

CASE STUDIES: THE OASIS



UNIBAIL-RODAMCO-WESTFIELD

CASE STUDY

TBS “Miracle Workers: Dark Ages”

Event Date
1.28.20

Location
The Oasis

Client
Westfield Century City

- To celebrate the launch of season two of “Miracle Workers: Dark Ages” on TBS - Civic Entertainment built out a medieval donut stand in The Oasis
- The program featured set pieces from the show including ducks featured as pets of *Craig Bog* played by **Daniel Radcliffe** in the series
- Donuts were created by **Wylie Dufresne**, Famed Molecular Chef of **wd-50, Alder** restaurants and **Du’s Donuts** in Manhattan
- Guests were treated two types of mead-glazed donuts created using a custom batch of mead from Dylan Sprouse and All Wise Meadery
- The donut stand was active from 11:00AM - 3:00PM to capitalize on the lunch time crowd and saw over 1,500 guests



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CASE STUDY

HONG KONG ARCHITECTURAL EXHIBIT

Event Date
9/19/19 -10/2/19

Location
The Oasis

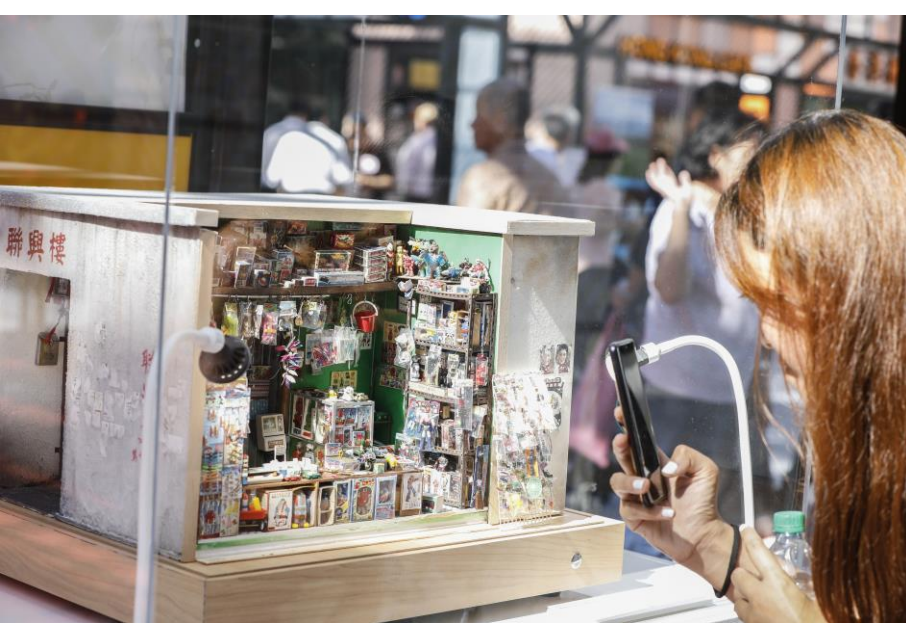
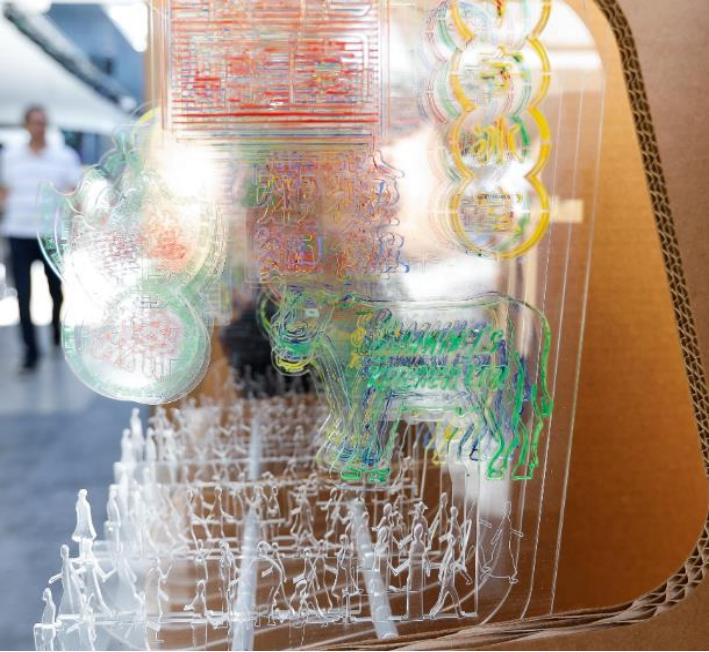
Client
The Hong Kong Institute of Architects

- This 14-day public exhibition, under the theme of “Island Peninsula”, was The Hong Kong Institute of Architects’ first in Los Angeles
- The Architectural Exhibition focused on comparing the contrasting cities of Hong Kong and Los Angeles through four categories of “Glamour, Efficiency, Orderliness and Constant Change” by showcasing the 14 ways of “Hong Kong-style” Architecture, which were presented in 16 different island and peninsula landscapes
- The exhibit not only displayed architectural elements, but also literature and new media art to make the exhibition the first of its kind!
- The concept of this exhibition came from “Island and Peninsula”, a novel about Hong Kong’s city life written by renowned Hong Kong author Liu Yichang in the 1970s



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CASE STUDY

TIFFANY T INFINITY ROOM

Event Date
4/16/19-5/12/19

Location
The Oasis

Client
Tiffany & Co.

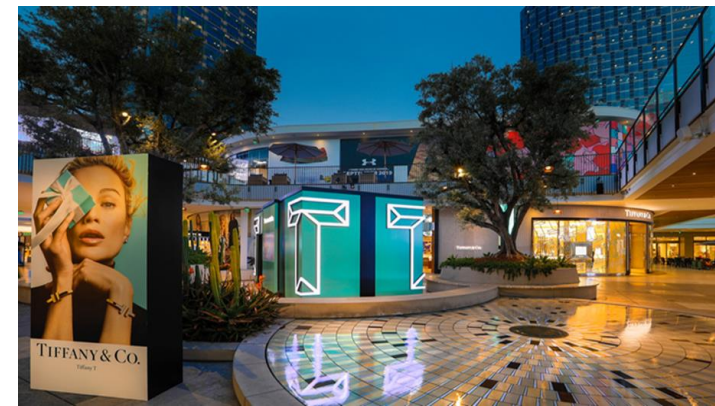
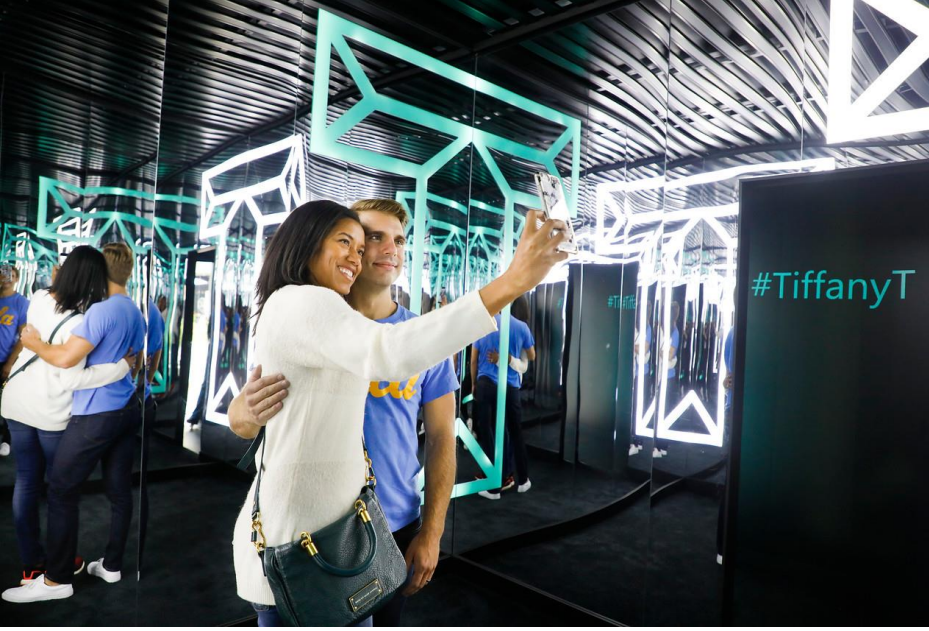
- Tiffany & Co. took over The Oasis for an immersive month-long installation inspired by the brand's iconic Tiffany T collection
- Open to the public and near the Tiffany store, the brand invited customers to step into the infinitely brilliant World of Tiffany T
- Since its release in 2014, Tiffany T has become a global brand icon and symbol of style. The decidedly modern collection takes the strong, graphic form of the letter T and reimagines it in a range of architectural cuffs, bracelets, pendants, rings and earrings made of 18k gold—rose, yellow, and white
- Diamonds also play a key role both in the distinctive collections' pieces with magnificent accents
- Tiffany's spring 2019 advertising campaign showcased the complementary nature of the designs that can be stacked or worn alone, and the campaign was showcased across the Westfield Digital Network while the activation was live



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CASE STUDY

ANTHROPOLOGIE SNOW MUCH FUN HOLIDAY DISPLAY

Event Date
11/18/18 - 11/26/18

Location
The Oasis

Client
Anthropologie

- Anthropologie staged a photo booth and holiday display in The Oasis to support their Snow Much *Fun* campaign
- A vintage VW Bug was filled to the brim with holiday packages and festive décor
- The stone benches surrounding the vintage VW Bug were clad with red cushions to create an intimate and cozy setting surrounding the fire pit
- Our crystal Christmas Tree was the perfect backdrop for this fun photo set, creating memorable keepsake pics for guests





