



**Timeless Design.
Icons of Style.**

Designs that move across time: this is where the EMU story takes shape. Some creations go beyond simply existing—they become reference points, recognizable traces in memory, symbols of a sensibility that spans eras without losing its essence. A design icon is something that outlasts changing trends, that engages with those who observe and inhabit a space, conveying a sense of continuity and immediate, almost instinctive beauty, without the need for explanation. It is a universal visual language that speaks of elegance, balance, and identity, capable of transforming terraces, gardens, and shared spaces into meaningful and harmonious settings.

This vision shapes every EMU collection: each project is the result of a refined balance between manufacturing expertise and a contemporary approach, between tradition and research, between proportion and beauty. Every curve, every detail, every material is designed to endure, to settle into visual memory and into the culture of design, creating environments where everyday life becomes an aesthetic, harmonious, and recognizable gesture.

Among its most iconic pieces is the minimalist Mia, an urban seat defined by an essential and contemporary design. Alongside it, the timeless Round, the refined Re-Trouvé, the ethereal Heaven, and the sculptural Ivy represent design concepts that evolve over time without losing their identity. Each project reflects the dialogue between EMU's know-how and the vision of leading international designers, who have interpreted the brand's outdoor spirit through different yet coherent perspectives, contributing to a strong and enduring design language. Among them are Christophe Pillet, Patricia Urquiola, Jean-Marie Massaud, Paola Navone and Jean Nouvel.

Every curve carries meaning and history; every material conveys quality and memory; every form becomes a recognizable sign—a symbol of a timeless style. Outdoor thus becomes more than just a space to inhabit: it becomes a place of memory and connection, where design takes on an iconic quality and speaks to new generations in a contemporary language.

Ivy

2008

by Paola Navone

Re-trouvé

2008

by Patricia Urquiola

Heaven

2007

by Jean-Marie Massaud

Round

2007

by Christophe Pillet

Mia

2012

by Jean Nouvel

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