

Emu 2010 collections: many new products under the banner of Italian style

Emu, the historic Italian leader of the outdoor furnishings market, offers many exciting new products for 2010. Countering the trend followed by most of its competitors, Emu produces 80% of its production in Italy, and can rely on a hotbed of constant innovation and development, thanks to its enviable ability to interpret the new market demands and to its great skill and experience in metal working technologies. Emu has recently presented **40 new products** at important international events: a **sign of its great creative vivacity and its desire to compete on the global markets** with an aggressive, decisive strategy, in order to strengthen its position on the international markets.

Thus it is a strengthening not only of **image**, but also of **production**, with a view to development sharply focused on the future and on important new projects, supported by the solid and profound historic roots of extraordinary company technological skills, know-how and tradition: **strong ties with the past and its legacy of acquired experience and skills, while looking ahead to the goals and world of tomorrow.**

Right now the company is following **three priority directions**: continuing with the “**Design for Outdoor Living**” project, working alongside **important designers** and **international architects** to help bring innovations into the world of gardens and outdoor spaces, by introducing the styles and working methods of the top indoor furniture companies. Strengthening the company’s **core business**, the **classic metal furniture** that constitutes the foundation of Emu’s success and that continues to do well – extremely popular for traditional home gardens as well as for hospitality industry furnishings in a more classic style. Giving new impetus to the **contract sector**, crucial for the company, which already plays a leading role in the profession supplying of furnishings to the most important and prestigious accommodation structures in the world, through new projects and products that can further establish Emu’s leadership in this sector.

The company has already begun to face **great challenges and big goals**, thanks also to its **new product lines**, and to the **new philosophy for the 2010 catalogs**, which have become **two: Emu**, dedicated to metal furniture for traditional gardens and Emu wicker (synthetic wicker) products, furnishings with an original, sophisticated beauty, and **Emu Advanced**, dedicated to creations by some of the world’s top designers.

The **Advanced line** has been enriched with the very new **Intrecci** collection, designed by the architect **Carlo Colombo** and based on a reinterpretation of the use of steel rods, giving life to a real outdoor lounge system; the new Round armchair (Christophe Pillet); and the new **Ivy** armchair, expanding the very popular series designed by **Paola Navone**.

Many new appearances number among the **Emu** series: the **Vera** collection, the result of the company’s new collaboration with the Chiamonte/Marin studio, a truly large family of furnishings in a classic, but original style, with an exclusive decorative motif for sheet metal table tops and chairs. The Vera collection is enriched by a monumental round table of unusual size (180 cm, it can accommodate up to 12 persons), available also in the 160-cm and bistro versions, in which the elegant interweaving metal bands of the legs recall the Art Nouveau style of the early 1900s; the essential and original **Orbital** table, in solid sheet and elliptical tubular steel, with an unusual interpretation of the frame, enriched by an added revolving tray illuminated by a solar-powered lamp: the soft, elegant **Antonietta** metal chairs, ideal for contract environments; two new **Mito** extendable tables, in the solid metal version, suitable for any size area; the new collection of Cambi folding tables, ideal for both the home and for contract environments; and, lastly, the new **Emu Shade** line of garden **umbrellas**, created in collaboration with Christophe Pillet, which is expected to be the start of a bigger, more ambitious project of outdoor shelters and shade structures.

Always keeping abreast of new trends, Emu now offers **the total black version** (not available in all collections): a strong message of refinement and personality, a sophisticated style that enhances the elegance and harmony of fine furniture, emphasizing once again that the garden has become an essential, necessary part of the home, a place for peace and relaxation, surrounded by comfortable and beautiful things.

Great concern for the environment and its protection, and the eco-sustainability of its products are now a must for Emu, which has always produced metal furniture that is completely recyclable, with full respect for nature in every stage of the production.

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