



NEST_{S.A.L}
since 1960

— THE —
NEST
— BOOK —



OUR STORY



Our story spans over 3 generations of expert craftsmanship. It all began in the 1960s, where Rifki Abou Zahr, tradesman with an eye for design, craft and production, opened his first wood shop in downtown Saida. Word of his artisanal crafts work spread, making him the most sought after furniture maker. For years his dedication never wavered, and when the time came he passed on his skill and passion to his eldest son Jawad Abou Zahr, who, in turn, nurtured his father's legacy and marked the birth of NEST in Beirut. A company specialized in the fine design and production of customized furniture and high-end architectural woodworks and interiors. And today, we, the 3rd generation, pride ourselves in providing you with this legacy. A legacy of fine design and expert craftsmanship that evolves with you.



OUR PHI- LOSO- PHY

QUALITY • FINISHING •
CRAFTSMANSHIP
• FLEXIBILITY • VARIETY •
CREATIVITY • BESPOKE

Your first encounter with Nest is likely to be a memorable one; there is total absence of dull geometry, one that characterizes machine-made objects. Instead, the beauty and precision of craftsman-designer's hand radiates from every vantage point, be it visual or tactile.

We believe every piece of furniture should be personalized. At Nest, our design team is dedicated to providing you with a realm of choices with your budget in mind, so you can create personalized furniture or stunning one-of-a-kind interiors that cater to your needs.

We believe in possibilities rather than fixed solutions. For every design piece, there is a whole world of unseen possibilities behind it. From unique trims, skirt options, cushion and back details, plush seats and back fillings to wall systems, chairs, tables and beds, everything can be created in numerous designs that perfectly fit together.

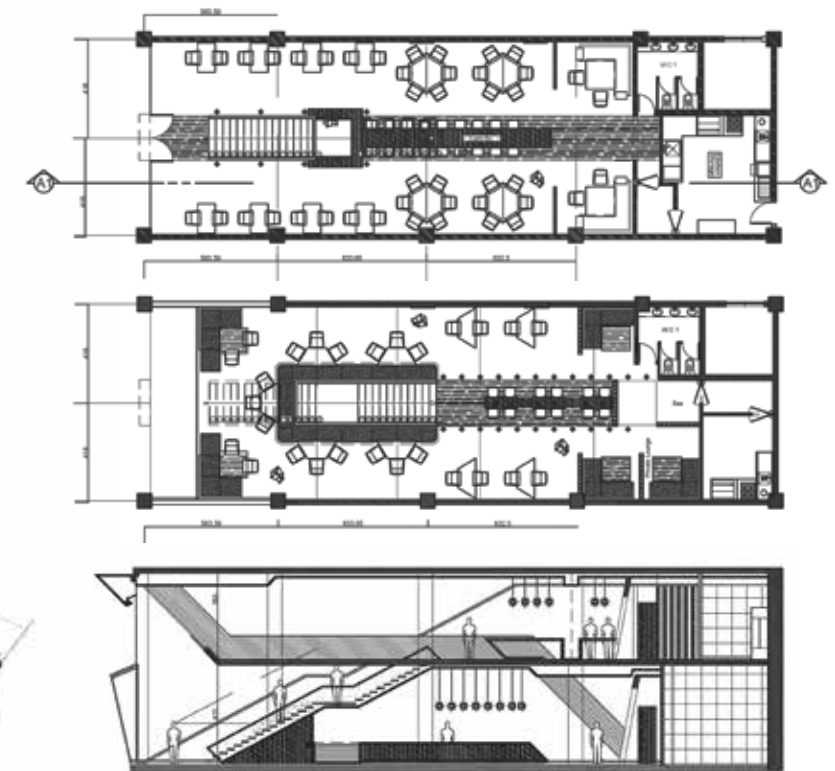
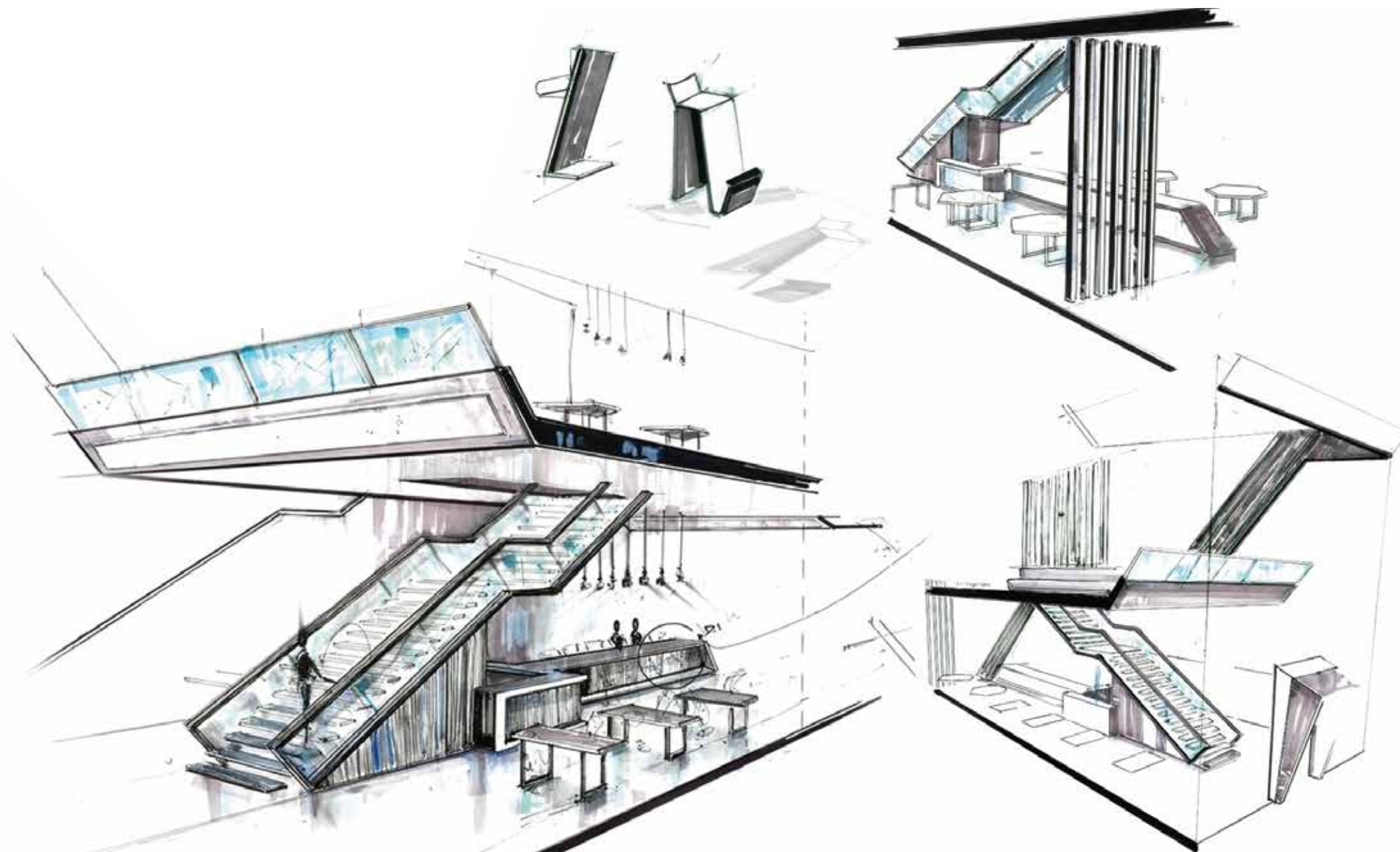


EVO- LU- TION

Major market evolution and increased demand for customization was the major catalyst for the transformation of a company that started as a furniture trade business rooted to the family's hometown, to a craft empire. Artisanal crafts work became the hallmark of the family business, which led to even more increased demand and this brought about the birth of Nest in Beirut.

With the 3rd generation came design and innovation – coupled with the same high quality age-old craft – we now find ourselves part of an unbroken line of tradition greeting the future with endless options for customization and production.

Today, Nest is specialized in the design and production of fine customized furniture and high-end bespoke architectural woodworks and interiors.

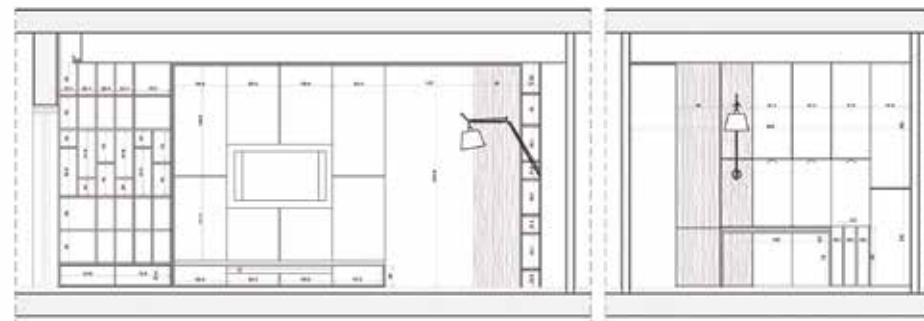


The finest craftsmanship – passed down from generation to generation – comes together to give life to a dream, making it something real for your eyes, your hands, and emotions. And this is why our design team's creativity is as limitless as your imagination; we have the flexibility and options to create stunning one-of-a-kind interiors that will satisfy the demands of even the most cultivated clients.

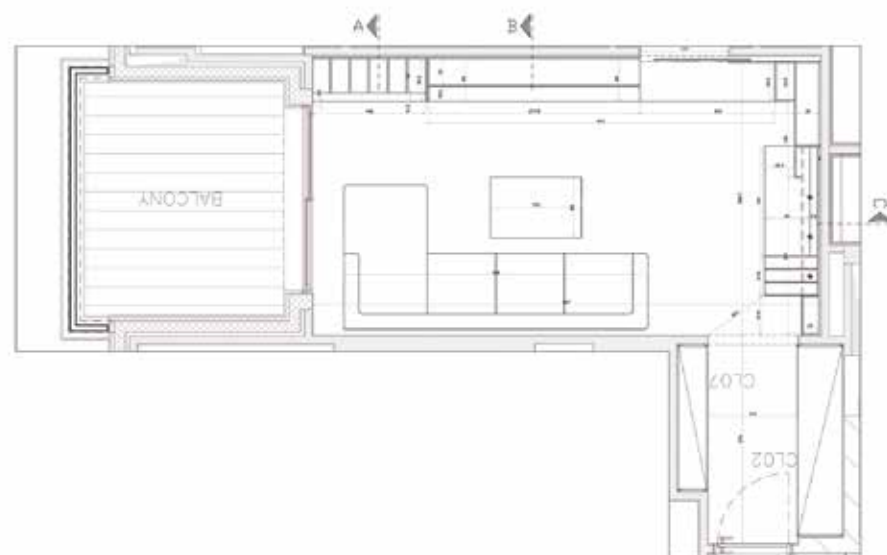


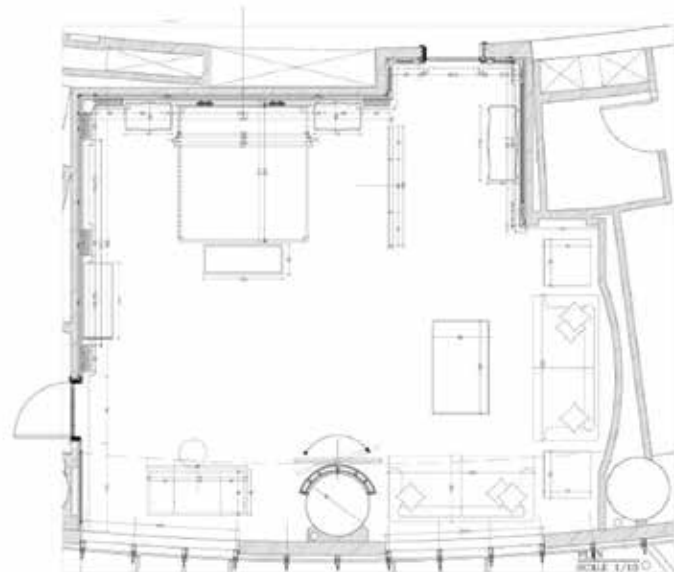
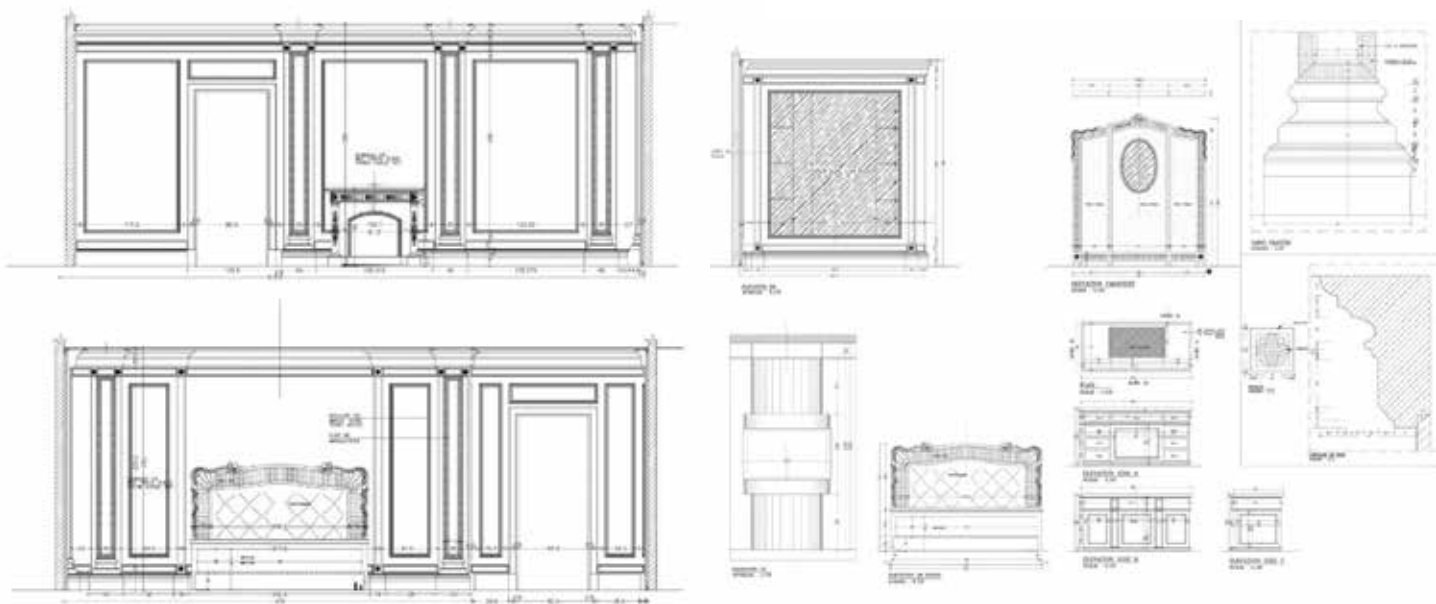
OUR SER- VICES

INTERIOR
DESIGN
SERVICE



SURVEY PLANNING
DESIGN DETAILING





“Making it something real for your hands, eyes, and emotions”

THE DESIGN & PRODUCTION OF BESPOKE FURNITURE

2 complimentary services coming together at the combined hands of the design and production team to materialize the finest high end furniture & woodworks.





Nest is built upon the experience of its craftsmen and the talent of its young designers.

We offer a complete turnkey service catering to the local and regional market through an expanded setup.

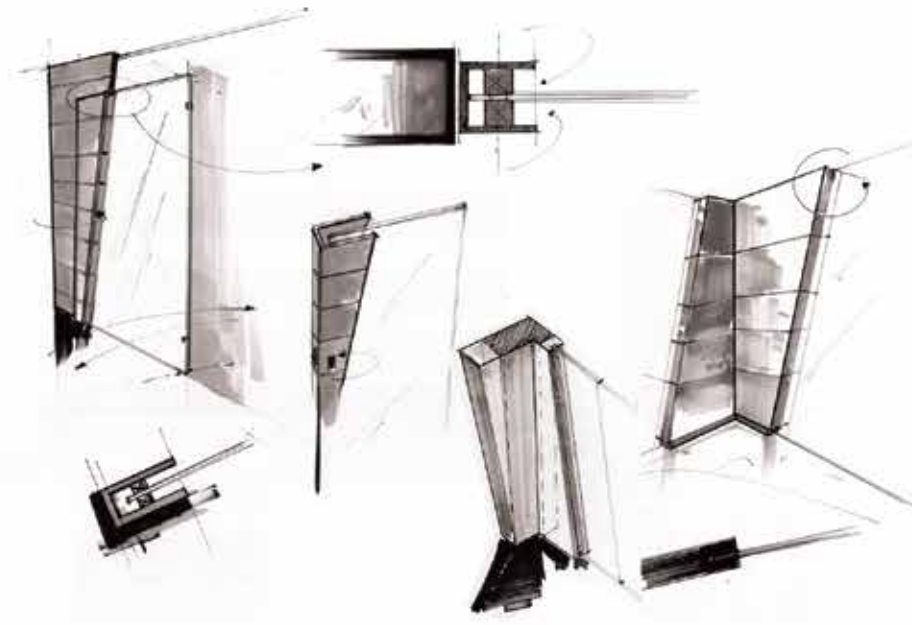
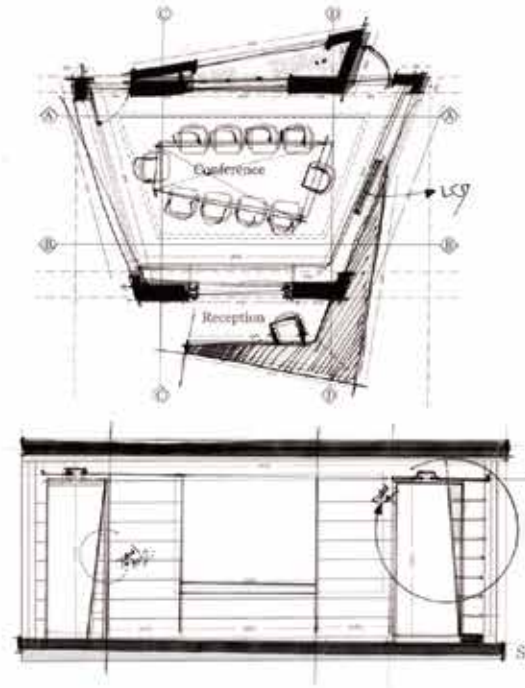
Our team of craftsmen and innovative designers come together to develop and produce customized setups for the home, the office, relais hotels, retail, and F&B business.

From creation to final product, you will find the right expert at each stage to ensure everything is perfectly crafted to your liking. The different stages:

Creation – Design – Prototyping –
Production – Delivery - Assembly

Our team of craftsmen and designers coordinate:

- ▶ Meetings
- ▶ Setting the Deliverables
- ▶ Site Visits
- ▶ Design Selection
- ▶ Feedback Sessions
- ▶ Fine-tuning
- ▶ Production Follow up
- ▶ Quality control



THE TEAM



Nest Boutique: Incorporates bespoke fine furniture of different styles, from classical to contemporary, that can be easily transformed into interiors.

Nest Boiserie: Architectural woodworks, where Nest takes upon the execution of special and unique made to measure interiors in all that has to do with wood joinery and coupled material.



Our workspace is set up to accommodate all stages of the production process.

Our Design & Quality Control Assembly Areas witnessed a major transformation in 2010, when Nest scs (Société en Commandite Simple – Partnership in commendam which is a small family business setup) became Nest sal (Société Anonyme Libanais – joint stock company). The 200sqm showroom and offices in Clemenceau evolved into a 3500sqm mixed-use workspace where the showroom, design workspace and furniture assembly became one. And another 150sqm is dedicated to a high-end furniture concept store.

Our Production Spaces are distributed across 3000sqm of specialized workshops in the industrial zones around central Beirut where materializes ideas and design concepts into tangible objects.

THE WORK-SPACE



“Material
is the basis
for the right
foundations”

Wood

Veneers

Textiles & Accessories

Brass & Steel

Marble & Stone

Our production process is subject to five quality controls, carried out by five specialized departments to ensure wood selection, woodworking and control using high tech equipment, assembly and mounting of the elements, lacquering, painting, patination, packing and final quality control.

Our woodwork production process consists of 6 basic steps:

- ▶ Careful selection of materials by experienced and skilled personnel
 - ▶ The right woodworking and preparation
- ▶ Preliminary woodwork assembly for quality control and inspection
 - ▶ Finishing – lacquering or special finishes
- ▶ Final assembly prior to delivery for quality assurance
- ▶ Packing, delivery and on site assembly and installation

The combination of the artisanal spirit and new age technology is our strength.

Although technology has helped us evolve, nothing can come in the place of that artisanal spirit that breathes life into a single piece of wood. With this in mind, we have captured the expertise and know how of traditional tools and mixed them with new age machinery to ensure every piece tells a personal story.

The process of assembly is the final touch.



PRO- DUCTION- TION PRO- CESS



CRAFTS- MAN- SHIP



“Every piece tells
a personal story”

- ▶ History
- ▶ Tools & Machinery
- ▶ Craft
- ▶ Woodworking, Carpentry & Carving
- ▶ Veneering & Marquetry
- ▶ Finishes & Paint
- ▶ Special Antique Finishes, Patina,
Gilding (Gold & Silver paper application)



“The finest
craftsmanship
passed down
from generation
to generation”



PRO- JEC TS

RESIDENTIAL



“For those
who entrust us
with their
interiors”



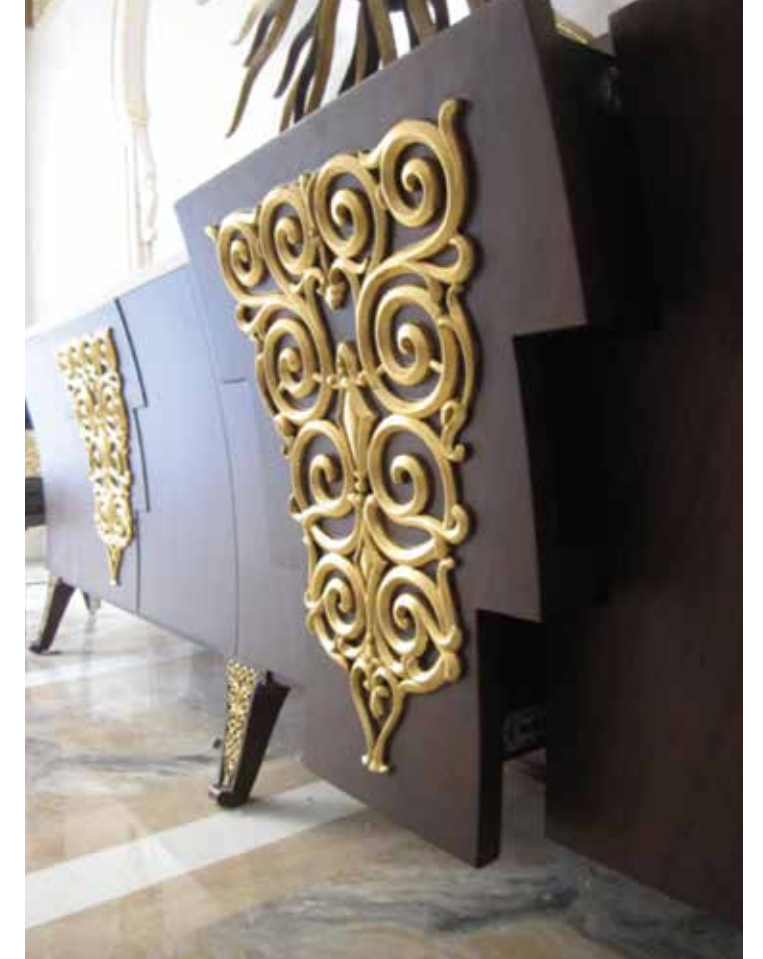


“Flexibility to create stunning one-of-a-kind interiors”



CORPORATE
& RETAIL



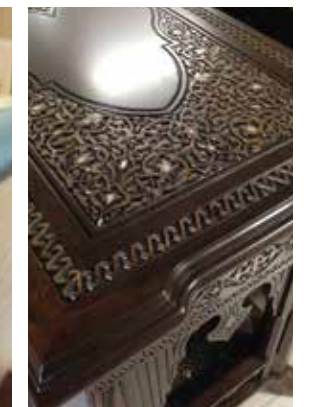
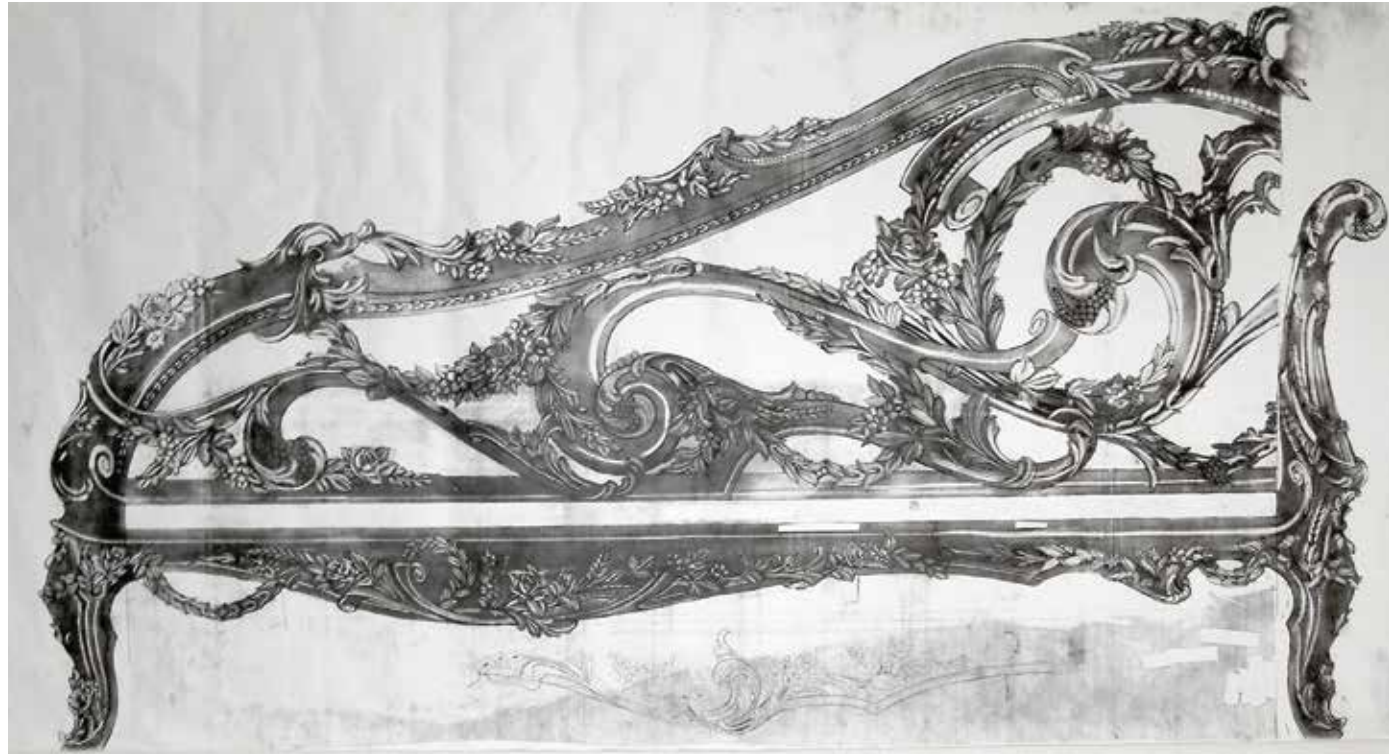


BESPOKE FURNITURE

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new age technology
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“A legacy of
fine design and
expert craftsmanship
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Bespoke Furniture, Interiors & Architectural Woodworks

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