



## 75 Years of EMU Italian Outdoor Style Since 1951

There are stories that move across time without losing their identity, evolving with natural ease. EMU marks seventy-five of a journey defined by consistency, vision, and courage—a path that has transformed metal into emotion and outdoor living into a design language recognized worldwide.

Rooted in the heart of Umbria and deeply connected to its territory, the company has interpreted outdoor space not merely as an extension of architecture, but as a cultural place, a setting for relationships, and an authentic dimension of Italian living. Since its early days, EMU has been both a manufacturer and an interpreter of distinctive expertise in metalworking—a body of knowledge with deep roots, passed down from father to son, from generation to generation. The foundations of a vision capable of combining industrial discipline with aesthetic sensitivity. Steel and aluminum—bent, woven, protected, and colored—have been transformed into welcoming, lightweight, contemporary elements, while preserving their structural strength.

Over the decades, this design culture has written defining chapters in the history of outdoor design. Its collections have become timeless icons, internationally recognized and exported to over 85 countries. This achievement reflects not only its global reach, but also a consistent identity—one that moves across eras and trends while remaining true to itself.

With a pioneering spirit, EMU was among the first to introduce design into the outdoor furniture sector, initiating collaborations with some of the most authoritative Italian and international designers and architects. A continuous dialogue between industry and creativity that anticipates stylistic trends and redefines the relationship between object, architecture, and landscape.

For EMU, embracing change means shaping it, not chasing it. Evolving while staying true to its DNA, transforming memory into a contemporary language. The balance between past and future thus becomes a constant creative tension, guiding every design choice. Within this vision, quality, creativity, durability, and Made in Italy are not mere statements of intent, but tangible values intertwined with technological research and a controlled production chain, capable of ensuring excellence and responsibility. Sustainability—understood as respect for time and the environment—lies at the heart of this journey. The use of 100% recyclable materials, green energy in production processes, and continuous investment in technological innovation reflect a company that looks to the future with awareness, without ever severing its connection to its heritage.

In this ongoing journey, EMU defines outdoor spaces that welcome and inspire. Because outdoor is not a boundary, but a connection. And each collection is born with the same enduring ambition: to move across time with elegance, accompanying people in their moments of sharing, beauty, and freedom.

### Figures that reflect our strength:

- 75 years of history
- 140,000 sqm production site in Umbria, including 50,000 sqm covered
- 3,800 tons of raw materials used each year
- 450,000 pieces produced annually
- presence in 85 countries worldwide

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