



COMPANY PROFILE 2025

\ OUR SHOWREEL

**IT'S ALL  
ABOUT  
EXPERIENCE**

PLAY





# \ WE CREATE MEMORIES

Memories are as vital as oxygen,  
shaping our past, present, and future.  
They turn ideas into realities,  
blending innovation and wonder.

**We passionately craft and share  
these memorable moments,  
invigorating the soul.**





## \ WHO WE ARE

We are professionals with over 20 year of experience, coming from different fields: from advertising to live music, from television production to event management. Today we are united by a common passion: turning ideas into tangible realities, bringing innovation, character and wonder to every event we create.

## BEIC member

We are part of the BEIC - Business Event Industry Club, a coalition of leading Brand Experience and Live Communication agencies, leveraging cultural diversity and multilingualism to serve clients in over 30 countries.



The Club of Events and Live Communication brings together over 30 leading Italian players in the industry, aiming to enhance, regulate, and innovate the events and live communication sector through quality, dialogue, and a shared culture.



# \ OUR APPROACH

## THINK

Think, research, analyse, measure and define: all are key moments that contribute to transform an idea into a complete experience. A necessary step to facilitate connection, understanding, relationship building and information sharing.

## ENVISION

Imagine, transform, create, dare. In each project we give our creativity free play to take care of each detail and every content. A phase that makes each event different from every other and awards peculiarity, emotion and character.

## EXECUTE

Produce, assess, manage, live. The most operational phase, the tangible experience, involving relationships and interactions with users, suppliers and clients. The final rush that breathes life into the moment to make it unforgettable.





# \ EXPERTIES

**BTB-BTC-BTI EVENT**

**PRODUCT LAUNCH**

**CONVENTION**

**SPORT EVENT**

**CEREMONIES**

**ROADSHOW**

**PRIVATE EVENT**

**FESTIVAL & PUBLIC EVENT**

# \ CAPABILITIES

PROJECT MANAGEMENT

EVENT DESIGN

EVENT PRODUCTION

EXPERIENTIAL DESIGN

BRAND ACTIVATION

STRATEGIC ANALYSIS

CREATIVE CONTENT

DIGITAL STRATEGY

STORYTELLING

MARKETING

COMMUNICATION STRATEGY

BID & TENDER ADVISORY

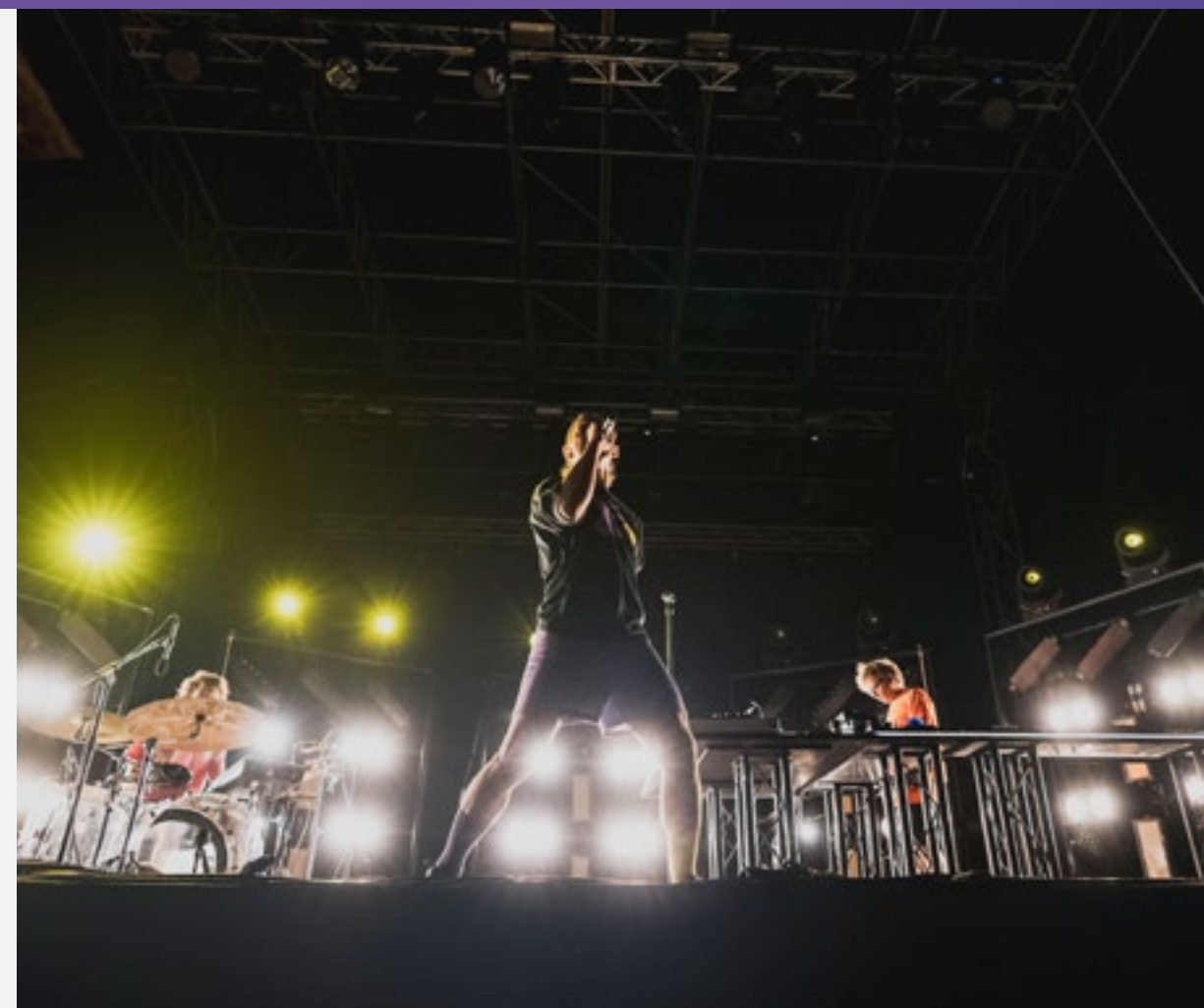
FEASIBILITY STUDY

CITY OPERATIONS MANAGEMENT

SAFETY & SECURITY DESIGN

LEGACY & SUSTAINABILITY STUDY

OVERLAY DESIGN





# CULTURE

---

We are committed to creating an environment and workplace that inspires people to give their best, both as individuals and as a team.

## MANIFESTO

### PEOPLE AT THE CORE

Our work comes from people and is for people. That's why we strive to create experiences that add value to everyone's life: customers, users, guests or collaborators.

### SHARED OBJECTIVES

Our clients' goals and challenges become our own. We believe in the power of communication and sharing, which are fundamental to build relationships and ideas.

### HYBRIDIZATION

We put a creative and multidisciplinary approach at the center of our work. We give space to our past to build a future fueled by curiosity, passion and character.

### INCLUSIVENESS

We are committed to creating social value through our work. We are a people-centered company and strive for inclusion, diversity and equality.



**Società Benefit**

In 2024, we proudly became a Benefit Society, embracing a broader responsibility to the environment, human capital, and business model innovation. Our commitment focuses on reducing environmental impact, empowering people, and creating sustainable events that promote positive change, both for our clients and the world around us.





\ OUR WORK





## SCUDERIA FERRARI HP WITH UNICREDIT DRIVERS PRESENTATION

► [DISCOVER MORE](#)

### PASSIONATE & EXCITING

We brought to life the Scuderia Ferrari HP Driver's Presentation by UniCredit, transforming Milan into a spectacular motorsport arena. Fans witnessed Lewis Hamilton and Charles Leclerc in a breathtaking exhibition on a bespoke circuit between Castello Sforzesco and Cadorna, designed for maximum spectacle and immersion. With 40,000 spectators, Milan vibrated with the roar of engines and Ferrari's electrifying energy. Every element was meticulously crafted for safety, adrenaline, and an unforgettable Formula 1 experience.

### CLIENTS

Scuderia Ferrari / Unicredit

### SERVICES

Project Management | Executive Production  
Procurement | Security & Crowd Management Technologies  
Management | Event Design & Infrastructure Build





## CONGRESSO NAZIONALE FIRST CISL

► [DISCOVER MORE](#)

### RELATIONSHIP & NETWORKING

The Third National Congress of First CISL was held in Rome from 10 to 13 June at the Ergife Palace Hotel. It was an articulate and rich event, with over 500 participants, more than 40 hours of live broadcasting, institutional moments, thematic talks, and artistic performances conceived ad hoc. At the centre of the plenary there was a semicircular LED wall of over 40 metres for over 150 square metres of immersive projection. Among the guests, Neri Marcorè, Serena Dandini and Leonardo Manera enriched the programme with reflections, irony and lightness. The production required a multi-camera direction, original video content, an outdoor stage and more than 100 professionals involved including technicians, set designers and receptionists. An event that took care of every detail, which was for us a confirmation after the 2022 edition and an opportunity to create an immersive and engaging experience.

### CLIENT

First CISL

### SERVICES

Project Management | Executive Production  
Procurement | Artist Management  
Event Design | Video Content Executive  
Production | Video Post Production  
Live Broadcasting





# FITP LOUNGE INTERNAZIONALI D'ITALIA 2025

## **PREMIUM & ENGAGING**

We delivered the institutional lounge within the Foro Italico village for the Internazionali BNL d'Italia 2024, an exclusive space designed to welcome guests and stakeholders in an elegant and immersive environment. Covering over 200 square meters, the lounge featured contemporary furnishings, clean lines, and custom floral arrangements specifically created to enhance the atmosphere and elevate the guest experience. The space was further enriched by panoramic terraces overlooking the courts, offering a privileged and immersive view of the tournament. The structure will be reconfigured and reused for the BNL Italy Major Premier Padel 2025.

## **CLIENT**

FITP / Sport e Salute

## **SERVICES**

Project Management | Executive Production  
Procurement





## LA MOLISANA COPPA ITALIA ACTIVATION

► [DISCOVER MORE](#)

### ENGAGING & FUN

La Molisana lit up the Coppa Italia with AC Milan and Bologna FC 1909: branded food truck, Rigacuori tastings and a live quiz hosted by Eleonora Cristiani energized the pre-match moments of Milan-Inter and Bologna-Empoli. Off-the-pitch highlights included a meet&greet with Dida at San Siro and exclusive pitchside access in Bologna. A true fan experience inspired by La Molisana's claim: "Sponsor of Emotions."

### CLIENT

La Molisana

### SERVICES

Project Management | Creative Direction  
Production | Video Contents  
Artist Management | Fun Activation





## EMIRATES HALL OF FAME DESTINATION

► [DISCOVER MORE](#)

### ENGAGING & FUN

On the occasion of the match celebrating AC Milan's 125th anniversary and the launch of the club's Hall of Fame, Emirates unveiled the Hall of Fame Destinations: Dubai, New York, and Adelaide! A thrilling halftime activation engaged the crowd, culminating in one lucky fan winning flights to Dubai. To mark the event, a renowned artist customized three exclusive footballs, each representing one of the destinations. These unique pieces were then launched into the stands by AC Milan's youth players, adding an unforgettable touch to the celebration. An exciting moment that combined history, passion, and the spirit of travel, bringing fans closer to both football and adventure.

### CLIENT

AC Milan

### SERVICES

Project Management | Executive Production  
Show calling | Video Contents | Video Post Production  
Creative Direction





## FIA FORMULA E MISANO E-PRIX 24

► [DISCOVER MORE](#)

SPECIAL JURY MENTION  
Public and Cultural Events



### INSPIRATIONAL & INNOVATE

The Misano E-Prix 2024, hosted on April 13-14 in Misano Adriatico at the MWC, was a standout round of the FIA Formula E World Championship. It featured thrilling races and fan-engaging activities. On the track, Oliver Rowland and Pascal Wehrlein clinched victories for Nissan and Porsche respectively. Off-track, the Allianz Fan Village offered experiences like the Torque Loop sculpture and a Formula E garage replica exposing the Gen 3 cars' technology. Attractions like the Kids Box and Electric Beach, complete with a Gen 3 sand sculpture, brought a distinctive “Riviera” ambiance. Additional offerings included sports activities, e-sports with Formula E simulators, and entertainment from Rose Villain and Bradley Simpson on stage, alongside acrobatic and nouveau cirque shows.

### CLIENT

Formula E Race Operation Limited

### SERVICES

Project Management | Executive Production | Procurement  
Marketing & Communication | Volunteers Management  
Artist Management | Creative Direction  
Executive Production | Security & Crowd Management  
Technologies Management | Event Design & Infrastructure Build  
Permits and Licensing | Entertainment & Spectator Experience



# FIA FORMULA E MISANO E-PRIX 24 FAN VILLAGE







## FIA FORMULA E ROME E-PRIX 22/23

► [DISCOVER MORE 22](#) | [DISCOVER MORE 23](#)

### INSPIRATIONAL & INNOVATE

For its eighth and ninth seasons, and the fifth and sixth in Rome, the Formula E World Championship returns to the EUR City Circuit. Four sold-out races in the grandstands and over 150 TV channels broadcasting a unique show worldwide. The creation of a street circuit for a world championship presents an unprecedented level of management complexity, built by months of detailed planning and meticulous organization.

### CLIENT

Formula E Race Operation Limited

### SERVICES

Project Management | Executive Production | Procurement  
Marketing & Communication | Volunteers Management  
Accreditation & Ticketing | Technologies Management  
Event Design & Infrastructure Build | Permits and Licensing  
Security & Crowd Management | Catering & Hospitality





## FIA FORMULA E ROME E-PRIX 22/23 E-VILLAGE

► [DISCOVER MORE](#)

### THRILLING & MEMORABLE

The Formula E Fan Village was held in the heart of the race circuit, Tre Fontane sport complex in 2022 and Ninfeo Park in 2023. An open and inclusive space to illustrate a new relationship with technologies and environment-friendly solutions. We complemented the presence of Formula E's main partners with innovative startups and site specific installation, carbon neutral interventions by artists such as Van Orton and Motorefisico, as well as live performance of Coma\_Cose and Jonas Blu. Moreover, Formula E simulators arena and an extreme sports area, workshops for children in collaboration with Explora Museum and a Food Court featuring the best local and international street-foods.

### CLIENT

Formula E Race Operation Limited

### SERVICES

Project Management | Event Concept and Design  
Marketing & Communication | Artist Management  
Creative Direction | Procurement Management  
Entertainment & Spectator Experience | Production





## INTEL STRESS TEST MARATHON

► [DISCOVER MORE](#)

### ENGAGING & CHALLENGING

A 24h consecutive Marathon, 10 creative talents with different backgrounds and 2.5 hours each to challenge and stress the same Intel® Evo™ processor to craft something wonderful. The aim of using the computer to its maximum capacity for such a prolonged stretch of time was demonstrating the effectiveness and speed of the processor's technology.

### CLIENT

Intel

### SERVICES

Project Management | Event Design  
Executive Production | Video Contents  
Video Post Production | Talent Management





# EMIRATES ACTIVATION

▶ [DISCOVER MORE](#)

**ENGAGING & FUN**

An activation designed to promote Emirates destinations to be held at San Siro before an AC Milan match, of which Emirates is a sponsor. Before the teams entered the field, the public was involved in an entertaining “on-board demonstration” by the Emirates cabin crew, introduced by the historic AC Milan captain Franco Baresi. Everything became a video for the web and social platforms of AC Milan and Emirates.

**CLIENT**

AC Milan

**7M**

Impressions

**64K**

Likes

**13**

Assets

**SERVICES**

Project Management | Executive Production  
Show calling | Video Contents | Video Post Production  
Creative Direction





## BACK ON TRACK

► [DISCOVER MORE](#)

### IMMERSIVE & IMPRESSIVE

To celebrate Maserati's return to the track in a single-seater world championship, on the occasion of the RME E-Prix, a spectacular mapping was created on the façade of the Palazzo dei Congressi, enriched by a suggestive light design that further enhanced both the video and the presence of Maserati cars in the square in front.

### CLIENT

Maserati/FEO

### SERVICES

Project Management | Video Contents & Mapping  
Show calling | Light Design | Creative Direction  
Sound Design | Executive Production





# NITTO ATP FINALS & DAVIS CUP

## PASSIONATE & EXCITING

On behalf of the Italian Tennis Federation and in partnership with IES Italy, we meticulously handled every aspect of crowd management and security for the Nitto ATP Finals at PalaAlpitour in Turin, as well as the Davis Cup matches featuring the Italian national team in Bologna. We ensured seamless supervision and comprehensive management of all safety protocols to guarantee a secure and enjoyable experience for all attendees.

## CLIENT

FITP

## SERVICES

Crowd Management Plan | Security Plan Development  
Security Supervision | Event Control Management  
Authorities Liaison





## ASSEMBLEA NAZIONALE ORGANIZZATIVA 2023

▶ [DISCOVER MORE](#)

### MOTIVATING & SHARED

FIRST CISL- Italian Federation of Tertiary Services Networks - held its National Organizational Assembly on November 14-15 at Rome's Ergife Palace Hotel. Themed "The development of individuals is the lifeblood of necessary change," the event explored representation, skills, and youth's role in shaping the future. More than 400 attendees engaged in insightful discussions. Distinguished guests, including ex-rugby player Martin Leonardo Castrogiovanni and Sand artist Nadia Pretto, added unique perspectives.

### CLIENT

First Cisl

### SERVICES

Project Management | Event Design | Video Content  
Executive Production | Video Post Production





## SPRING ATTITUDE FESTIVAL 22/23

► [DISCOVER MORE](#)

### LIBERATING & SPECTACULAR

A music festival with a mix of digital art and live performance and an incubator of new generational trends. Over the years SA experienced a continuous evolution that fueled it to emerge as one of the most important realities of its kind on the national territory. The 11th & 12th edition, inside the Studios of Cinecittà Studios, was a completely sold out two-day event featuring the best of the contemporary music scene.

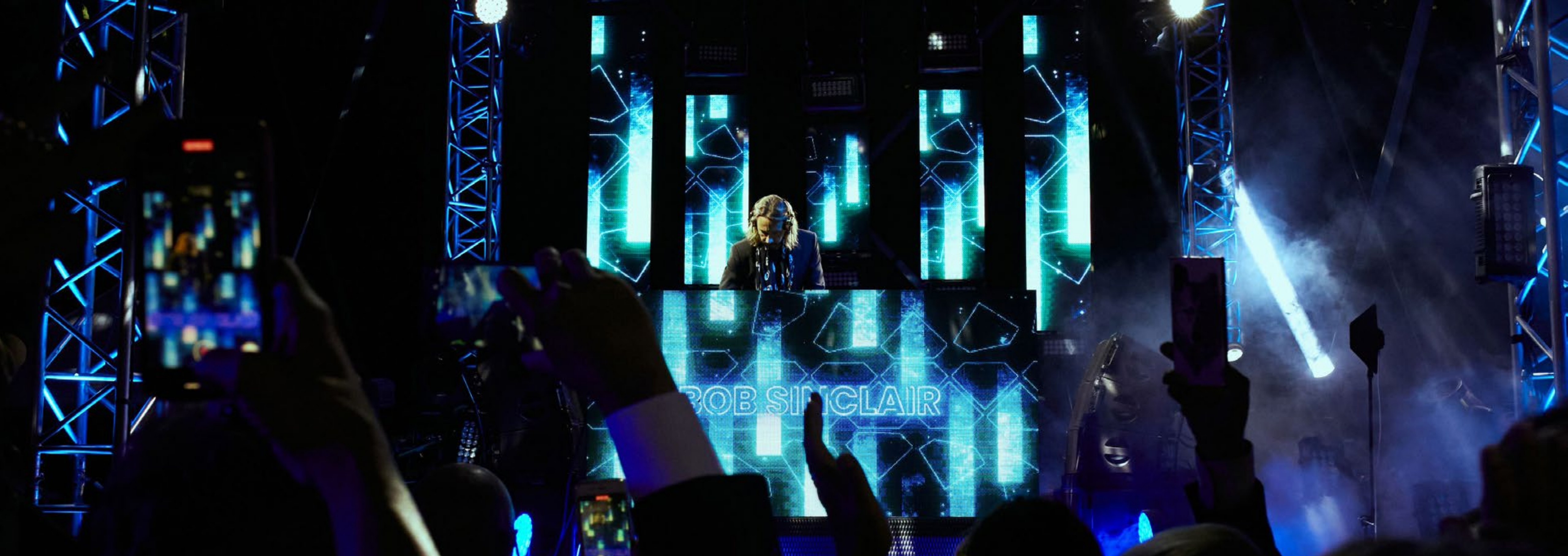
### CLIENT

Spring Attitude

### SERVICES

Project Management | Contents Production  
Executive Production | Crowd Management  
Artist Management | Production Design & Overlay





# THE BLUE NIGHT

▶ [DISCOVER MORE](#)

## SURPRISING & FUN

In the splendid setting of Casina Valadier, the 500 guests of BeDisruptive, a Spanish multinational in the field of digital transformation, gave life to «The Blue Night».

A party rich with surprises, from DJ sets by Bob Sinclair and Gianluca Vacchi, to an immersive video mapping show that reinterpreted the brand's values on the facade of the villa and on to multimedia installations and a sophisticated, auteur F&B.

## CLIENT

Bedisruptive

## SERVICES

Project Management | Video & Multimedia Content  
Executive Production | Video Post Production  
Event Design | Talent Management | Creative Direction  
F&B Consulting | Security & Crowd Management





# INSURANCE DAY

## INSTITUTIONAL & CONNECTED

In the presence of 300 guests, and introduced by Daniela Fumarola - Deputy Secretary General of CISL, Maria Bianca Farina - President of ANIA, and Adolfo Urso, Minister of Enterprises and Made in Italy, three panels addressed new challenges and opportunities in the Italian economic and social landscape. Participants included Giancarlo Fancel - CEO of Generali Italia, Giacomo Campora - CEO and GM of Allianz, Virginia Borla - CEO and GM of Intesa Sanpaolo Vita, Matteo Laterza - CEO of UnipolSai Assicurazioni, Francesco Bardelli - CEO of Generali Welion, Giovanna Gigliotti - CEO of UniSalute, Marco Mazzucco - CEO of Blue Assistance, Paola Pietrafesa - CEO of Allianz Bank Financial Advisors, Gian Maria Mossa - CEO of Banca Generali, and Riccardo Colombani - Secretary General of First Cisl. The event was moderated by Sebastiano Barisoni (Radio24), Andrea D'Ortenzio (ANSA) and Andrea Greco (La Repubblica).

## CLIENT

First CISL

## SERVICES

Project Management | Event Design | Video Content  
Executive Production | Video Post Production  
Catering





# INTEL MASTERCLASS

► [DISCOVER MORE](#)

## INSPIRING & INVENTIVE

Intel followed four young designers to Vicenza, Madrid, Eindhoven, and Stockholm, filming them at work and talking about the “making of” of their creations in the realms of light design, interior design, and street furniture. This footage gave birth to the Masterclasses, four workshops that were then presented live during a unique event in Milan.

## CLIENT

Intel

## SERVICES

Project Management | Event Design  
Executive Production | Video Contents  
Video Post Production | Talent Management





## CONGRESSO NAZIONALE FIRST CISL

► [DISCOVER MORE](#)

### MOTIVATING & SHARED

First Cisl - Italian Federation of Tertiary Services Networks (Federazione Italiana Reti dei Servizi del Terziario) - is the union of banks, insurance, finance, collection and authority workers. Four days of work at the Marriott Park Hotel in Rome, with over 600 delegates and guests. Four intense and stimulating days, rich with debates and analyses, but also participation and entertainment.

### CLIENT

First CISL

### SERVICES

Project Management | Event Design | Video Content  
Executive Production | Video Post Production





## FIA FORMULA E SEASON 8 TV STUDIO

### ENGAGING & CHALLENGING

For the first time in the history of Formula E, a TV studio was built for live sessions from the Pit Lane. The studio, managed by Channel 4, saw guests from the motorsport world, insiders, journalists and commentators alternating for 3 days. In the lively “Cool Room” instead, the pilots, immediately after the race, reviewed the salient moments and shared their first comments live.

### CLIENT

Formula E Race Operation Limited

### SERVICES

Project Management | Production Design  
Executive Production | Fit Out  
Content Management





## CERCLE @ CINECITTÀ

### LIGHT HEARTED & ETERNAL

Cercle is a live streaming format dedicated to promoting artists and places. Live dj sets and live performances are produced, filmed and broadcast in the most spectacular locations on the planet, making for unique and surprising events time and time again. For its debut in Rome, the iconic «Ancient Rome» set of Cinecittà Studios was the chosen setting for a wild night.

### CLIENT

Cercle

### SERVICES

Project Management | Executive Production





## B FOR GOOD LEADER SUMMIT

### INSPIRATIONAL & INNOVATE

The “Business for Good | Leaders Summit” in Rome is the world’s first meeting of the “business-for-good” movement. A place to accelerate the transition to a regenerative economy that creates more social and environmental value than it extracts.

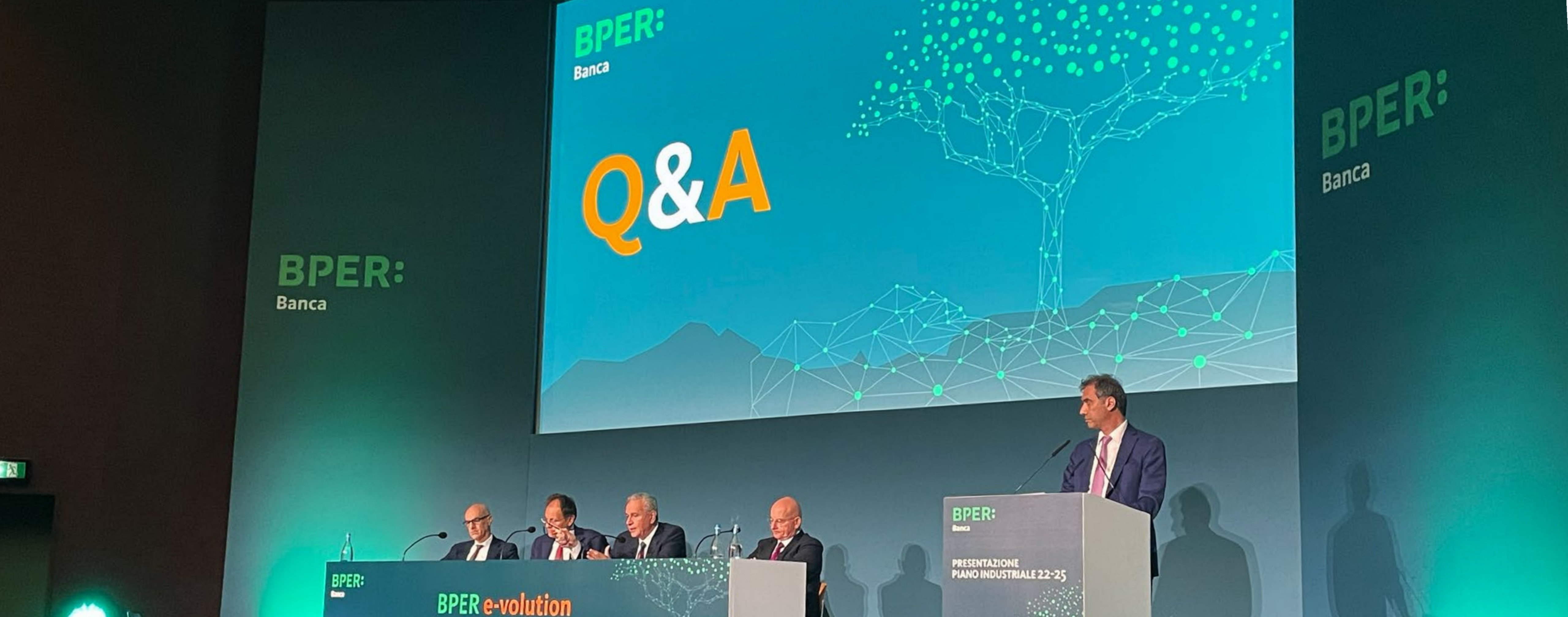
### CLIENT

We Look Around

### SERVICES

Project Management | Production





## BPER: PRESENTAZIONE PIANO INDUSTRIALE 22/25

### INSTITUTIONAL & CONNECTED

The presentation of the 2022-2025 Business Plan was held in Milan, in the auditorium of the Leonardo da Vinci National Museum of Science and Technology in the presence of 150 analysts and journalists, and broadcast in live streaming for additional remotely connected analysts.

### CLIENT

BPer

### SERVICES

Project Management | Production

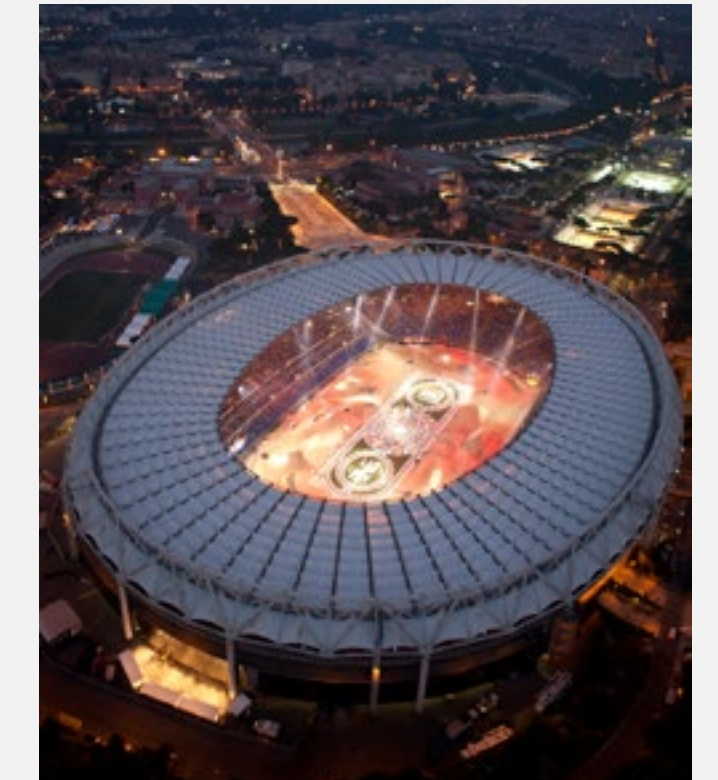
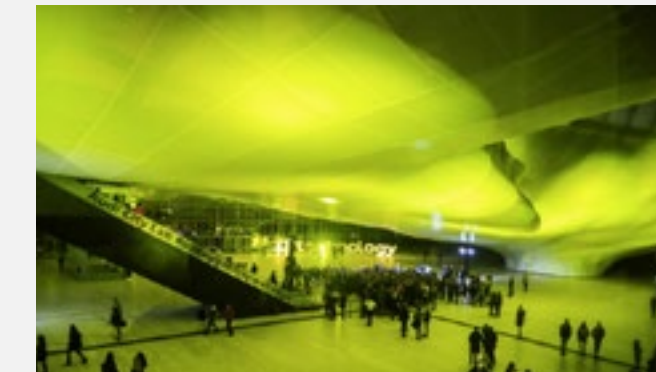


# \ OUR STORIES

We were born in 2021, but we weren't built in a day. Oxygen is in fact the sum of many different paths and personal stories that become collective because they are united by the same passion: creating experiences. Discover our background:

## BRANDS

01 Distribuzione | AC Milan | Adidas | Acea | Agip | ANIA | API - IP | Audi | Barilla | Belron - Carglass | Biersdorf | BMW | BNL | Boehringer | Bolton | Bulgari | Campari | Cariparma | Carrera | Chanel | Chefaro | Citroen | Comune di Roma | CONI | DHL | Eli Lilly | Emirates | Eni | ERG | European Olympic Committee | Fastweb | Fater | FC Barcelona | Federfarma | Ferrari | Ferretti Yacht | Fiat | FIGC | Formula E Operation LTD | Google | Groupama | Gruppo Banco Popolare | Heineken | Hitachi | Hogan | IBM | IFAD | Lyreco | Maserati | Mastercard | Medtronic | Menarini | Mercedes | Mondadori | MSC | National Geographic | NBC Universal | Netflix | Nike | Nissan | Nivea | NTV | Orascom | Philip Morris | Pirelli | Poste Italiane | Poste Vita | Red Bull | Regione Lazio | Reckitt Benckiser | Renault | Roche | Sanofi | Rocco Forte Hotels | Segafredo Zanetti | Sky | Snai | Toyota | UNICEF | Unicredit | Unipol | Universal pictures | Utifar | Valentino | Vodafone | Vorweck | Wind |





\ **GRAZIE!**

Oxygen Live SB S.r.l.

Via Antonio Pacinotti 73/b - 00146 Rome - Italy

[weareoxygen.live](http://weareoxygen.live) - [hello@oxygenlive.it](mailto:hello@oxygenlive.it)