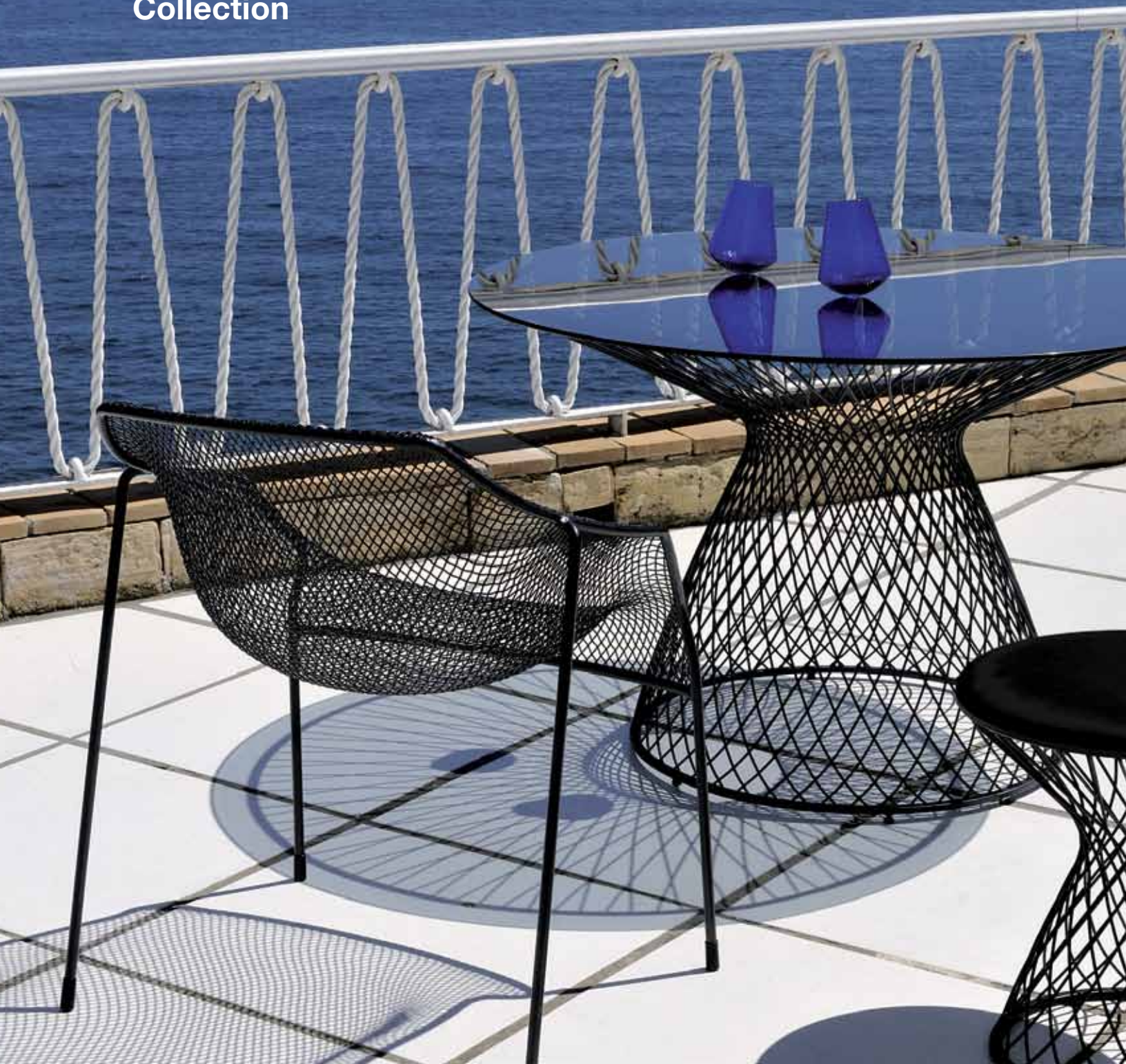


Italy_2010

INDOOR/
OUTDOOR



Emu Advanced Collection

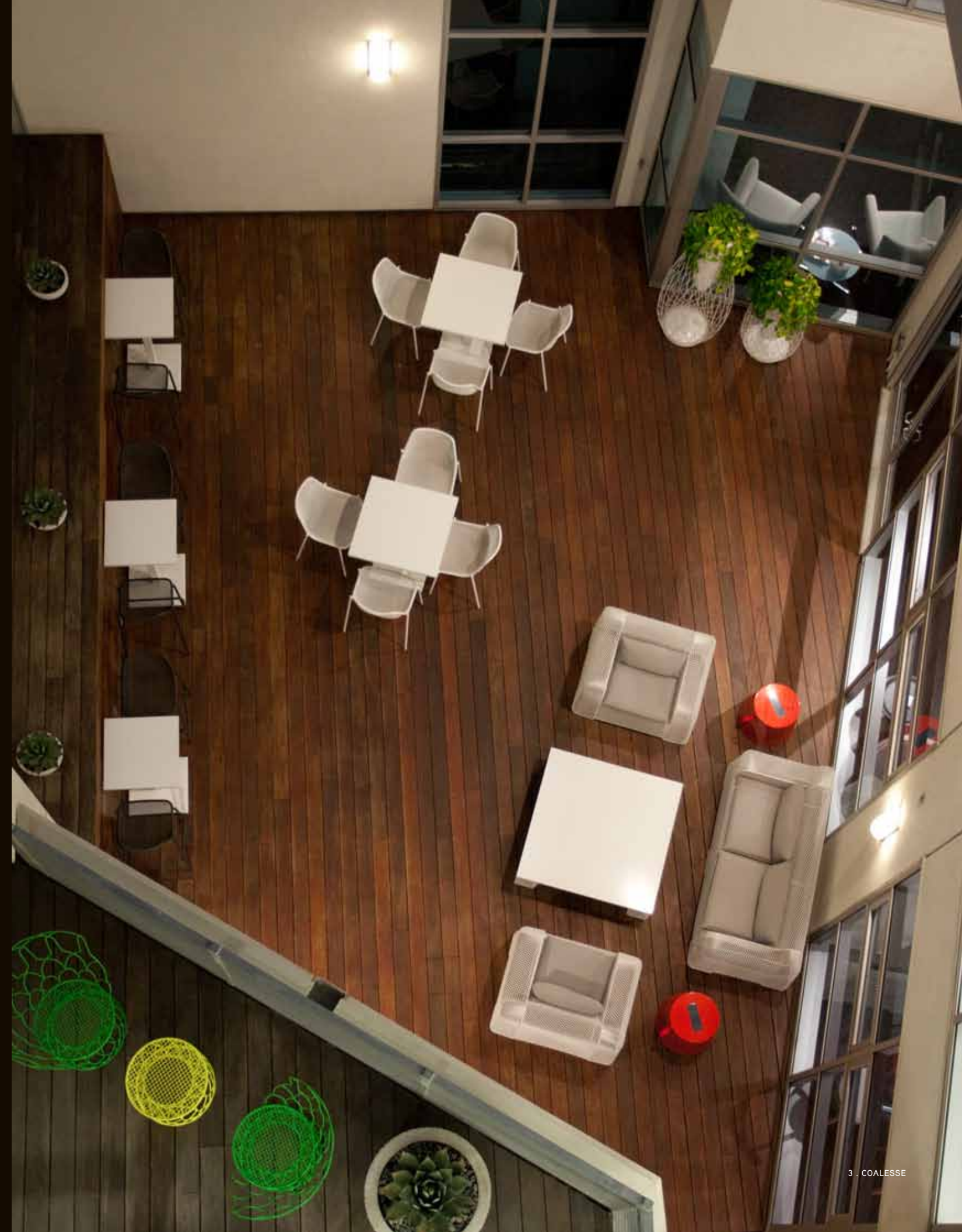


WORK ANYWHERE

Work has turned a corner. The change has been gradual. Now it's unstoppable. The pivotal trends – collaboration, mobility, flex, long hours, and work/life balance are defining how we work, where we work, and how enlightened work spaces are inspiring people and invigorating productivity.

The Emu Advanced Collection is the indoor/outdoor response to the new imperatives of work and life as the line between them blurs.

Work can now go anywhere.





Progress comes from the intelligent use of experience
_Elbert Hubbard

COLLECTED INTELLIGENCE

Designers

- A JEAN-MARIE MASSAUD
- B PATRICIA URQUIOLA
- C CHRISTOPHE PILLET
- D RODOLFO DORDONI
- E PAOLA NAVONE
- F EMU HEADQUARTERS, PERUGIA ITALY

Emu was founded in 1951 in the heart of Italy between Florence and Rome. It has quickly become the international symbol of modern craft; yet it builds upon decades of traditional metal work and creativity.

Emu partnered with five of the world's most renowned contemporary designers to create the Emu Advanced collection to take outdoor furniture to the next level of design. It is a whole new altitude of indoor/outdoor thinking. Elegant yet tough. Airy yet serious. Collected intelligence sculpted for life.

From the whimsical design of Patricia Urquiola's Re-Trouve to the striking sophistication of Jean-Marie Massaud's Heaven, the series boasts industrial durability with unparalleled beauty. All of the designs in the Advanced Collection take advantage of Emu's unique craft. Designed to be at home indoors and out, the six product lines provide comfort, durability, and beauty anyplace it graces.

Italy_Jean-Marie Massaud_2009

EMU HEAVEN

An allure of sensual and sophisticated elegance comprises the refined Heaven Collection by Jean-Marie Massaud.

The metal mesh of the pieces is woven like a fabric. This metal weave, obtained through a unique process of weaving and welding, gives the furnishings an ethereal lightness and an extreme softness; making them almost intangible.







Italy_Paola Navone_2009

EMU IVY

The IVY Collection by Paola Navone is inspired by the ancient art of topiary, creating “furniture-sculptures” that are light and minimal, exploiting the versatility of the metal.

For those who desire total immersion in nature, this collection allows grass to grow within it and ivy to grow around it. Ivy captivates its surroundings yet becomes a part of the landscape.

Sofas, armchairs and tables encompass the nature around them, thanks to a volumetric game of space within the structures.





Italy_Christophe Pillet_2009

EMU ROUND

The Round Series, designed by Christophe Pillet, is characterized by an elemental design of snug and comfortable shapes; representing a simple, contemporary design. Rounded profiles provide soft seats; the precise silhouettes of the tables complete and complement the series.





Italy_Patricia Urquiola_2009

EMU RETROUVÉ

Chairs, armchairs, poufs and vases from the classic design are reinterpreted with extreme irony, thanks to the bright color schemes of the metal and the accessories in fabric. Gentle and attractive shapes provide an elegance of the past while remaining absolutely contemporary.



EMU CROSS

The Cross Series, designed by Rodolfo Dordoni, is a collection of statuesque and meticulous design that plays on a refined combination of materials: metals to form the shapes, cushions to give them softness and aluminum to support the structures.

The piece that captures the spirit of this collection is the low armchair; with its die-cast aluminum legs, seat and seat back in ironed sheet metal and a complementary cushion.





Italy_Christophe Pillet_2010

EMU SHADE

Shade by Christophe Pillet is a durable contract-worthy collection of umbrellas with elegant design that goes with any décor. Emu Shade has beauty, functionality and quality. Light, yet exceptionally strong and perfect for all outdoor environments.



INDOOR AND OUTDOOR CUSHIONS

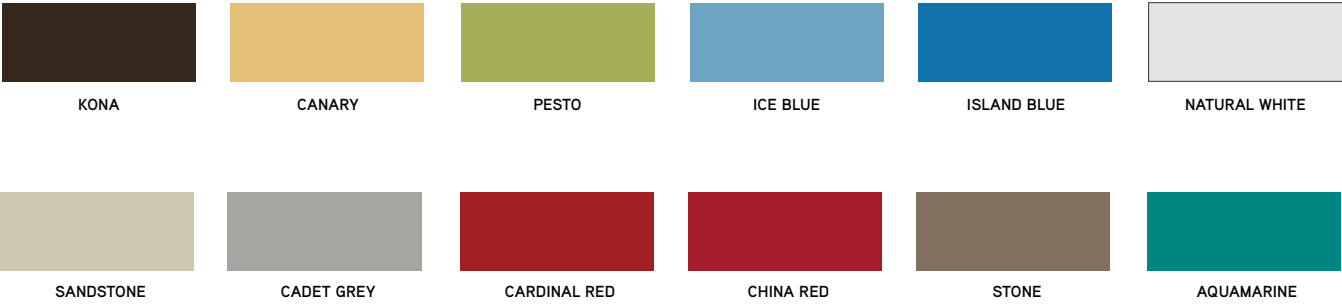
The Emu Advanced Collection’s cushion offering has been expanded to include both indoor and outdoor options. The elegant indoor series consists of seat and backrest cushions to add comfort and beauty. Indoor cushions are available in approved graded-in upholstery selections from DesignTex, Luna and Maharam

or COM, and Elmo Leather selections and COL.

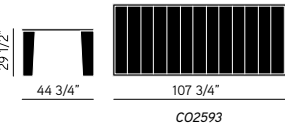
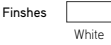
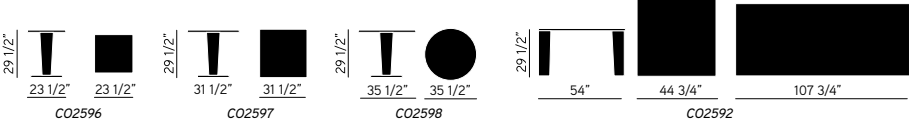
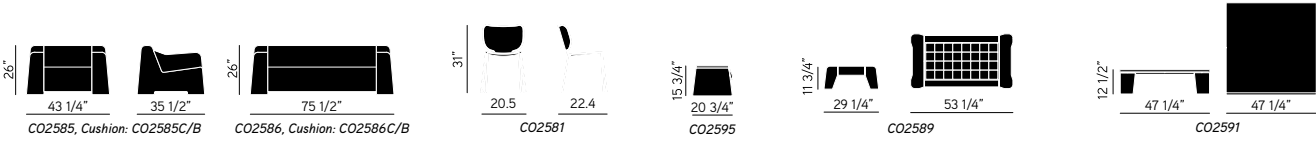
Outdoor cushions are available in durable water-proof textiles in 10 colors, as well as DesignTex Radiate collection graded-in.



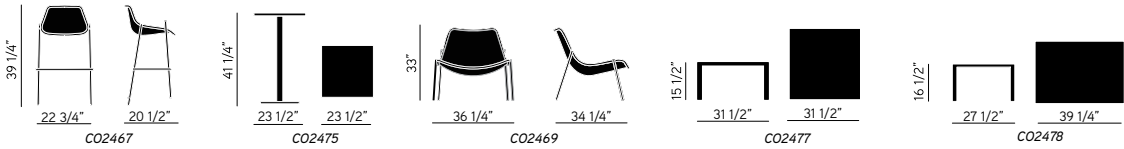
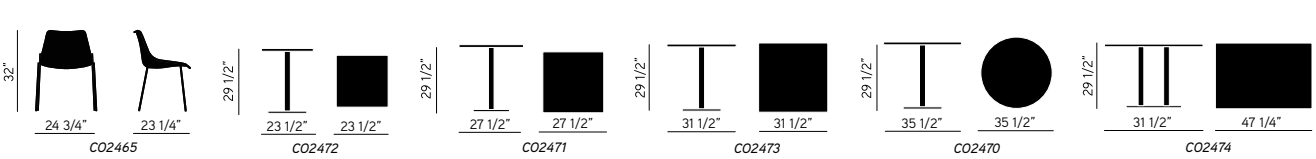
Outdoor Cushion Colors



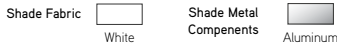
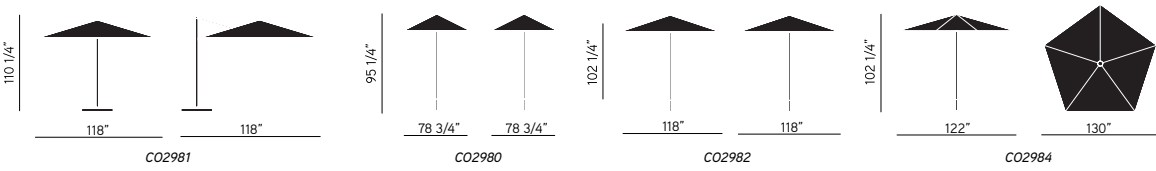
Ivy PaolaNavone



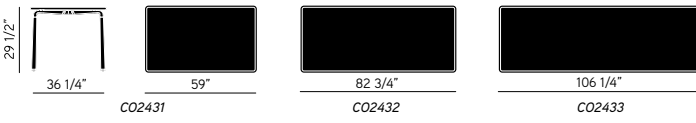
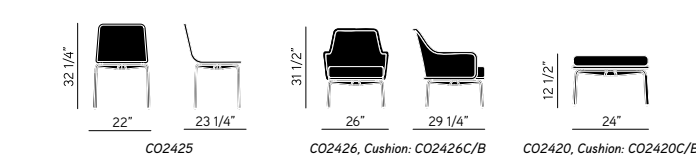
Round ChristophePillet



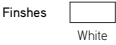
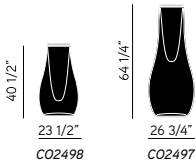
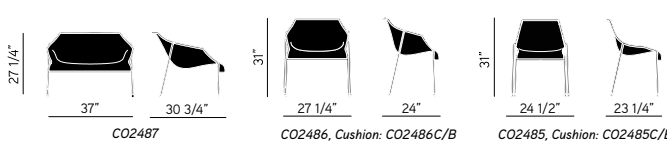
Shade Christophe Pillet



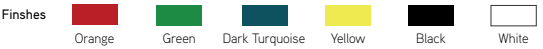
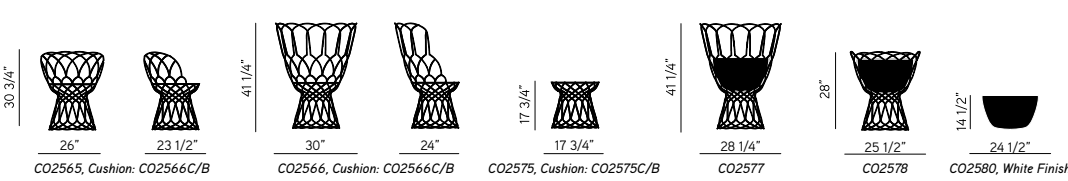
Cross RodolfoDordoni



Heaven Jean-MarieMassaud



Re-Trouvé PatriciaUrquiola



INSPIRATION,
EVERY DAY.