







## EMU's new collections highlight innovative expression at Salone

The Italian brand stepped into the 60th edition of Salone with new furniture designs developed in collaboration with Sebastian Herkner, LCM MARIN design studio and Andreucci&Höisl.

by STIRpad

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In an era where sustainability holds more pertinence than ever, Italian brand EMU, carries forward its fine Italian craftsmanship and a fierce innovative spirit backed by thorough research, presented their new creations at the much anticipated design event Salone 2022. The novelties that were a consequence of experimentation with an exploration of natural and sustainable material palettes were brought to life in collaboration with renowned international designers. The central character of this edition was Twins, born from the partnership of EMU with designer Sebastian Herkner. Moreover, the lineup also included a preview of the new director's chair Terra by LCM MARIN design studio, and the modular system Camaleon by Andreucci&Höisl.



Twins collection is an interplay of materials  
Image: Courtesy of EMU



Twins collection suits both indoor and outdoor ambiances  
*Image: Courtesy of EMU*

The Twins collection by Sebastian Herkner is an interplay of materials; it contains two twin versions, each with its own identity. The first version, simple and natural, is made of 100% FSC teak, and the other, rare and authentic, is an intriguing amalgamation of teak and aluminium. The highlight of the collection was the ability to uplift the softness of wood by keeping its angularity at bay through a continuous line concept, resulting in a chair design with a meandering silhouette. Blurring the boundaries between interiors and exteriors, the holistic collection creates perfect settings by thoughtfully interweaving materials, products, designs, and styles. Twins encapsulated dining chairs with and without armrests, lounge armchairs, sofas, and tables, as well as a wide range of fabrics and upholstery that can customise seats and backrests.



Terra is a generously sized director's armchair  
*Image: Courtesy of EMU*



Terra seamlessly blends into different environments  
*Image: Courtesy of EMU*



Terra by LCM Marin Design Studio, is a new pragmatic and multi-functional director's armchair finished with a coordinating footrest. The universal and enchanting composition suits any environment and seamlessly eases into the most varied mix and matches with other collections. A folding armchair epitomising functionality and comfort, complements both dining and living ambience, both outdoor and indoor. "I imagined seeing the Earth from a privileged point of view. Terra is a large-sized folding armchair, which can migrate from the sea to the land, from the inside to the outside, and vice versa. Design, lightness, sturdiness, and choice of materials are its peculiarities," share the studio in a statement.



Camaleon by Andreucci & Hoisl is a customisable modular system  
Image: Courtesy of EMU



The design allows multiple configurations  
Image: Courtesy of EMU

Camaleon is a multifunctional and customisable modular design designed by Andreucci&Hoisl. Borne out of a consequence of the overlapping structures, the design allows the user to create multiple configurations, thus obtaining planters, containers, dividers, and shelves in metal and teak. Both the number and type of the individual elements that will partake in the arrangements can be chosen depending on the requirements. Lastly, the coupling systems between the structures ensure stability in any situation.



Coupole chair and Coupole bar stool  
Image: Courtesy of EMU

Structured in iron, seat and backrest in deep-drawn sheet steel with deep-drawn slots. Coupole is another seating design recently evolved by EMU design. Showcasing leg

elements that will partake in the arrangements can be chosen depending on the requirements. Lastly, the coupling systems between the structures ensure stability in any situation.



Coupole chair and Coupole bar stool  
Image: Courtesy of EMU

Structured in iron, seat and backrest in deep-drawn sheet steel with deep-drawn slots, Coupole is another seating design recently evolved by EMU design. Showcasing leg bottoms in nylon, spacers in PVC, MIG welded structure and seat and a brazed backrest, the chair and bar stool are donned in thermosetting polyester powder coating. The chairs are stackable up to eight pieces, whereas the stools are stackable up to two pieces



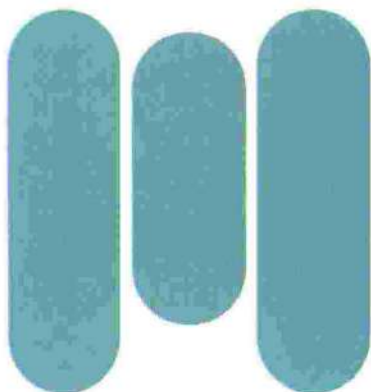
Coupole bar stool by EMU design  
Image: Courtesy of EMU

With its roots set deep in Italian craftsmanship and culture, and over 70 years of history, EMU has amplified an international awareness that makes its [furniture designs](#) a good fit for every situation, in both the business and the private sector or in environments that speak of different styles, across the globe. Distinguished international designers work with EMU on the creation of its collections, stimulating an exchange of experience and ideas to best interpret style trends, contributing to their distribution and consolidating their position in their realm of expertise. Always paying heed to people's well-being and respect for the environment, EMU offers timeless furnishings that are meticulously designed and manufactured, embodying sustainability, and unique for their versatility and aesthetic and functional quality.

*STIR takes you on a Milanese sojourn! Experience Salone del Mobile and all the design districts - 5vie, Brera, Fuorisalone, Isola, Zona Tortona, and Durini - with us. STIR's coverage of [Milan Design Week 2022](#). Meanwhile in Milan showcases the best exhibits, moods, studios, events, and folks to look out for. We are also excited to announce our very own STIR press booth at Salone del Mobile - Hall 5/7 S.14, Fiera Milano RHO.*

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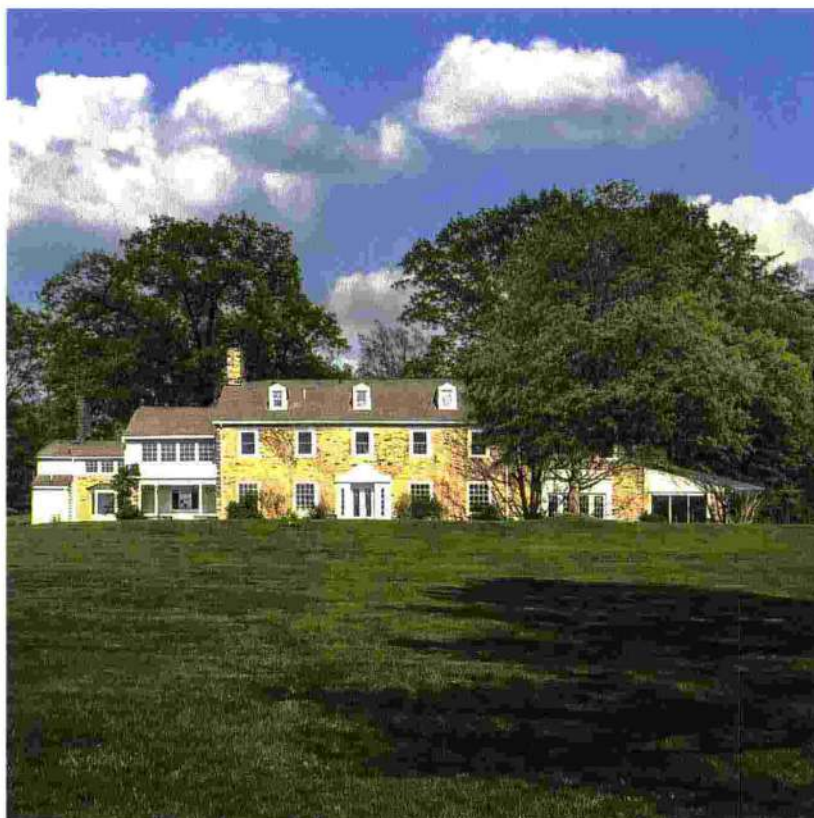
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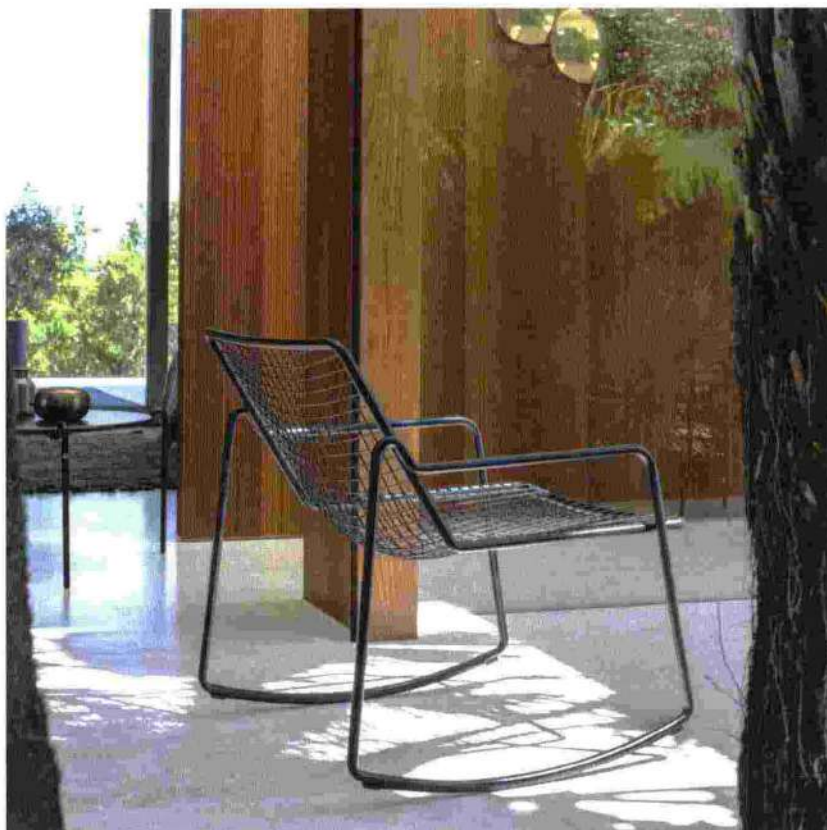


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Rio R50 Rocking Lounge Chair

An emu icon is back to celebrate its 50th anniversary. The reinvented Rio R50 essential style is timeless. The ergonomic mesh creates the perfect balance between comfort and aesthetics. Suitable for indoor and outdoor spaces, this collection includes dining chairs, lounge, barstool, rocking chair and coffee table, RioR50 collection, designed by Anton Cristell and Emanuel Gargano.

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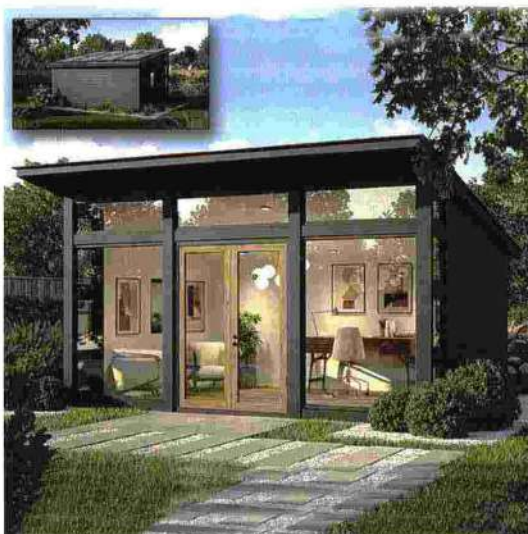


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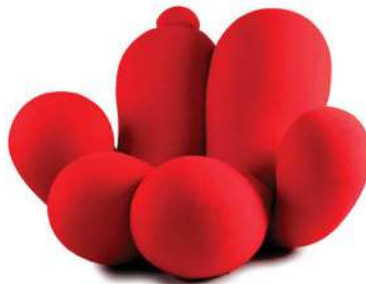
These products strike us as to employ the imagination, from Laura Bohinc's curvaceous forms to a gravity-defying pendant by Ferruccio Laviani.

#### Crochet Trio by Clara von Zweigbergk for **Gan**



Clara color blocks by the Swedish designer pattern and rope stitched together into a long runner, pushing the boundaries of what's possible with crocheted wood planks.

#### Big Girl by Laura Bohinc of **Bohinc Studio**



Curvaceous and cozy yet bold and adventurous, the firm padded forms of the scarlet wool-upholstered armchair cling the body of its inhabitant in the warmest embrace.

#### Cleo by Vincent Van Duysen for **Molteni&C**



Want to veg out in style? The curvilinear shell of this modular sectional with loose pillows looks good from all angles—place it in the

#### Twins by Sebastian Herkner for **Emu**



The two pieces in this lounge chair set look alike, but their materials are different: One is FSC-certified teak, the other incorporates Emu's signature aluminum with the wood.