters of important public and Professional organizations.

His products are characterised by an understated elegance and by An uncommon details of high joinery, as in the Aurea and Vela Collection.

Stefano Ascente

Basi S.r.l. is a project created by the forces of La Baligia S.r.l. and Camillo Sirianni S.a.s.



Baligia S.r.l. is the Company Ascente evolution, founded in 1955 by Cosimo continued by his son Mario and now at the third generation, with Stefano and Cosimo.

Specialized in customized furniture design and manufacture, stood out on the national market for the quality and for the originality of its production, and for the ability to combine the handicraft knowledge together with the best type of raw materials.

Camillo Sirianni S.a.s., italian leader Company in the production of public spaces furniture.

Founded in 1909, today is an efficient industrial model, and throughout a complete production cycle - wood processing, steel processing, packing and packaging - it realizes over 1.000 items, exported in more than 30 countries in the world.

It's present on the market with

www.sirianni.it , www.sirianninursery.it ,

www.siriannicontract.it

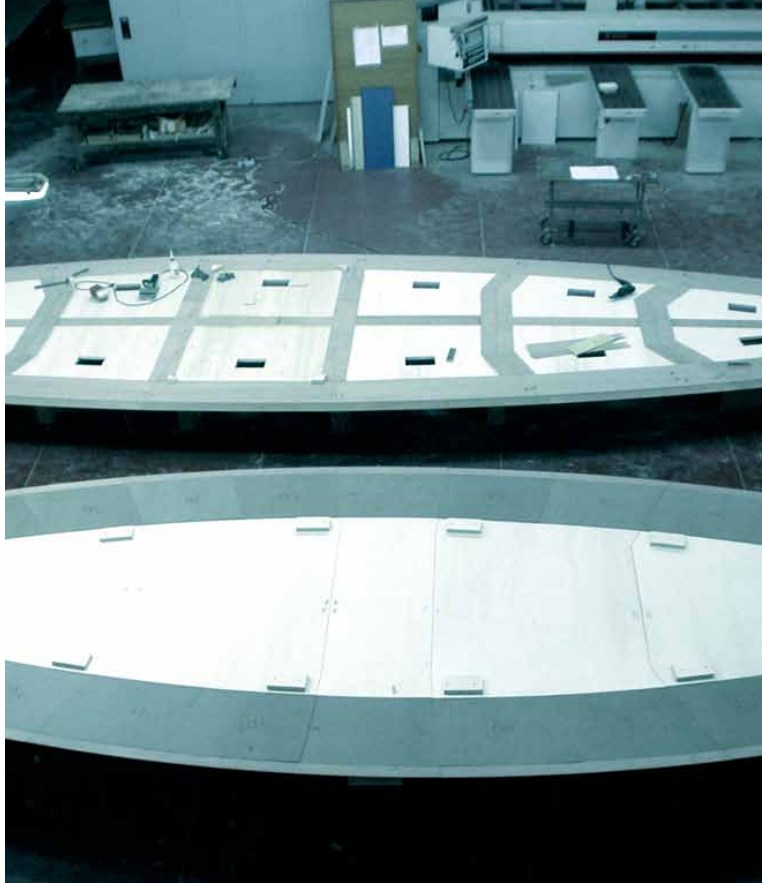
The background of the entire image is filled with various wireframe illustrations of furniture pieces, including tables, desks, chairs, and storage units, scattered across the white space. A large blue rectangle is centered in the upper half of the image, containing the brand name and tagline.

.basi®

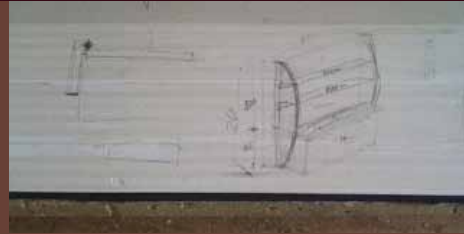
The italian way of making furniture

 *made in italy*

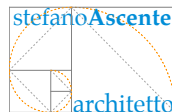
brand



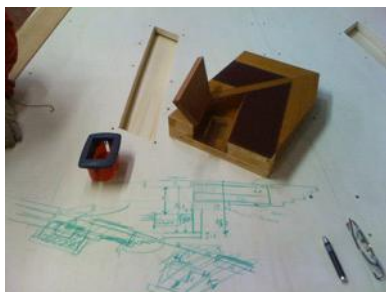
. Furniture made with love .



To get furniture that exudes a strong Italian personality, you have to put yourself into the right hands: the calloused and work-worn hands of the Basi artisans. Their hands and their careful eyes manage the complete production cycle under the meticulous supervision of the designer.

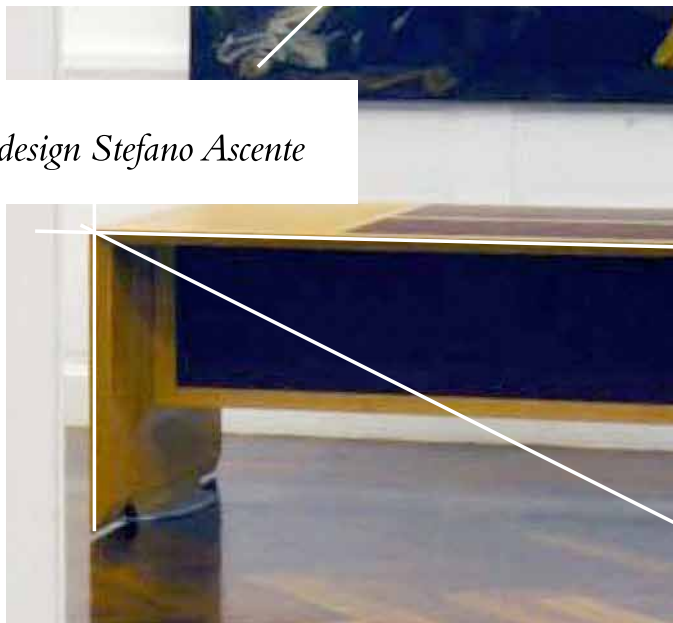


quality UNI EN 9001:2000 , 14001:2004 , FSC ed SA 8000



collection

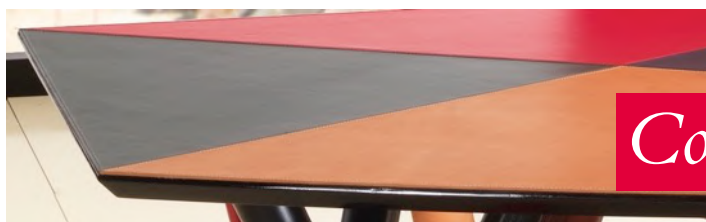
Aurea, design Stefano Ascente



Vela, design Stefano Ascente

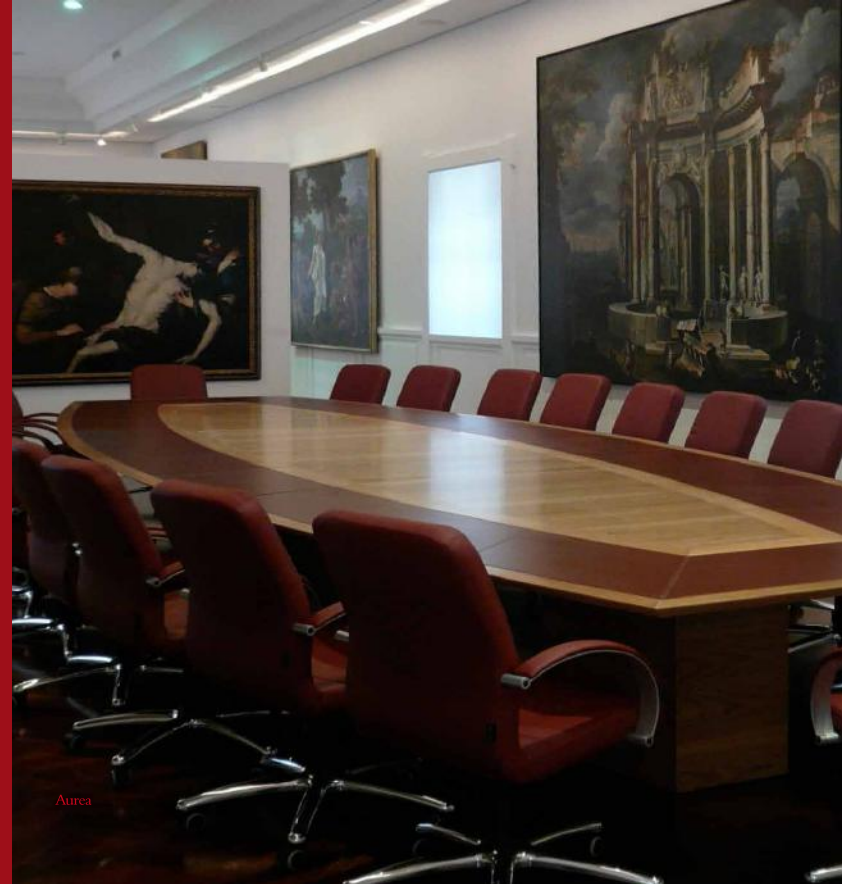


Colore, design Stefano Ascente

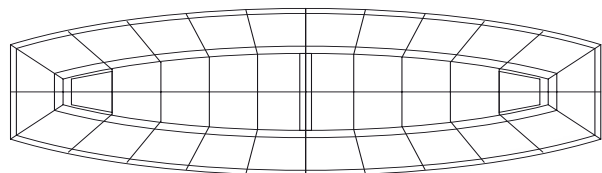
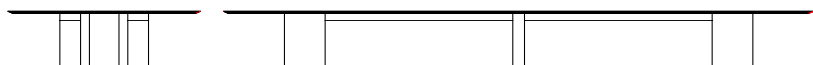


Aurea collection

*A*urea Sectio (the golden section) or mean ratio of a line segment AB , is that part AX that is the proportional average between the entire segment and the remaining XB part. While the terms extreme and mean ratio are attributed to Euclide, the expression Aurea Sectio is attributed to M. Ohm (1835) and is, in any event, linked to the concept of aesthetic perfection that, during the Renaissance, was attributed to the ratio between a section and its Aurea Sectio. Luca Pacioli called this golden ratio the “divine proportion” (in his *Divina Proportione*, 1496) and wanted to make it the basis for the aesthetic proportion of a building and, at the same time, the human body. So, in the precepts of Leonardo’s and Durer’s works, the navel divides the total height according to the Aurea Sectio. For 16th century draughtsmen, the golden ratio is the ratio of perfect proportions, which best relates to the concept of “unity in diversity”. Later, less importance was given to this type of mathematical ratio until the advent of contemporary formalism that attempts to define universally valid metric laws. This led to the reevaluation of the golden ratio by Le Corbusier, in his “modulor” proportion theory and in the modern movement of the so called “section d’or”.



Aureauno collection



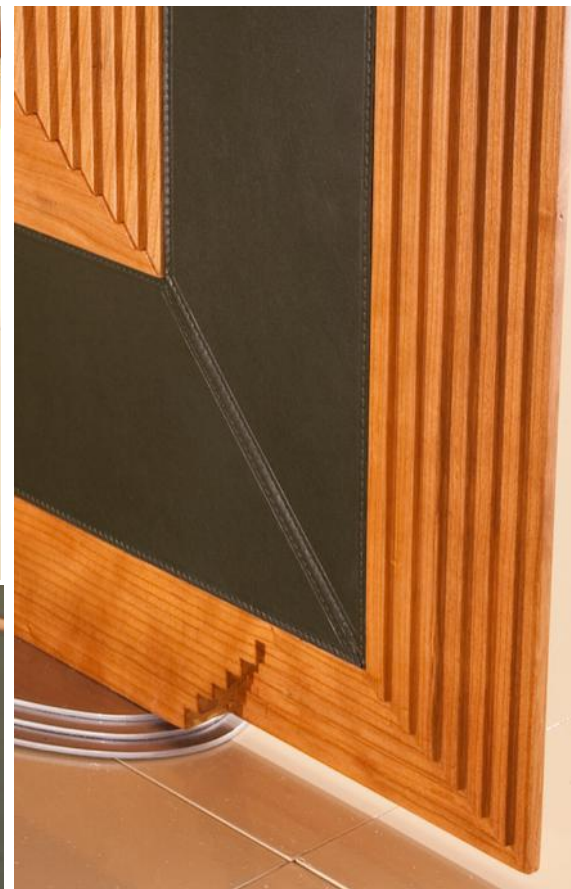
[acero / ciliegio / mogano](#)

[padouk / rovere / wengè](#)

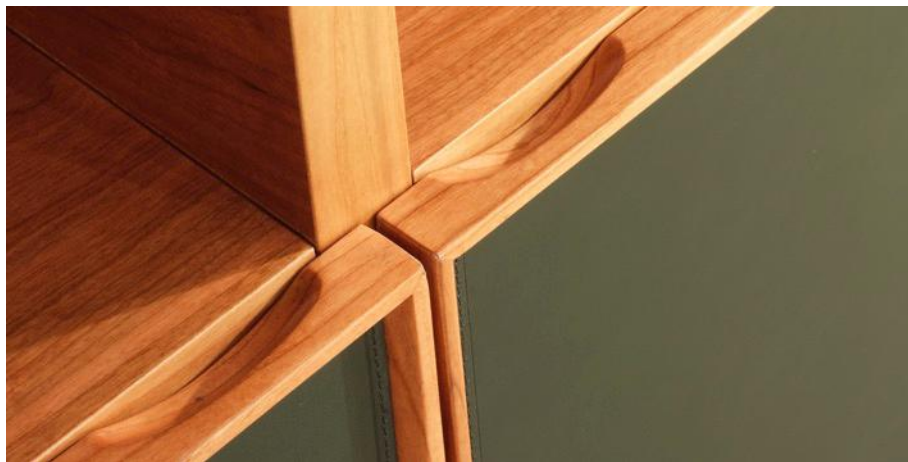
Aureadue collection



Aureatre collection

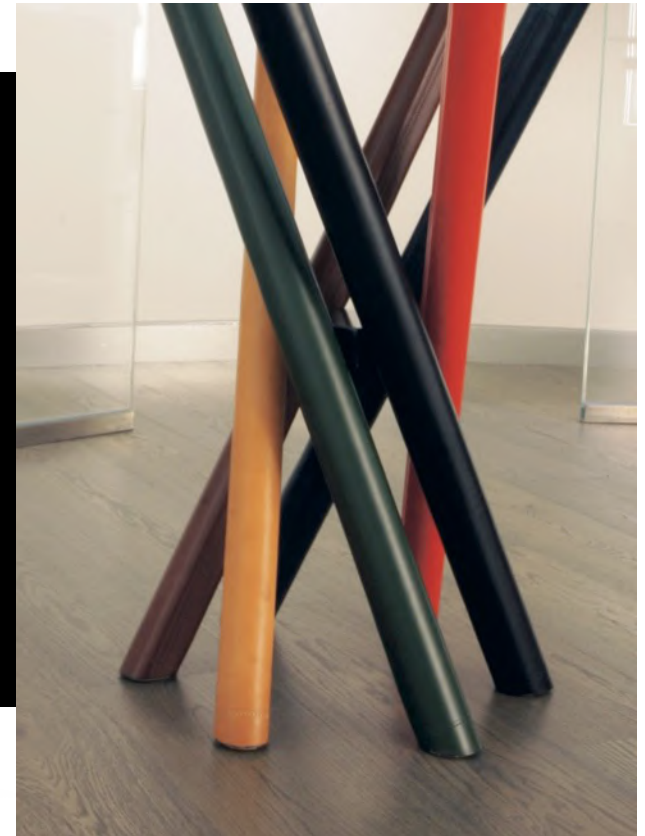


Aureaquattro *collection*

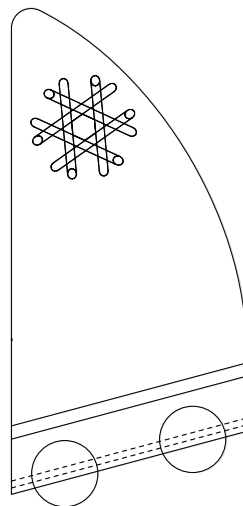


Vela collection

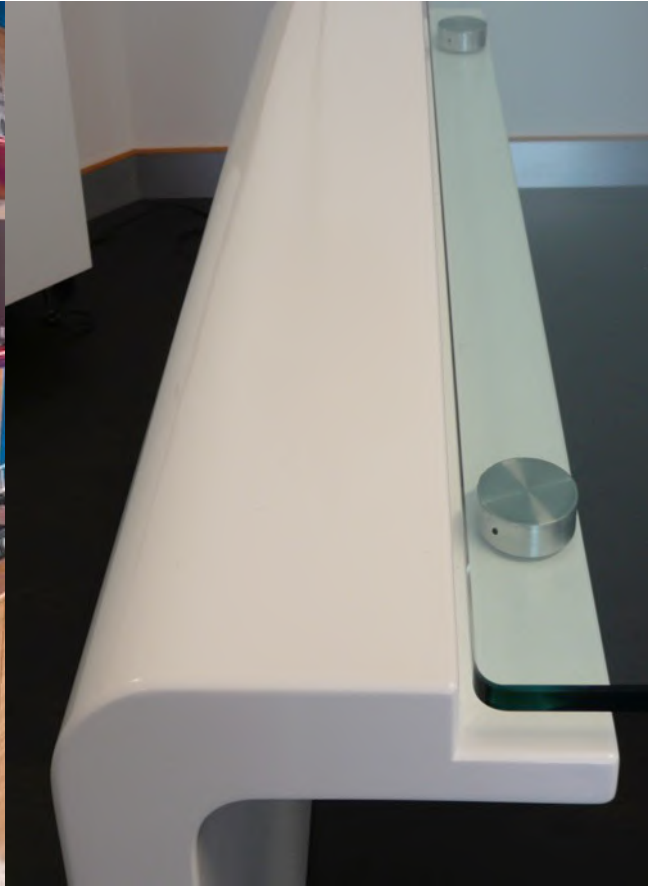
A sail is a surface aimed at generating thrust when the wind acts on it. The principle is identical to a vertical wing generating lift through aerodynamic forces induced by the wind acting on it. The force exercised by the wind is called sail thrust and is always at right angles to the sail's profile whatever its angle to the wind. This is due to a fluid dynamics principle called the Bernoulli principle and the sail thrust is the result of the different wind pressures on the sail's windward and downwind sides. The sail has a concave shape to minimize the sail's initial angle of impact with the wind. The sail thrust can break down in two forces in two separate directions: one in the direction of the boat's movement and the other at right angles to it. The first is called propelling thrust and is the useful force that pushes the boat forward. The second is called the leeway and causes lateral displacement of the boat (that is to say the leeway) and also makes it list. In sail boats, a keel or a centreboard are used to counteract the lateral push so as to use only the propelling thrust to move the boat forward. In this way, the boat can reach a speed of 2-3 times that of the wind. The sail's shape influences the thrust; its shape can be altered by working on the boats rigging identified as fat and thin for sails giving more or less power.



Velauno collection



Vela collection



Colore collection

Colours– B. and K. studied carefully the number of colours which usually belongs to different cultures and they established that we can start from a minimum of 2 light and shade, up to a maximum of 11. They showed also that if we go on with a gradual definition of several colours, at the end we can get an homogeneous growth in every culture. For example we choose the colour red after we consider the light and the shade, then green and yellow, up to the orange which is the colour we find in not many cultures. The theory of our two anthropologists was that the known of a larger number of colours depends on the development of every singular culture, but this theory was firmly criticized. Moreover some colours are defined only in association with a natural element (E.G. green like a leaf), in the same way we usually define a red like "rust". From the relationship between colour and matter get us out two different ways of colours interpretation, that is "colour-quality" in which colours qualify reality and "colour-matter" where the artist makes something new. In the oriental culture colours are "exciting and powerful", but forms are "cold and ugly". Prechristian occidental cultures, on the other hand pay more and more attention to the form and the use of every structure, but it was very poor of colours: in the ancient greek and in latin there are few words to define a colour and actually those words are punctually related to colours' dullness or they are associated with a natural element. In general cultures which grow in a AIR of irrationalism love colours and a magnificent example of this theory are byzantine mosaics where colours become precious matter, while generally colour is subordinated to the drawing and then to the form. Impressionists show a new relationship between image and paint and from this dualism, AN antithesis between colour and image spread out. Puntinists and Divisionists used positivist science's discoveries and the Van Gogh chromatic tension corresponds symbolically to the psychological state he had to describe.



Coloreuno *collection*



Coloreuno *collection*



custom made



_customization of the style

Basi is a design team, craftsmen and fitters ready to give an answer to every need of furniture.

Projects and solutions designed to meet the needs of the place, of furniture styles and needs of the customer made starting from the lines of **Basi**.

In the following pages, some of the projects.

Basi is a system for the furniture that looks to the style and elegance as part of a proven system design and a proven technical ability.

conference room

meeting room

receptions

multifunctional centre

bank

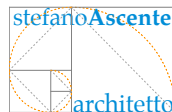
museum

hotel

theater

store

interior design



conference



conference

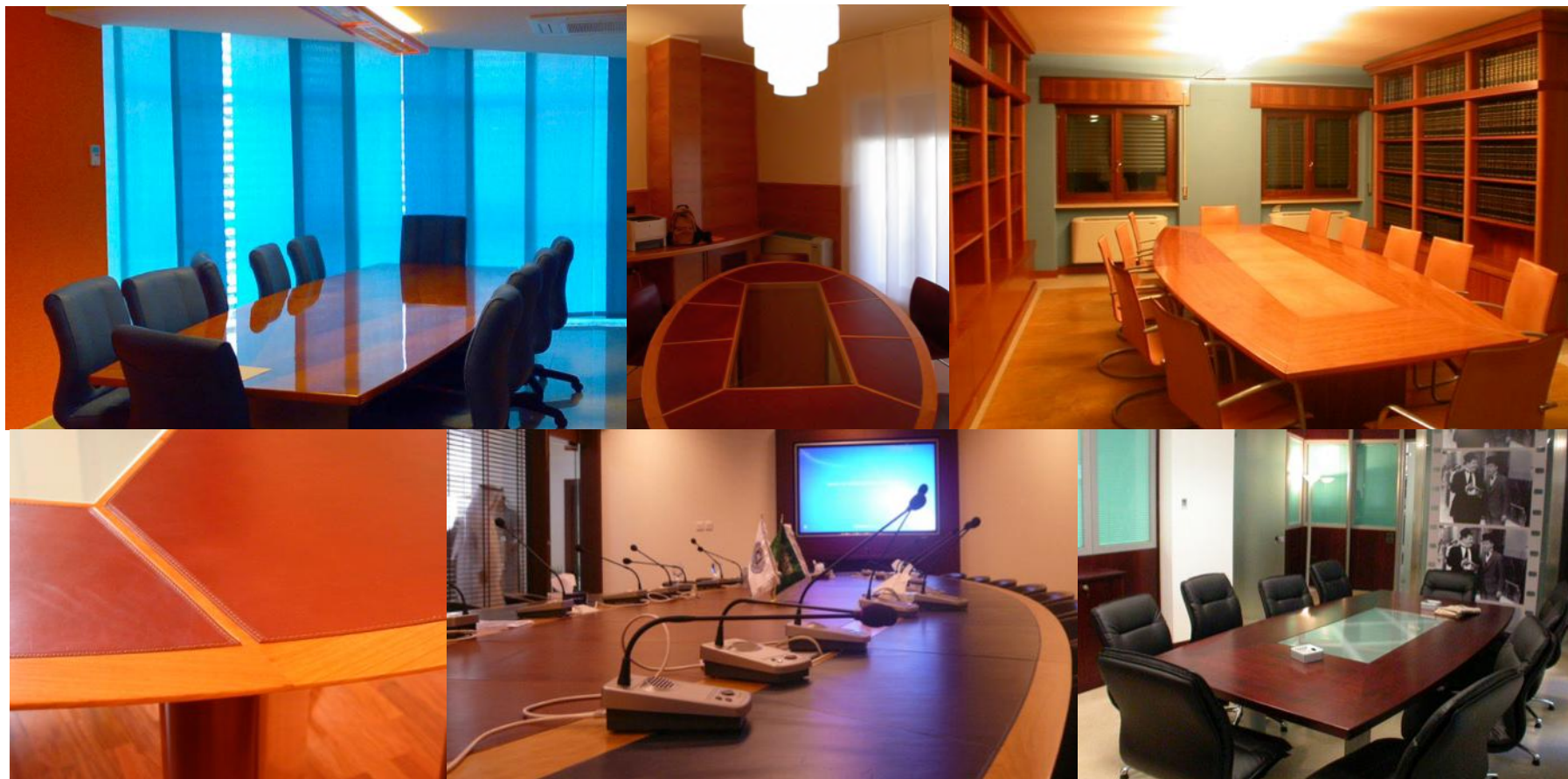


meeting room



JEDDAH (KSA) UBT University of Business & Thecnology

meeting room



reception



reception



multifunctional centre



multifunctional centre



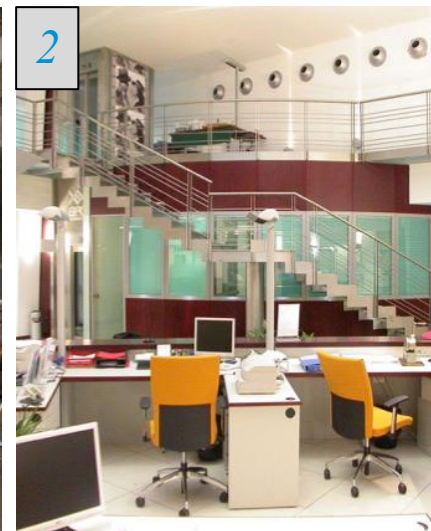
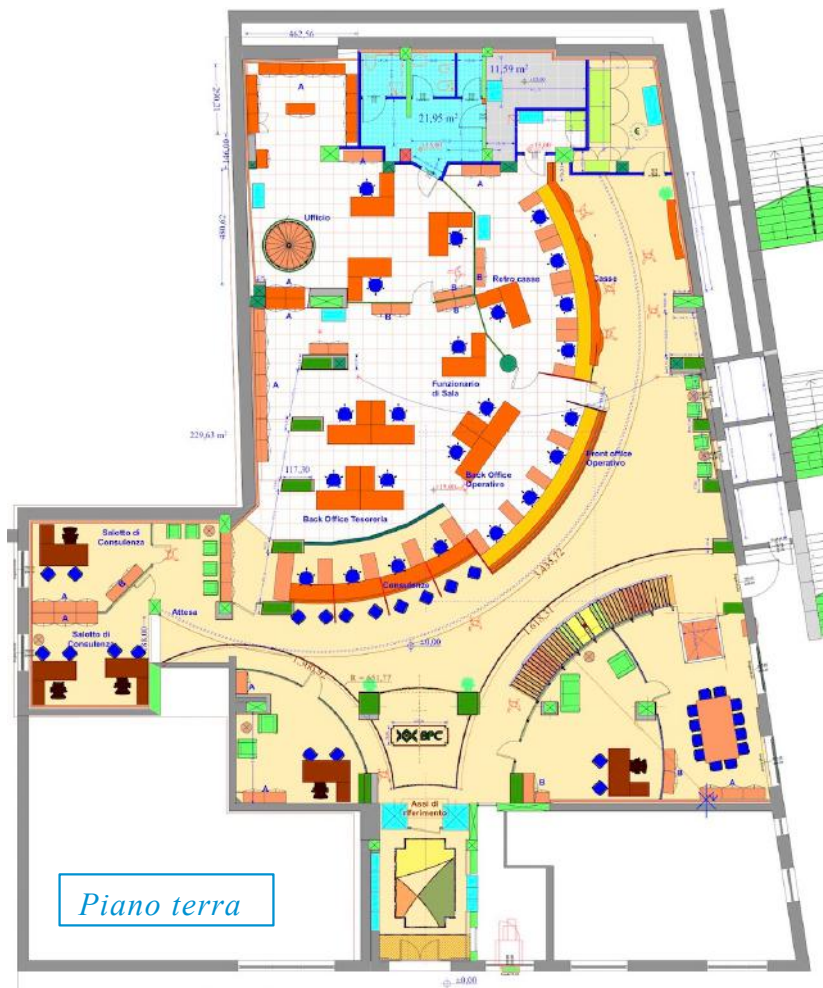
multifunctional centre



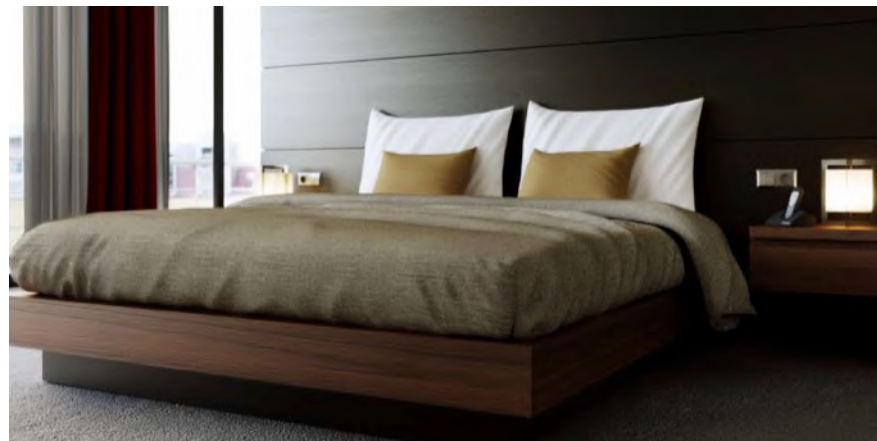
bank



bank



hotel room – Italy



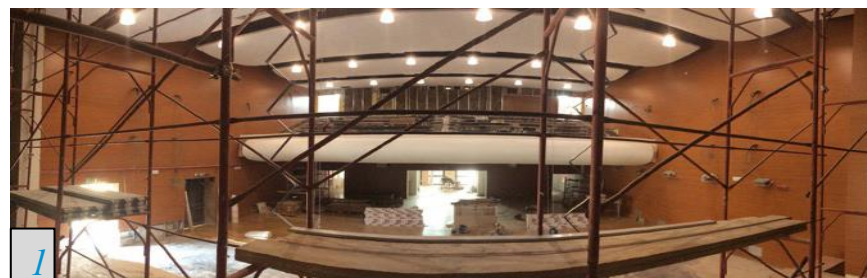
museum *Cosenza. Italy*



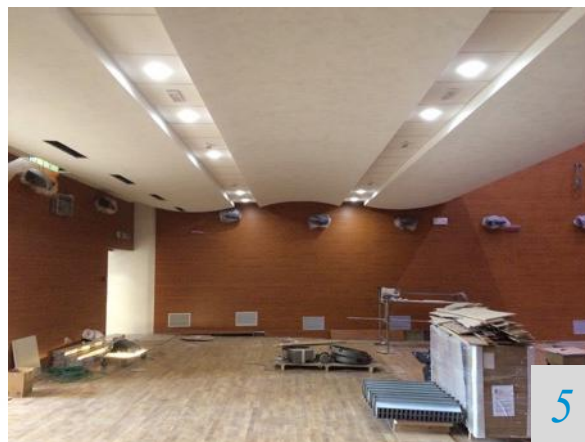
theatre



theatre *Cittanova-Rc. Italy*



theatre *Cittanova-Rc. Italy*



theatre *Verona. Italy*



theatre *Mantova. Italy*



store Cosenza. Italy



store *Cosenza. Italy*



store Cosenza. Italy



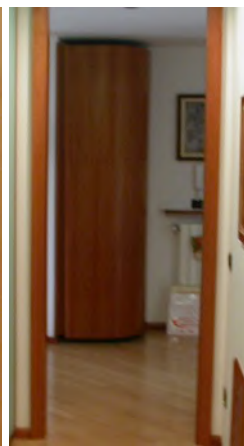
store *Cosenza. Italy*



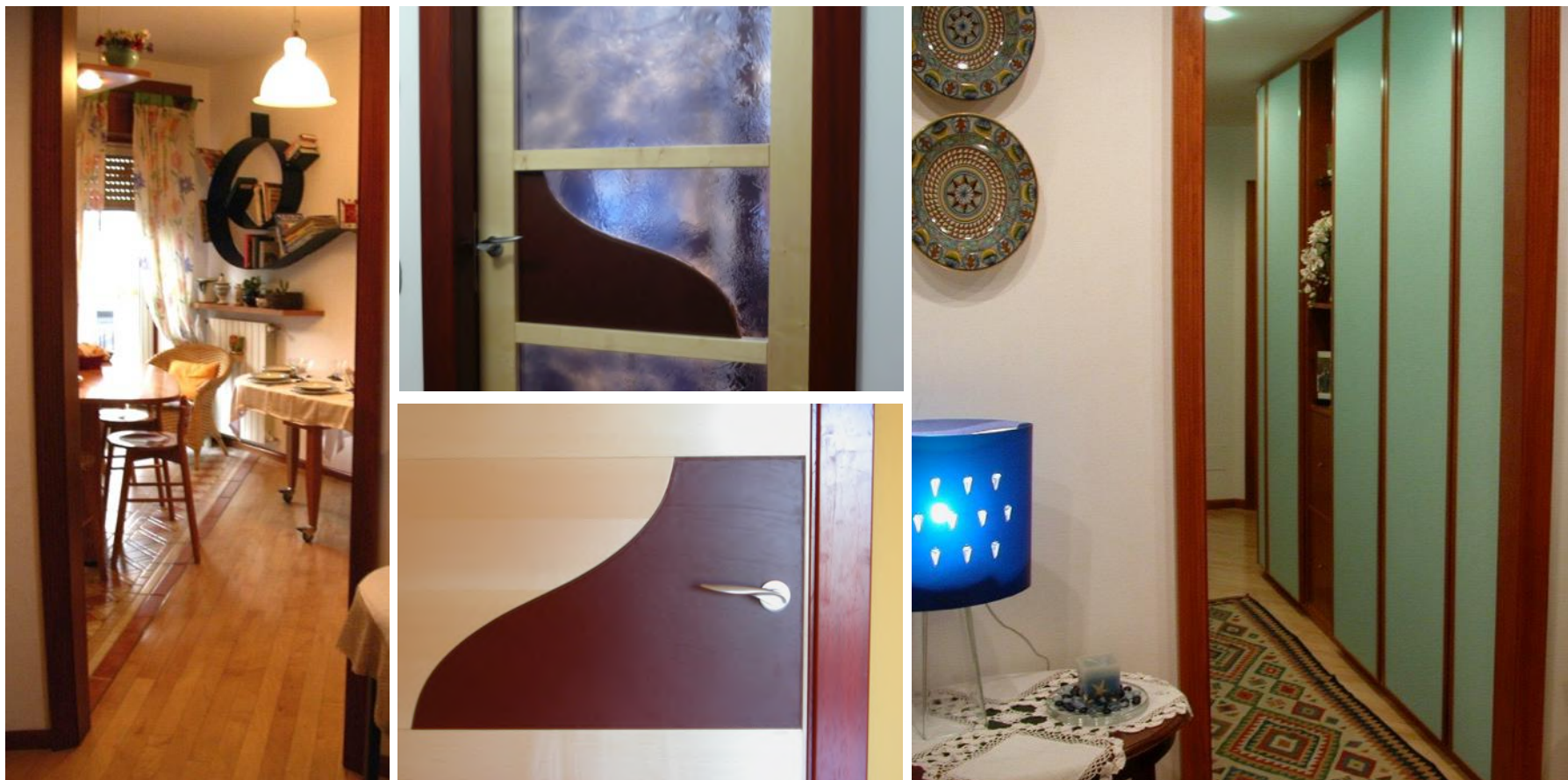
interior design



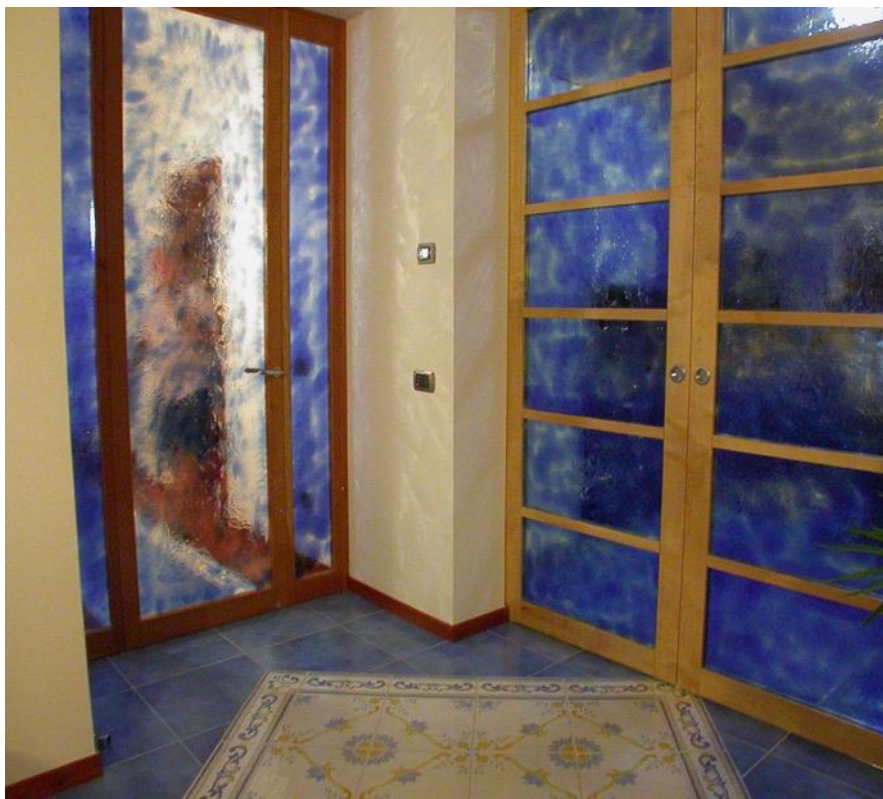
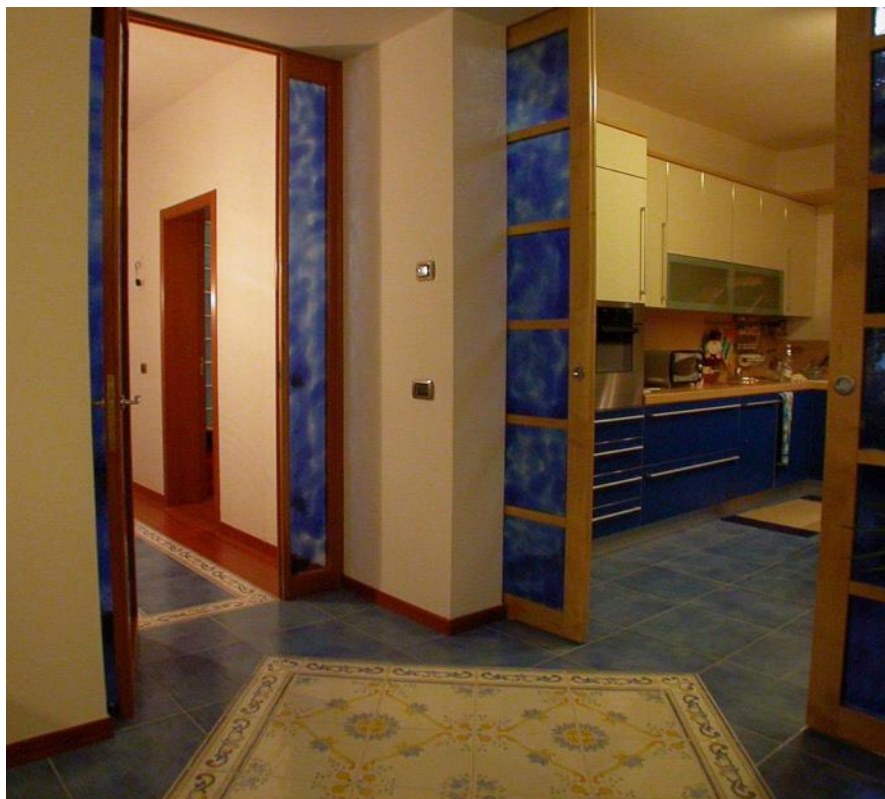
interior design



interior design



interior design



interior design



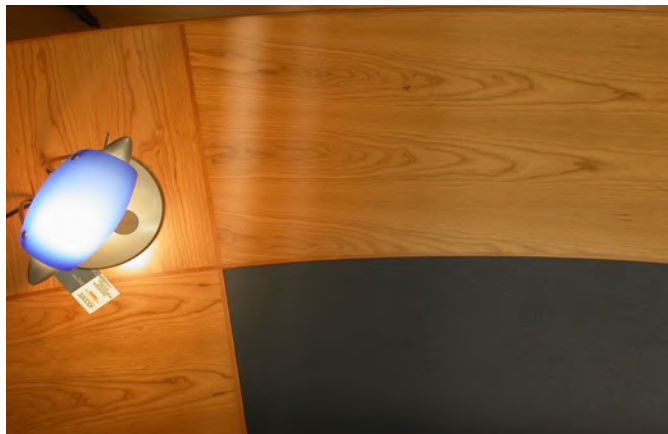
interior design



interior design



interior design



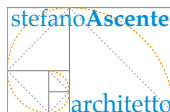
interior design





IDEA Saudi Arabia for Consultancy of Engineering is a mixed Italian&Saudi company borns unifying IDEA engineering&architecture l.l.c., an Italian engineering company, operating in Italy and abroad since 1999, with Design Directions Consultancy for Engineering, Saudi professional firm, operating in Riyadh, Dammam and Najran.

IDEA Saudi Arabia decided to operate in Gulf Countries market of engineering services, bringing in KSA all technical expertise and skills, gained in the long life of the company in Italy, saving Italian quality in the work, expression of a traditional approach made also by attention to the smallest item. The use of the most advanced tecnologies and materials becomes part of integrated process with the final goal to offer to Public and Private Clients the best possible on the market.



KEY PROFESSIONAL FIGURES

Arch. Hadi M. Alyami
Eng. Sulaiman P. Hong

B. Arch. & Building Science
Technical Consultan
Renewable Energy Expert

Eng. Ahmed Ali Hassan
Eng. Ibrahim Al Brollosy
Eng. Ahmed Nasdruddin
Eng. Ahmed Skoty Mahran
Arch. Mohammed H. Alfajer
Arch. Michele Fatigato
Prof. Arch. Gabrio Celani

B. Civil Engineering
Dareen Project ResManager
B. Civil Engineering
B. Electrical Engineering
B. Arch.

Ms. Doctor in Architecture
Prof. of Urban Planning in
University of Calabria
Ms. in Civil Engineering
Ms. in Architecture
Prof. of structures sismic
zone in University of Rome
Ms. Doctor in Architecture
Ms. Doctor in Architecture

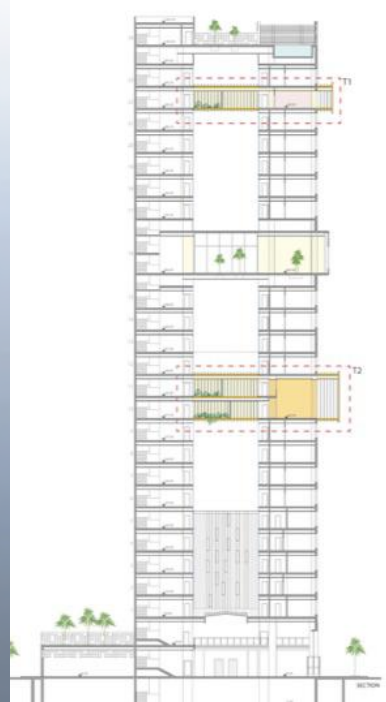
Eng. Luigi Fatigato
Arch. Chiarastella Fatigato
Prof. Engr. Donato Abruzzese

Arch. Michele Graziadei
Arch. G. Antonio Zizzi

Arch. Pierfrancesco Celani
Eng. Erminia d'Alessandro
Eng. Claudia Zingarello
Eng. Giuseppe Musano
Arch. Stefano Ascente
Eng. Giovanni Mazzuca
Eng. Emiliano Bruno
Eng. Patrizia Zorzetto
Eng. Giovanni d'Alessandro
Eng. Francesco Pallone
Eng. Raffaella Cosentini
Eng. Massimo Zupi
Arch. Caterina Zizzi
Arch. Giulia Brutto
Arch. Helga Visalli
Eng. Ambrogio Pelizzoni
Arch. Fedele Marino

Phd. Artificial Intelligence
Phd. Environmental Engineering
Phd. Environmental Engineering
Ms. Expert project water cycle
Ms. Doctor in Architecture
Ms. in Civil Engineering
Ms. Mechanical Engineering
Ms. Electrical Engineering
Ms. Civil Engineering
Ms. in Civil Engineer
Ms. in Civil Engineereering
Phd. Environmental Engine
Ms. in Architecture
Ms. in Architecture
Ms. in Architecture
Ms. in Civil Engineering
Phd. Architecture

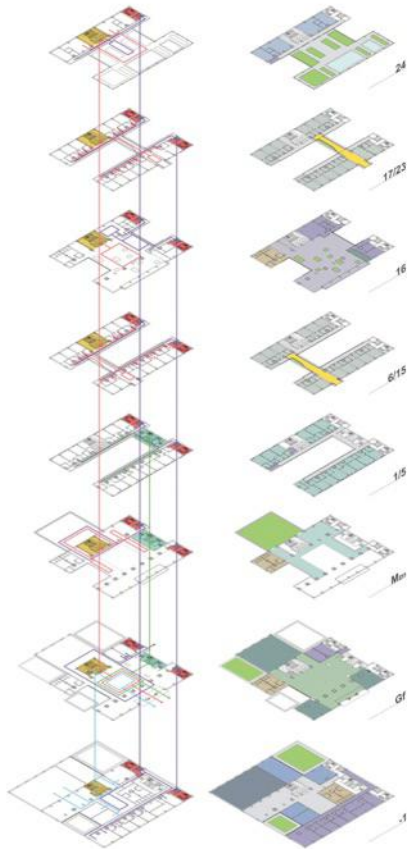
hotel and commercial buildings



RIYADH (KSA)
2014
concept design for an Hotel
along King Fahd Road



hotel and commercial buildings



hotel and commercial buildings



RIYADH (KSA)
2014
concept design for a building
along King Fahd Road



RIYADH (KSA)
2013
AL AZZAM HOTEL

hotel and commercial buildings



JEDDAH (KSA)
2014
HOTEL ALONG AL RAWDAH ROAD





Main Hall

hotel and commercial buildings



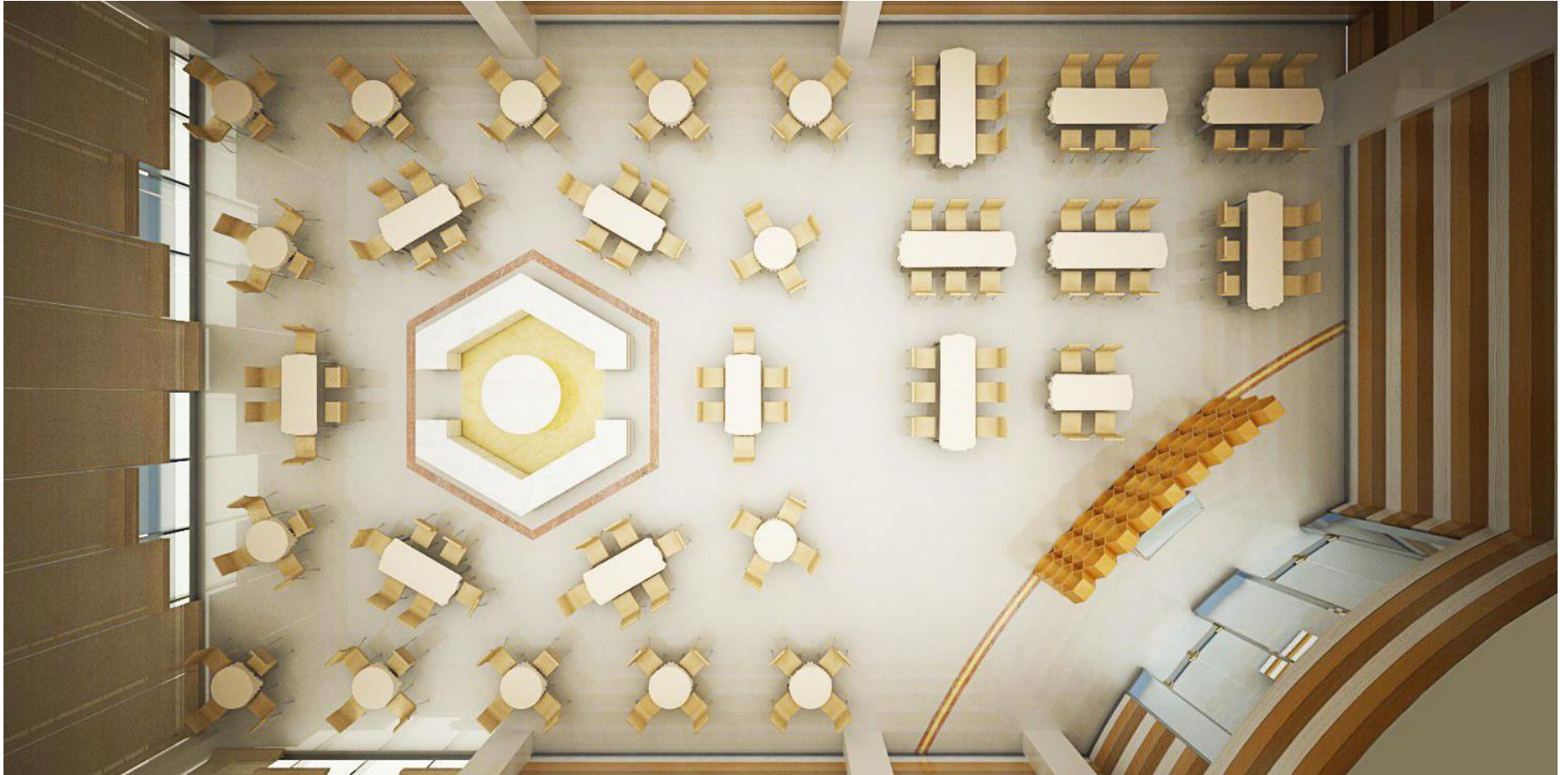
Main Hall

hotel and commercial buildings



Main Hall

hotel and commercial buildings



Restaurant

hotel and commercial buildings



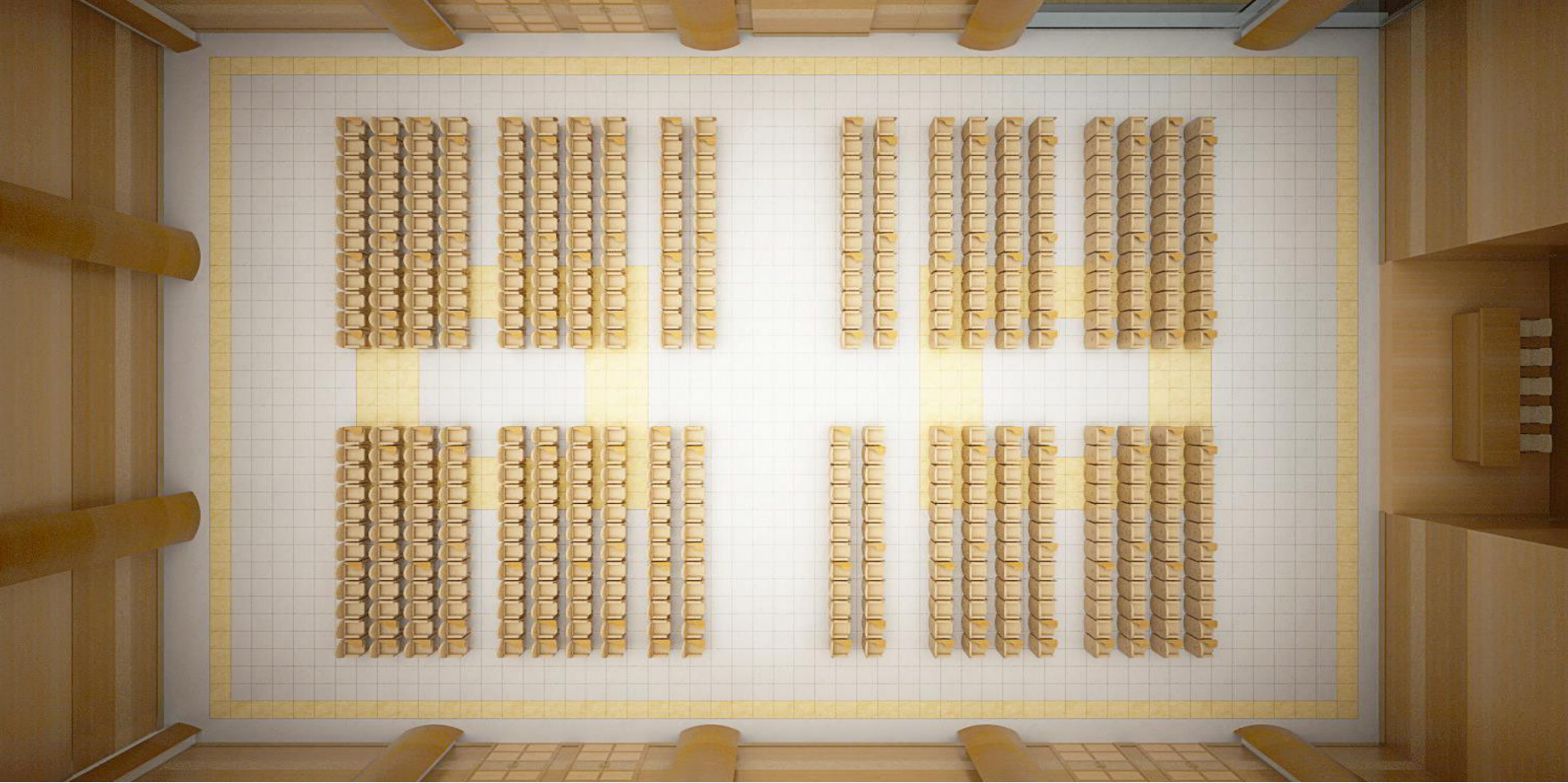
Restaurant

hotel and commercial buildings



Restaurant

hotel and commercial buildings



Ballroom

hotel and commercial buildings



Ballroom

hotel and commercial buildings



Ballroom

hotel and commercial buildings



Ballroom

hotel and commercial buildings



Cafeteria

hotel and commercial buildings



Spa, Welness, Gym, Swimming pool

hotel and commercial buildings



Spa, Wellness, Gym, Swimming pool

hotel and commercial buildings



Spa, Wellness, Gym, Swimming pool

hotel and commercial buildings



Spa, Wellness, Gym, Swimming pool

hotel and commercial buildings



Spa, Wellness, Gym, Swimming pool

hotel and commercial buildings



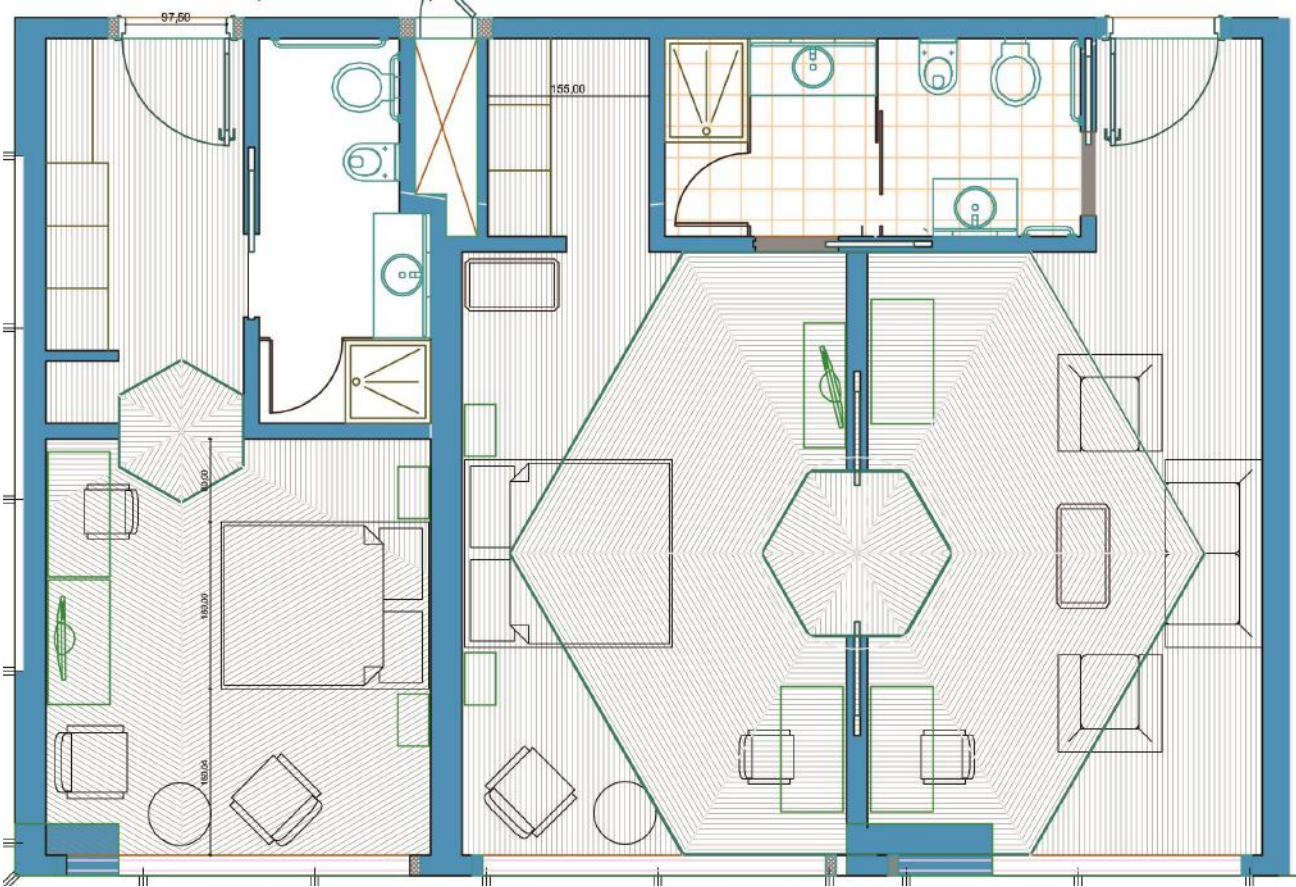
Spa, Wellness, Gym, Swimming pool

hotel and commercial buildings



Meeting room

hotel and commercial buildings



Standard bedroom

King bedroom

hotel and commercial buildings



King bedroom

hotel and commercial buildings



King bedroom

hotel and commercial buildings



King bedroom

hotel and commercial buildings



Standard bedroom

hotel and commercial buildings



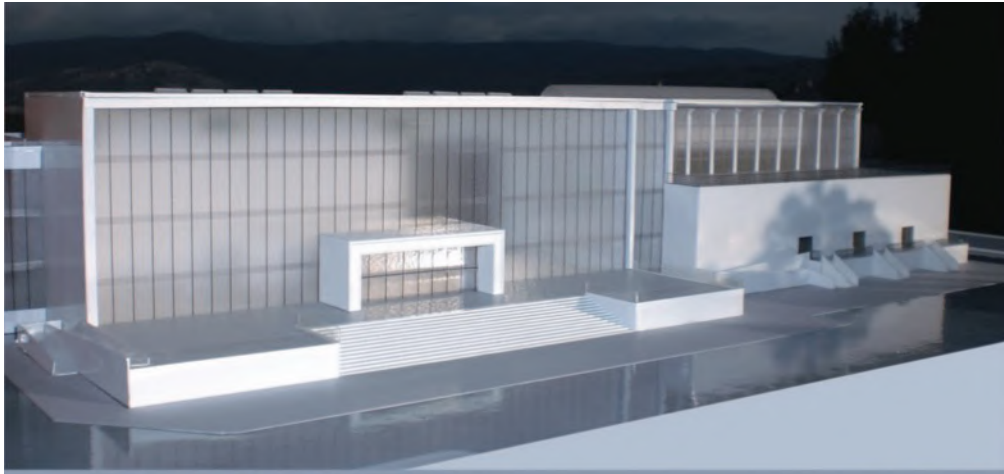
Standard bedroom

DAREEN MUUDP, JUBAIL, KSA

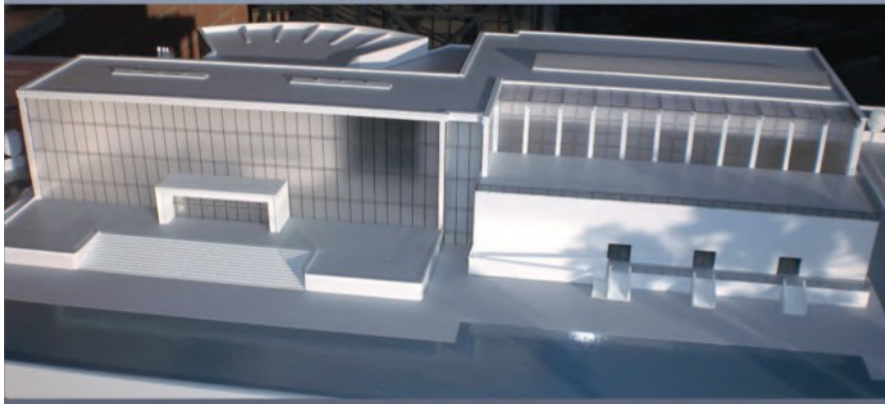


JUBAIL (KSA) Daren Marina
Resort

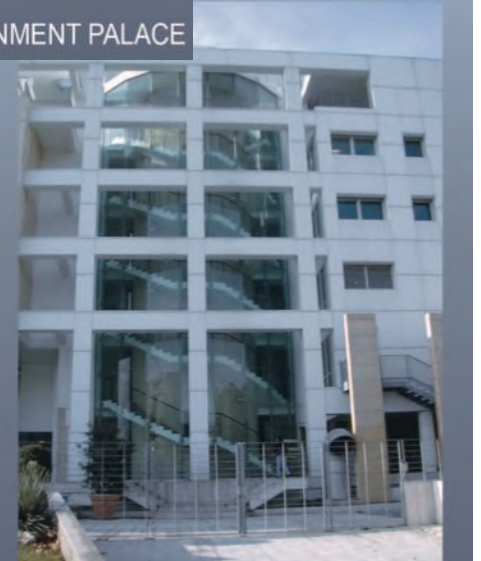
public and government offices



FOGGIA (I)
2004
PROVINCIAL GOVERNMENT PALACE



PADOVA (I)
2013
NEW CONGRESS HALL

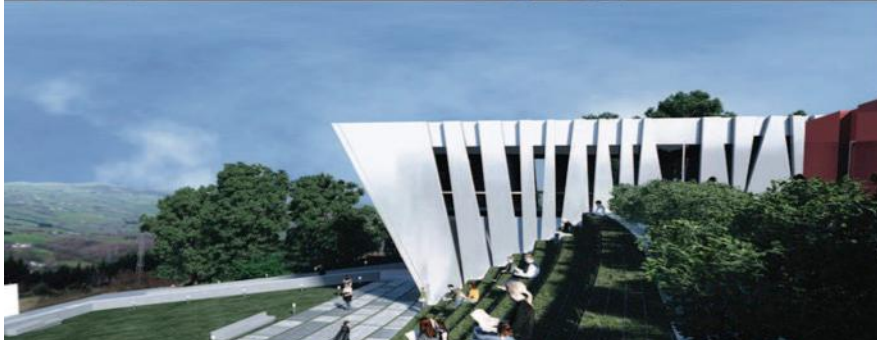


school



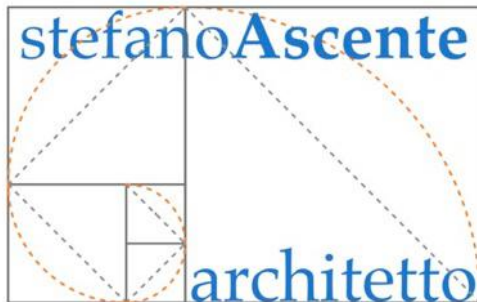
RIYADH (KSA) Private International School

school



TITO (IT) Elementary School&Kindergarden

Thanks
for your attention



Partner

