



קין
MOBIL PROJECT

A stylized logo consisting of the Hebrew letters 'קין' (Qin) in a bold, geometric, blocky font. The letters are rendered in a light gray color. Below the letters, the text 'MOBIL PROJECT' is written in a smaller, sans-serif font, also in light gray.

*The road to success
is always under construction.
EXA, your General Contractor,
building your vision since 2005.*



EXA
YOUR GENERAL CONTRACTOR

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Our Office

OUR OFFICES

EXA MP Srl
Via Cappuccini, 2
Milan

Operating offices:

Via Donat Cattin, 123
Arezzo

Via Friuli, 7
San Vendemiano

SUBSIDIARIES & BRANCH OFFICES

FRANCE
5, Rue Lincoln
Paris

UK
1, St. John's Square - 5th floor Gate House
London

USA
225 Broadway, Suite 3000
New York

MIDDLE EAST
Westburry Tower, Unit 904, Business Bay
Dubai

QATAR
Mirqab Mall - Al Mirqab Al Jadeed St
Doha

KINGDOM OF SAUDI ARABIA
Al Amir Turki - Al Kumaish Dist. Building no. 2666
Al-Khobar





LONDON

PARIS

MILAN

AREZZO

SAN VENDEMIANO

AL KHOBAR

DOHA

DUBAI





ABOUT US



PAOLO PRATESI

A passionate sportsman and sailing enthusiast. He met his future partners during his work experience at Prada. An electronics engineer, he spends most of his free time at sea. He particularly enjoys reading and travelling. It is no coincidence that he travels for work all around the world.

GIANRICO SPECCHIO

Design, Modern and Contemporary Art are his passions; he spends his free time visiting exhibitions and hanging out with artists. A civil engineer, he loves animals, particularly his inseparable dog, and enjoys jogging in all sorts of weather conditions. He loves the timeless beauty and charm of Venice.

GIUSEPPE POLVANI

As a mechanical engineer, he is a motors enthusiast and delights himself in making complex car models. A gardening lover, he spends part of his spare time outdoors, devoting himself to his olive grove. Dogs and cats, freely roaming around his yard, are also part of his family. He loves Paris for its elegance and romance and New York for its cosmopolitan energy. He visits both cities often for obvious work reasons.



Three passionate founders with almost a century of combined experience.

OUR HISTORY

Founded in 2005, EXA has since then demonstrated a continuous growth in competence, skills and know-how.

In the last few years, we have rapidly expanded, opening offices in the USA, the UK, France, the UAE, and Qatar.

In 2018 EXA acquired Mobil Project, an Italian furnishing company with 30 years of experience in large-scale turnkey interior decoration projects for hotels, residential buildings and retail spaces. In 2019 we were awarded the first combined project. Thanks to our partnership, we can deliver a high-quality integrated service, without borders.




Our Office



OUR QUALITY

Impeccable quality is our strength. Details are extremely important and we take care of them with meticulous precision.

Construction know-how, Italian craftsmanship and passion for details is what defines us. Thus transforming space into the expression of a way of life and work.








OUR PLANS

In every location we build solutions, we envision new possibilities. We stand out for our rigour and unique experience in the fashion retail and hospitality industries, and beyond.





exa
YOUR GENERAL CONTRACTOR

OUR PASSION

We manage the entire construction process: from feasibility studies and 3D surveying all the way through construction. In this process, we develop impeccable detail solutions to support the designers. We coordinate and supervise all the trades involved, including the Client's vendors. Delivering a successful project is like directing a chorus ensemble: no voices are to be out of tune.



OUR SUPPORT

A complete customized service provided through a versatile organization moulded to serve the Client.

During the design phase we support architects and designers on constructability issues.

We produce detailed shop drawings to interpret the most sophisticated design intents. We assist our Client on cost control and advise on value engineering opportunities. Each project is assigned a highly efficient managing team of experts to oversee and control the worksite 24/7. The Project Manager is our point person fully dedicated to the Client and their consultants. We assist store managers and staff from handover through the opening and post-opening.



Gucci Headquarters - Florence





OUR ACHIEVEMENTS

MILAN

DOLCE&GABBANA

In a prestigious 19th century aristocratic palazzo, we have shaped D&G's new formula for a retail concept revolution, focused on emotion, diversity and cultural exchange. Three floors over 1,600 sqm portray a dialogue between two worlds, past and future: the energy of the Baroque and the clarity of Modernism. Green marble and elm root, lava stone floors and '60s style ceilings, gilded furnishings and precious stucco reminiscent of opera tapestry build the narrative of this one-of-a-kind boutique, completed in less than 6 months of non-stop work. On the façade, large show windows with retractable casements framed with projecting Basaltina and burnished steel entrances enclosed in mirrored frames dazzle on fashion's pantheon, via Montenapoleone.



FLORENCE

LOUIS VUITTON

In the ancient heart of Florence, we have fully modernized the basement, ground floor and mezzanine floor of Louis Vuitton's boutique through the combination of strip-out, structural and building works and the installation of common systems. From the palatial ground floor with precious local marble cladding (Travertino Navona, Rosso Levanto and Giallo Siena), a spectacular staircase with a deep-blue twisting leather handrail leads to a cozy mezzanine covered with exquisite parquet flooring. The boutique evokes a typically Tuscan atmosphere, where traditional materials are mixed with contemporary items, yet preserving the majesty of the original rooms intact, thanks to the mastery of our skilled craftsmen.



PARIS

NIKE

Nike chose EXA to land its upper segment flagship in a prime location in Paris, a listed early 1930s building with a modernist façade on Avenue des Champs-Élysées. The project consisted of structural modifications of 7 floors and 2 basements, for a total surface of 9,300 sqm. An elaborate glass façade on the ground floor, multiple retail floors (basement 1 to level 3), a central staircase and an atrium space, as well as a showroom and offices on the upper floors. The scope of the project also required interior demolition (levels 5 to 7), complete MEP inclusive of equipment, emergency staircases, finishes, one goods lift and two bespoke fire-rated glass lifts. The perfect debut in Europe and third in the world for Nike's new retail concept, the House of Innovation.



Nike - Paris

LONDON

ALEXANDER McQUEEN

We relocated McQueen's flagship introducing its entirely new design concept, where textiles sing against a contrasting backdrop of oak and walnut in minimized environments. 12 full-height glass cylinders reflect and create a connection between the floors. A new cladding material called "cotton-crete", a cotton-based papier mâché, was developed for the space. The timber floorings, ceilings and wall finishes were sampled and sourced from different suppliers to meet the Client's requests. The free-standing furniture was mocked up to help the design team integrate changes. Even the smallest details were customized, as the mannequins hanging system. Installing the façade on the 20th century building was a successful technical endeavor: the existing vertical large truss pillars were replaced with new slimmer profiles, leaving the stage to glass and transparency.



Alexander McQueen - London

COPENHAGEN

MONCLER

We moved Moncler's flagship to the exclusive Østergade street, a prestigious destination in the Danish capital. The about 540 sqm, two-level boutique is imbued of a distinctive Nordic flavor. Three main zones showcase the skillful use of different materials: in the men's area, dark fluted walnut paneling is set off by marbles varying from grey Bardiglio to white Carrara; in the women's and kids' areas, a beam ceiling decorated in light grey tones, and white boiserie alternating with light fluted walnut paneling. Both areas feature diagonal-patterned marble floor sourced from Italy. A dark marble staircase introduces the "Moncler Grenoble" room, where the concept changes completely: large windows allow natural light to flood the flooring and walls in polished concrete. Black metal and burnished brass details add luxury touches throughout.



MOSCOW

TIFFANY&CO.

The Petrovsky Passage project presented itself as a great challenge, considering the location - Moscow's oldest shopping center, part of the city's architectural and cultural heritage - and Tiffany's ambition to reproduce its typical New York design, just a few steps from the Red Square. The most complex aspects were creating a new staircase with a self-supporting metal structure and treads, raisers and stringers clad in Carrara marble like the flooring, decorated with a three-dimensional pattern, which did not allow the slightest error in mm. Our craftsmen masterly managed to remake all the windows and frames of the mall's historical façade, preserving the early 20th century Russian allure.



DUBAI

GUCCI

In the renowned Fashion Avenue of the world's largest mall, The Dubai Mall, just under the *Burj Khalifa*, we created the new Gucci store, featuring a double volume space with an imposing staircase. Precious materials were procured directly from Italy, as the ones needed to create custom-made velvet walls and exquisite wooden coffered ceilings, with the unmistakable touch of Italian craftsmanship. All the permits from the various local authorities were obtained following a tight schedule, allowing the handover of a store worthy of this prestigious brand.



NEW YORK

DOLCE & GABBANA

An extremely challenging structural renovation of a 1,300sqm old firehouse in the heart of SoHo Cast Iron district. Extensive bracing of the existing masonry walls and multiple phasing were required to restore the three-story plus cellar edifice, including its cast iron façade, matching the design of the historical 1854 archive plans and elevations. The scope also included underpinning work for the installation of a new elevator and the erection of a set of scissor stairs as the new egress. A grand movable staircase connects the first and second floor through a newly created double height opening, in an eclectic and multi-faceted place where linearity prevails amongst spectacular plays of light illuminating the rooms theatrically.



MILAN

BALLY

How to create a contemporary and modern space preserving its past? The Swiss luxury brand did it in a 3,000-sqm Milanese landmark. We fully restored the historical walls of the magnificent octagonal reception, leaving them whitewashed and raw to retain the character of the building's structure; in the dome-roofed space, sits a monolithic reception desk and 3 massive portals clad with Spanish red marble and brass. The middle portal is a spectacular pivoting wall opening into the amphitheatre-like showroom. The offices spanning two levels are set apart by a grand orbital-finished brushed brass frame. Brass studs embedded in the cement-based resin flooring create geometric shapes. The cast concrete finish stands out - an ode to Swiss architecture.



LONDON

SECOND HOME

In different locations across London, we have built unique fully serviced, colorful, plant-filled, co-working spaces and cultural venues, including their in-house cafés and bookshops. The scope included full interior strip-out, installation of MEP systems, floorings, partition walls in methacrylate and ceiling finishes, new elevators, skylights, steel staircases in double-height areas and exterior emergency staircases.

Individuals and teams can now work in inspiring tranquil environments surrounded by curvaceous desks and glass office cocoons. The perfect “second home” for London’s creative community.



MILAN

STARBUCKS

We are proud for having given life to the first ever Starbucks Reserve Roastery in Italy (and the third in the world), a unique project in terms of size and complexity. The store spectacularly showcases its roasting process to customers, with a visible system of winding copper pipes. The building, a heritage-listed post office was fully converted, erecting new monumental stairs in metal and glass and installing MEP and special systems. The fit-out works consisted in restyling the glass roof, installing new wall finishes and geometric ceilings, and laying stunning handcrafted custom-colored Palladiana flooring. In a cool interior with industrial décor, local historical materials were stylishly reinterpreted, as the main characters of what has been labeled by the company itself an intricate masterpiece of Italian craftsmanship.



MILAN

RISTORANTE

TEATRO ALLA SCALA-IL FOYER

The "*Teatro Alla Scala – Il Foyer*" restaurant was a total restyling project. A 450 sqm refined cafeteria and restaurant (with a 250 sqm kitchen), inspired by the elegant decorations of *Alla Scala* theatre and private Milanese villas. Some areas were accurately restored and brought back to life as protected by the Heritage Department for their high cultural value, like the old terrazzo flooring. In a warm atmosphere, enveloping red velvet sofas and armchairs, glass and marble tables, golden appliques and mirrors creating optical illusions are surrounded by the outstanding marmorino finishes specially created by our expert craftsmen and decorators. The work was completed in just 4 weeks, working 24/7 on 3 shifts.



Ristorante Teatro Alla Scala, Il Foyer - Milan

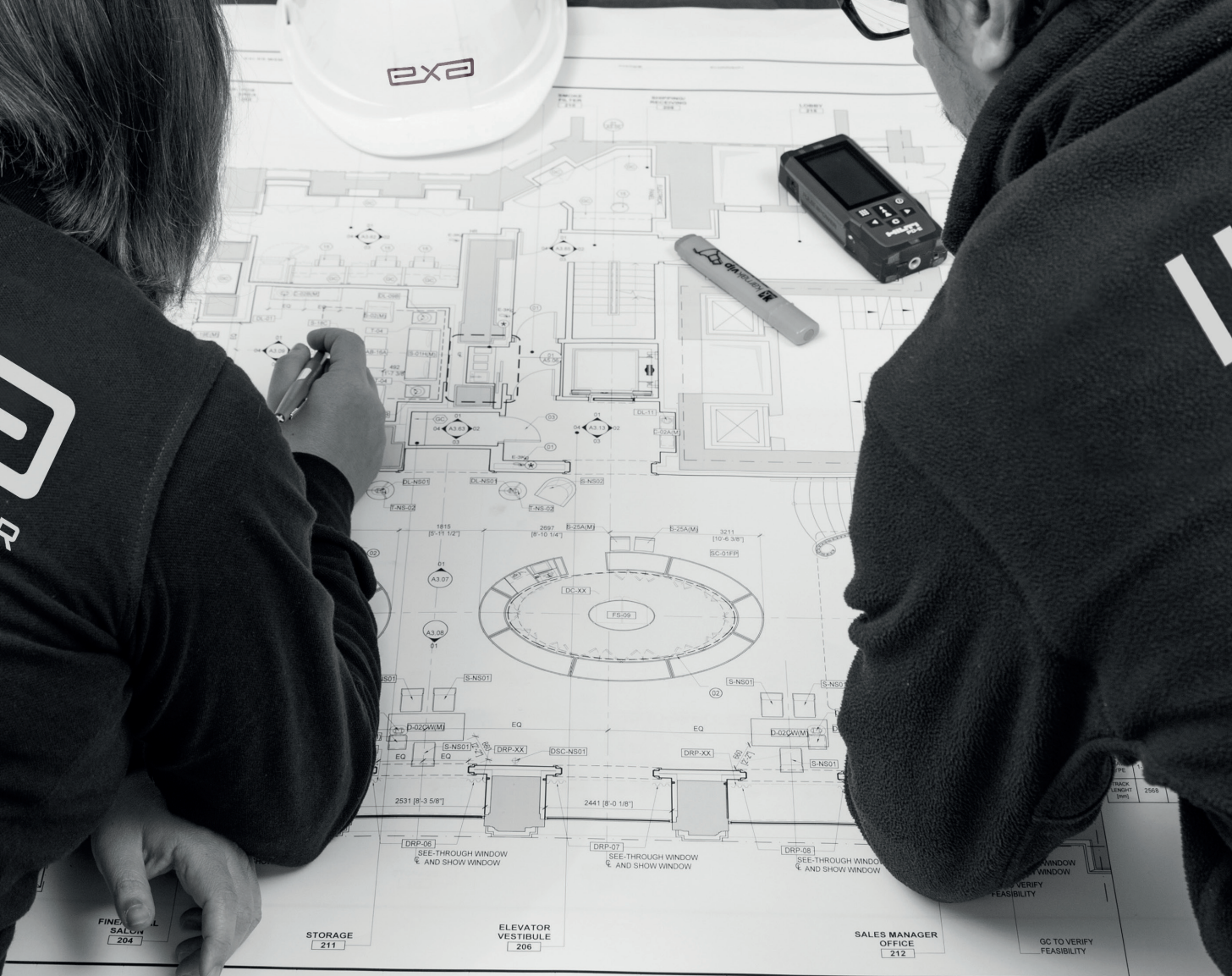
THE GROUP

A strategic partnership was born in 2018 with the acquisition of Mobil Project. The international presence, high-quality projects and flexibility of both brands have led to the creation of a strong new joint business division with the skills of EXA and Mobil Project:

- Established experience as general contractor
- High levels of technical expertise
- Team consistency
- Client-focused approach
- Engineering and production of high-quality tailor-made fit-out works and FF&E

By combining the proficiency of both companies, EXA MP is able to propose turnkey solutions for the residential, hospitality, offices and retail markets.

Clients can consider us a reliable partner in every step of the project. The Group is chosen and confirmed continuously by its Clients, project after project.



DOHA

FOUR SEASONS

Situated in West Bay, the commercial and diplomatic center of Doha, the Four Seasons Hotel is an iconic hub for international delegations and politicians alike. The renovation project was complex in its nature, logistics and challenging timeline, and involved multiple stages of opening, to allow the Hotel return to full trading and occupancy within just 12 months of closing its doors. The scope included complete demolition and reconstruction of 237 rooms in 14 different styles, including typical rooms, suites, state suites and royal suites, corridors, landings and lift lobbies, as well as extensive structural extensions to allow the inclusion of terraces and glass pavilions. Due to difficult access, Exa had to design and construct temporary access



Four Seasons - Doha

platforms capable of carrying men and machinery to the hoists, to allow for rapid movement of materials to the work fronts. When operational, the demolition teams worked 24/7, shifting more than 20 truckloads every day for 6 weeks, undercutting the demolition program by 2 weeks. Following the “just-in-time” method and implementing a “fit by day and shift by night” strategy at the site was key to minimize congestion and worker downtime and for the success of the final installation of FF&E items by Mobil Project. Many unforeseen items, especially MEP services and systems, were deemed necessary to be replaced. This had not been factored in the original programme, but through rapid mobilization of technical teams and coordination with suppliers, we were able to overcome the issues and integrate them into the timeline in order to maintain the project deadlines successfully.




Four Seasons - Doha



LUXURY APARTMENTS AND VILLAS

Thanks to its ability to develop the concepts by main internationally renowned interior designers and architects, our Group has become one of the most important players in the fit-out of private villas, counting a wide Client portfolio with important businessmen, magnates, princes and presidents.

Our Group is proud to handle various projects and contracts with confidentiality and privacy.










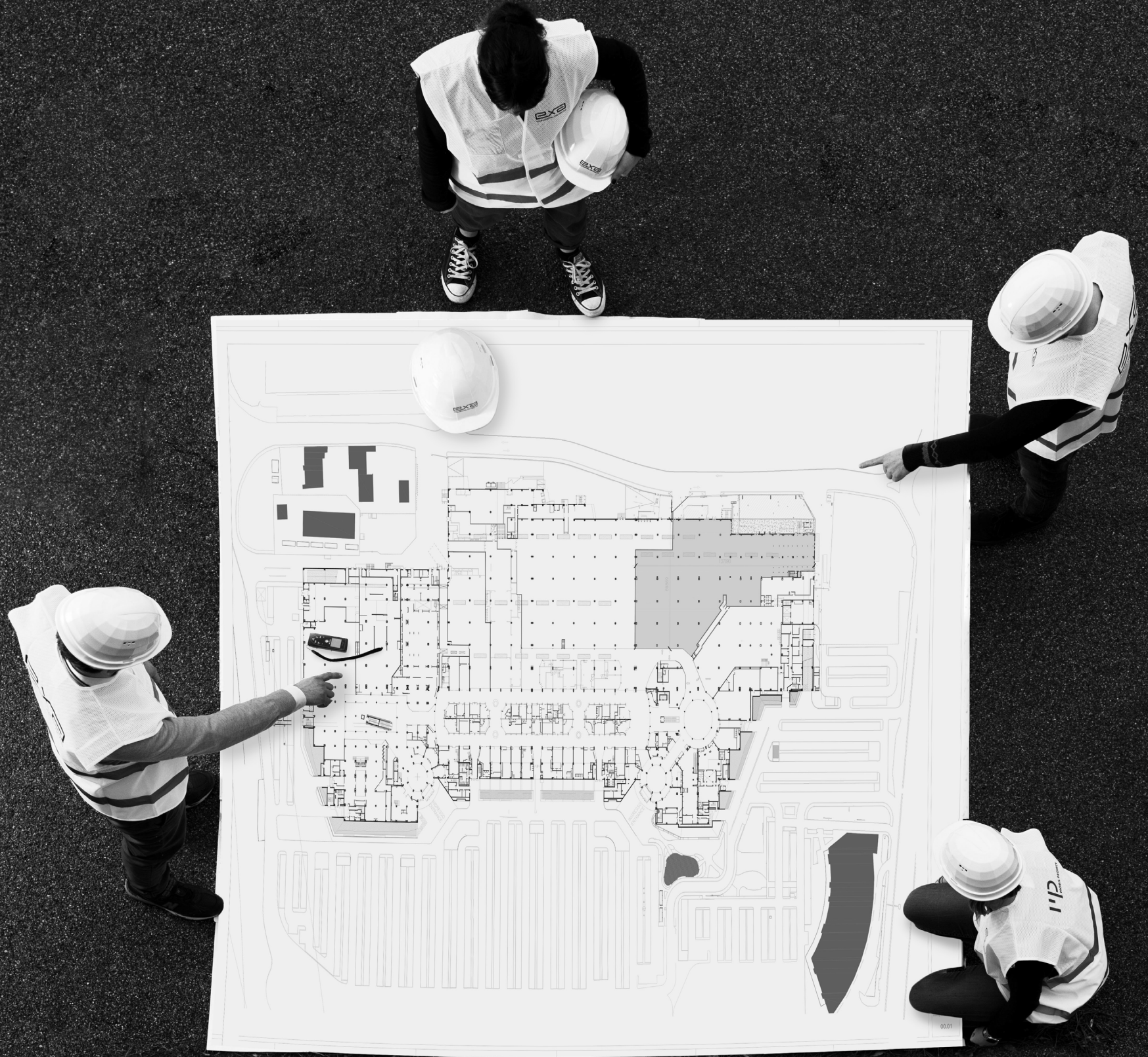
OUR STRENGTHS



OUR PROJECT MANAGEMENT

All the phases of our work are planned and controlled continuously by our Project Managers. They are the joining link between the technical structure, the Client and the Design Architect, with whom they share the responsibility of the entire process in terms of schedule, cost and quality.






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OUR SOLUTIONS

We assist the Client's technical team in detailing the most sophisticated designs as well as the structural and MEP installations, by engineering the most effective solutions.








OUR VALUE ENGINEERING

We study the project thoroughly and engineer it, pursuing the most efficient results. This process allows us to find alternative solutions and hidden economies. Here is our greatest asset.





EXB
YOUR GENERAL CONTRACTOR

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OUR CLIENTS

A. Lange & Söhne
Abercrombie & Fitch
Acqua di Parma
Alexander McQueen
Alviero Martini
Bally
Bottega Veneta
Boucheron
Buccellati
Bulgari
Burberry
Calvin Klein
Cartier
Céline
Chanel
Christian Dior
Diesel
Dolce & Gabbana

Emilio Pucci
Ermano Scervino
Ermenegildo Zegna
Farmacie Apoteca Natura
Fendi
Four Seasons
Geox
Giada
Gianni Versace
Giorgio Armani
Gucci
Hard Rock Cafè
Harvey Nichols
Hollister
Illum
Iqos
Inditex Group
Istituto Marangoni

Jil Sander
Jimmy Choo
John Varvatos
Laura Biagiotti
Loewe
Louis Vuitton
Malo
Marni
Moncler
Montblanc
Nespresso
Nike
Off White
Omega
Pastificio di Martino
Polo Ralph Lauren
Primark
Richard Ginori

Ristorante Teatro alla Scala
Roberto Cavalli
Rolex
Salvatore Ferragamo
Second Home
Starbucks
Stella McCartney
Stone Island
Suitsupply
Supreme
Tesla
Tiffany & Co.
Tory Burch
Uniqlo
Valextra
Wework
Zazen Bear

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