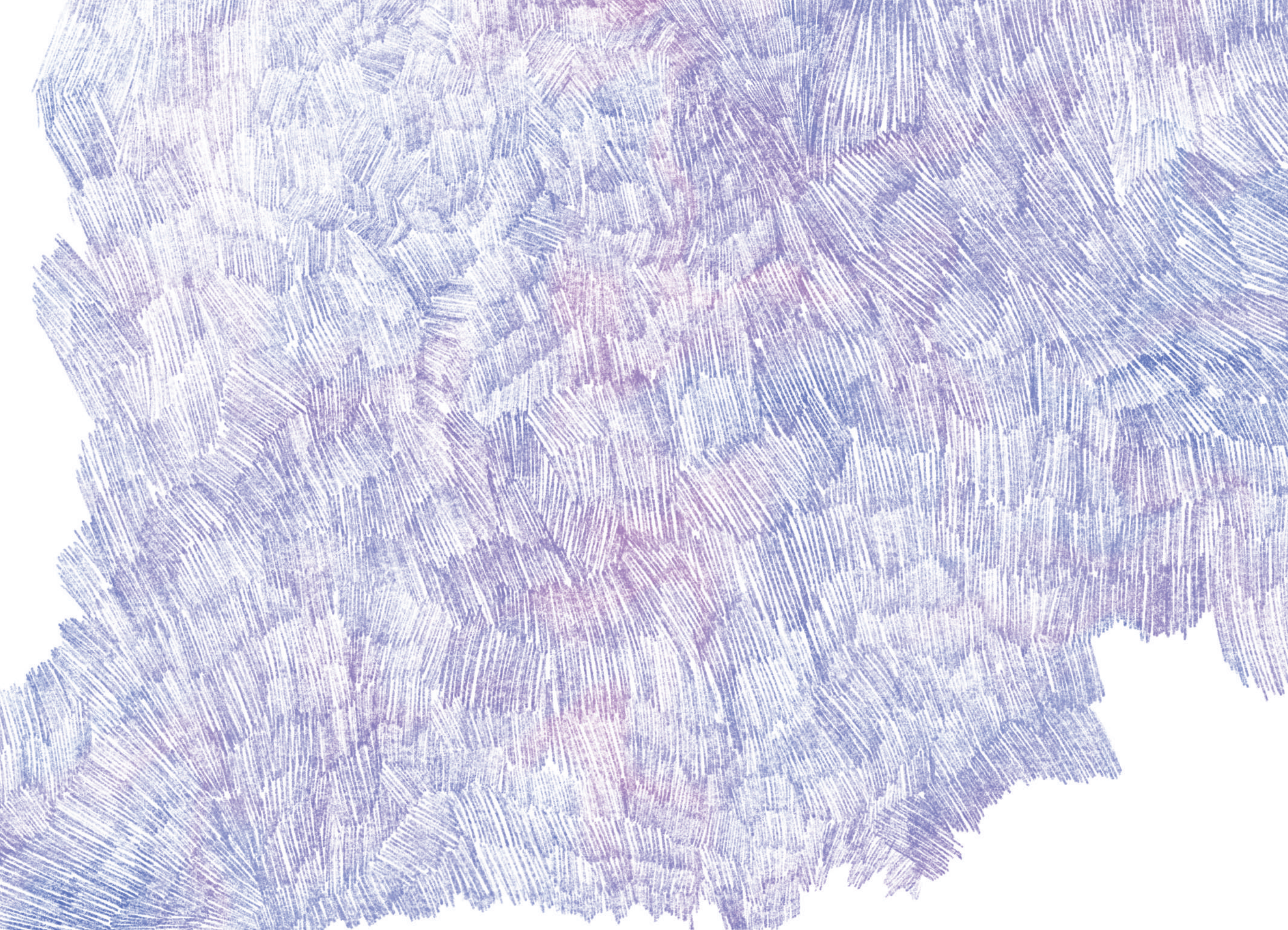


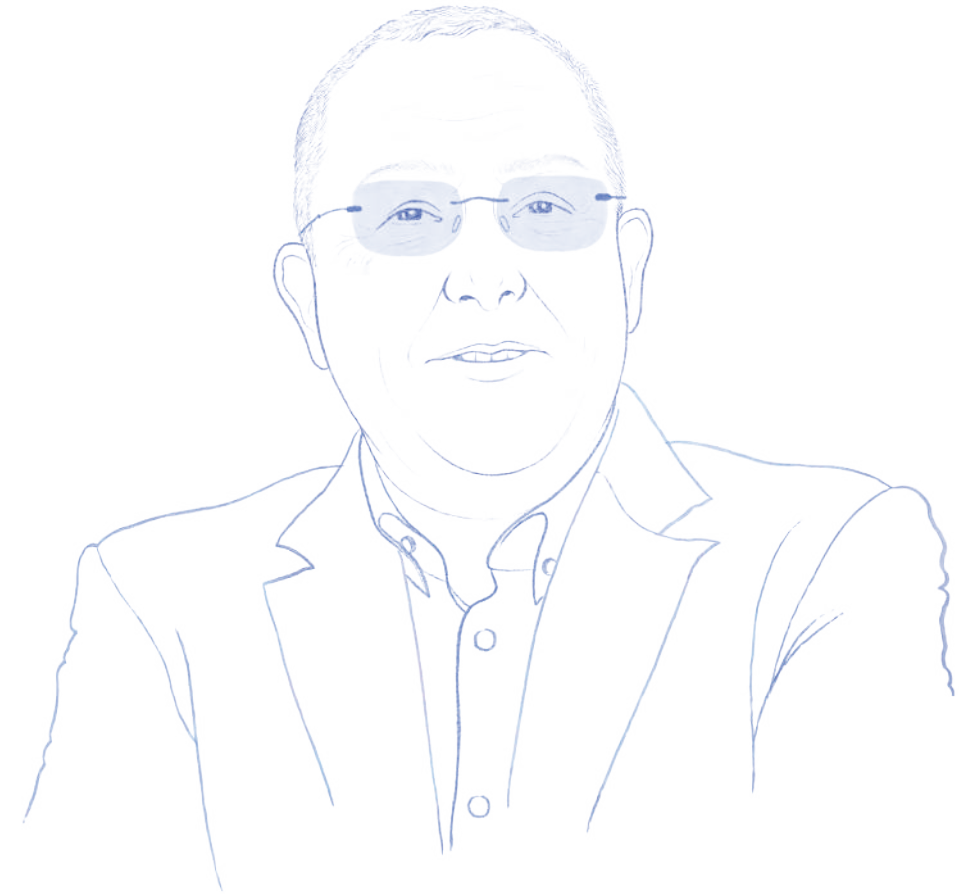


DAVID CALÃO
PATRICIA SHIM

a água nas mãos

Water in your hands





Water is one of the primordial elements of nature, along with earth, air and, in some philosophies, fire. As water is essential to human life, we must take care of it as a precious resource and preserve it. There is no shortage of water, there is a lack of care in its sustainable use.

We've forgotten the saying: "Those who don't save water and firewood save nothing they have"!

The changes of recent decades have led us to think that water exists when we turn on the tap, forgetting everything that comes before the tap.

We need to dispel the platitudes of today's ease of use and rethink the hows and whys and go back to the days of our grandparents, when water was a precious resource.

OLI has built its history around the nobility of Water and the need to consume it sparingly and sustainably. We would like this message of taking care of water to be spread and assimilated by the readers of this story.

Let's all take good care of water, shall we?

António Oliveira

President of the Board of Directors - OLI







And even if you try and drink it, it quickly runs away.
You run and there it is, glowing on your face.



You pay attention and there it is, misty from your mouth.



When we gaze at the sky and look for life on another planet,
it is water that we look for,
and when we look for something on someone's face,





The Egyptians, with no hands to hold it,
invented a clock that told time by using water
that flowed away, passing through it.



Every day, it continues to enter and exit these clocks,
which no longer tell the time.





That time that passes is like it, precious, and it doesn't let itself be grasped. We put our hands together to wash our faces and our reflection appears in them,



trembling as it tries to escape: it's telling you,
let me go,
because I have another face to visit.



you didn't know it, but you already had a suspicion:

it was your instinct telling you to save it.



No one ever taught you and yet you have always done it,





Now you know.
You can turn off the tap and dry your hands:



let time count the ticking of time,
because water counts on you.

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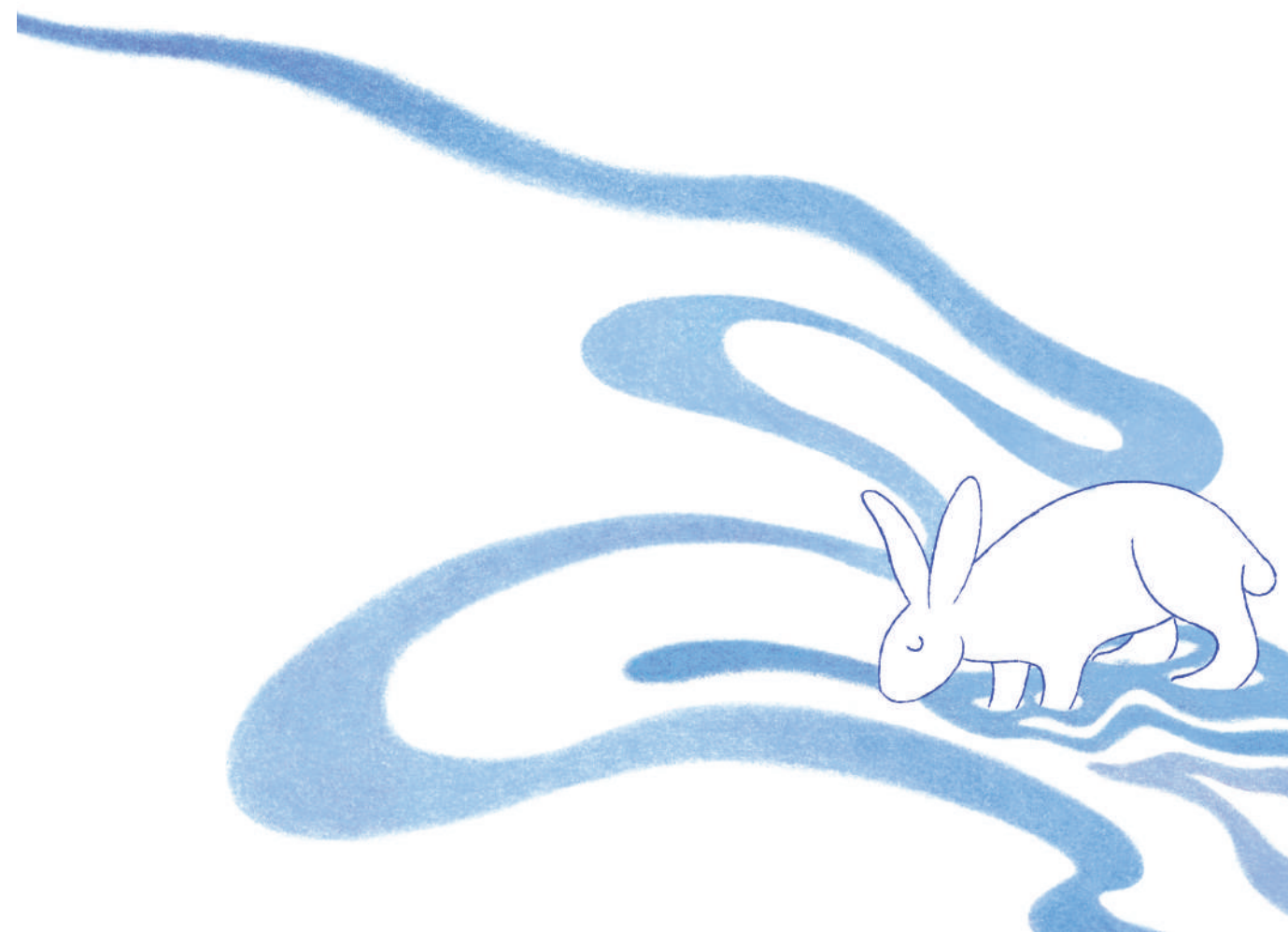
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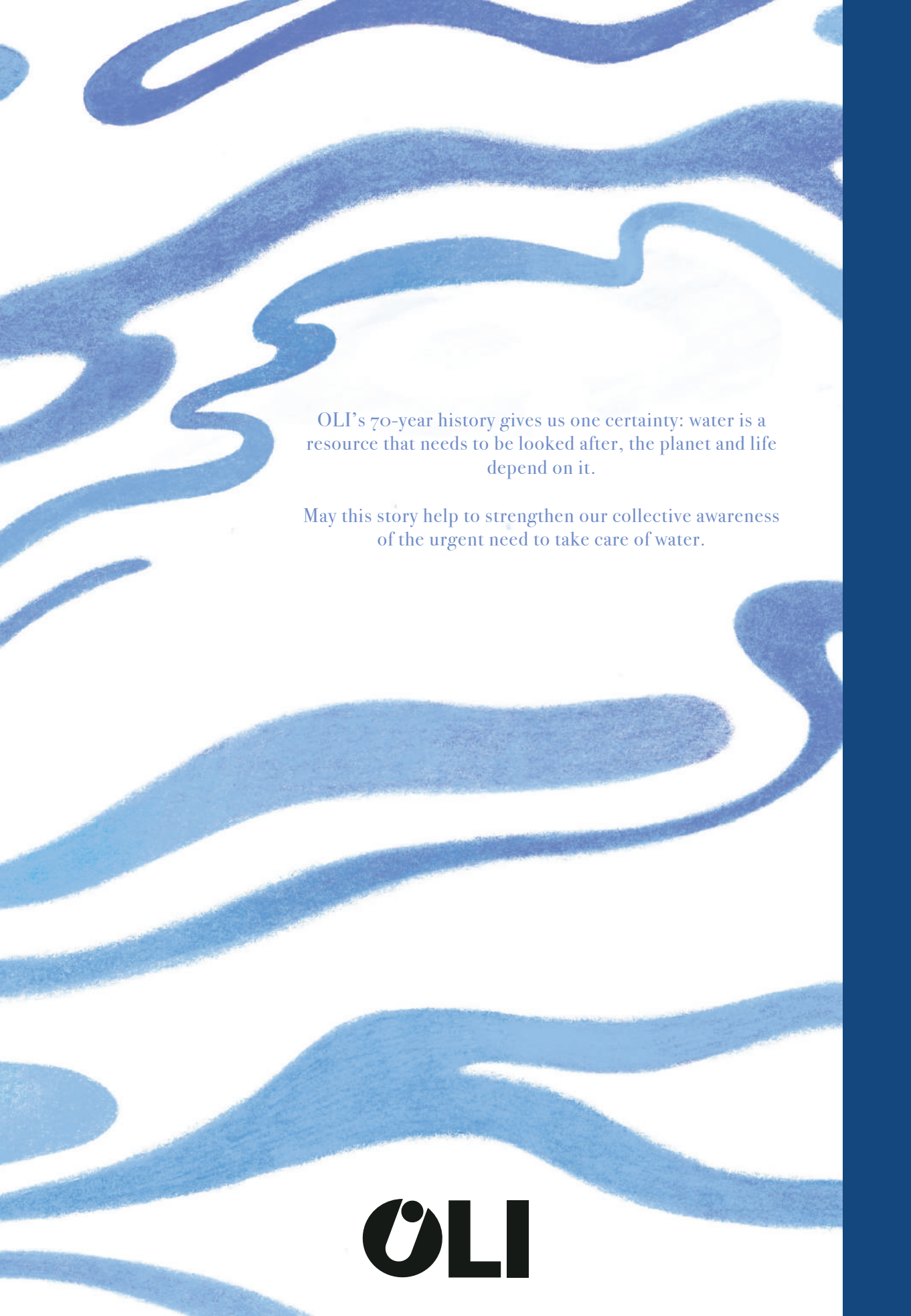
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OLI's 70-year history gives us one certainty: water is a resource that needs to be looked after, the planet and life depend on it.

May this story help to strengthen our collective awareness of the urgent need to take care of water.

OLI