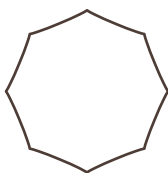




CREMA[®]
outdoor atelier



CREMA[®]
outdoor atelier

A few days in the lagoon

Isola delle Rose | Venezia







ICONIC PAGODA

ICONIC PAGODA: Ø 240 cm_canvas col. am6/20 and col. am6/119_border col. 926

iconic PAGODA



elegante ombrellone da spiaggia in stile orientale.
Il pomolo in alluminio anodizzato svetta su una struttura
robusta ma leggiadra data da stecche curve antivento
per finire su balze dalle forme morbide.

elegant beach umbrella with an oriental design. The
anodized aluminum pomel stands out on a robust but
graceful structure given by windproof curved ribs to end
up on flounces with soft shapes.

eleganter Sonnenschirm im orientalischen Stil. Der Knopf
aus eloxiertem Aluminium zeichnet sich durch eine
robuste, aber anmutige Struktur aus, die aus gekrümmte
Windschutzstreben und Volants mit sanften Formen
besteht.





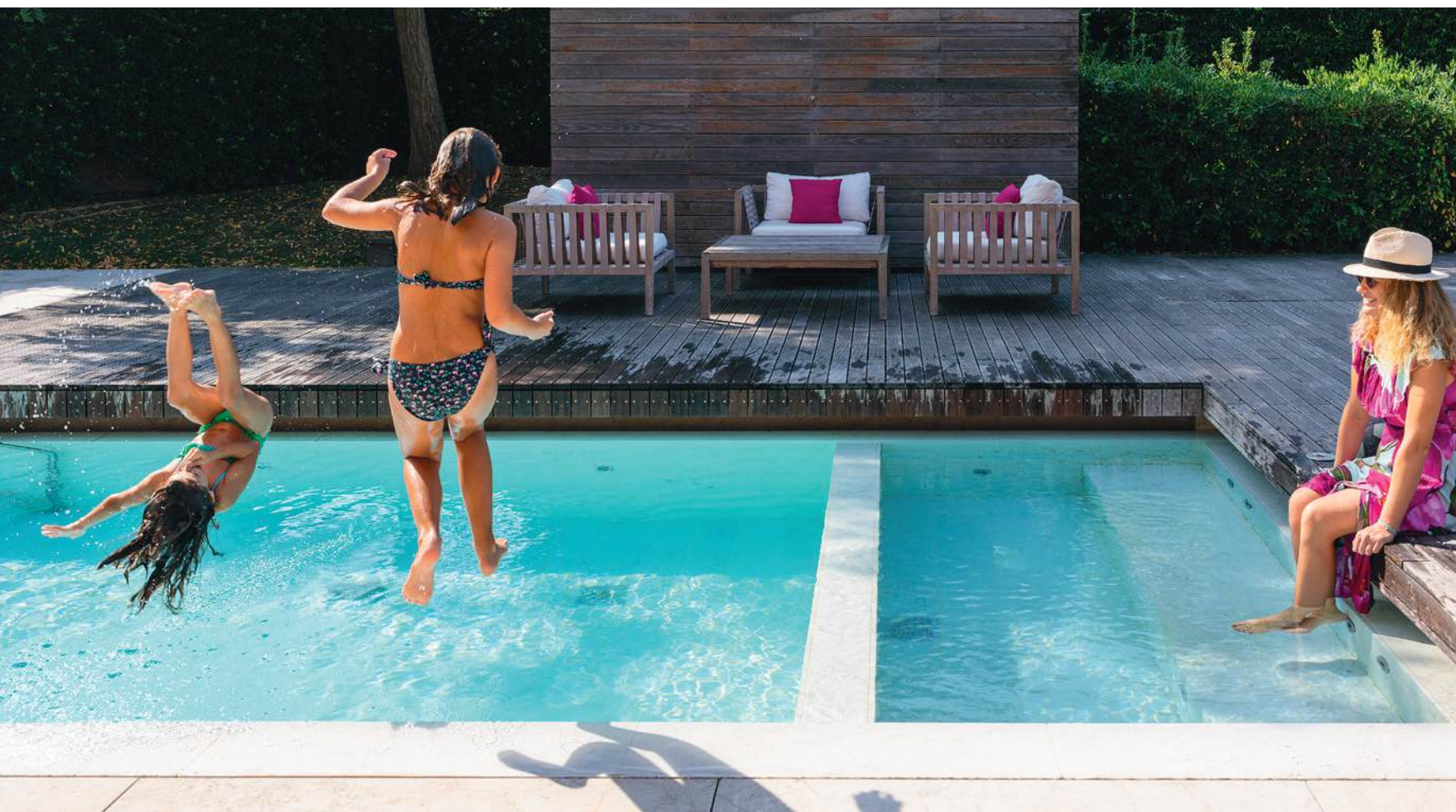
ICONIC PAGODA



GANIMEDE ^{evo}

GANIMEDE EVO: 300x300 cm _canvas col. 7548 _border col. 15/1
CASTORE: textile col. 0108 _TRO fabric
URANO COCKTAIL: 50x70 cm





ombrellone telescopico automatico che unisce le linee morbide della linea Arborea alle esigenze di robustezza e funzionalità grazie ad un'anima tecnologicamente evoluta. Il controllo della movimentazione e dell'illuminazione LED è affidato al radiocomando o ad un sistema domotico.

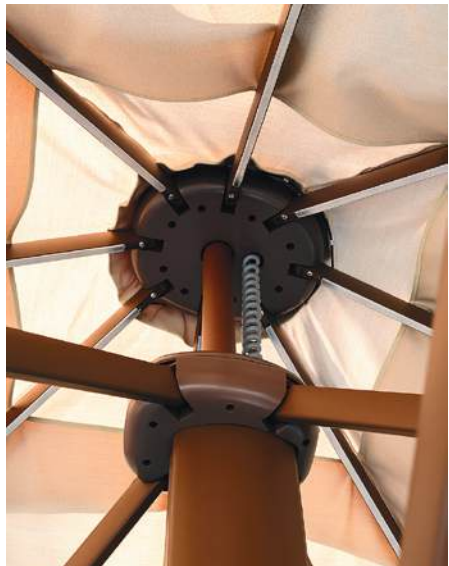
automatic telescopic parasol which combines the soft lines of the Arborea collection to the needs of robustness and functionality thanks to a technologically advanced soul. The control of the movement and of the LED lighting is entrusted either to the radio remote control or to a domotic system.

automatischer Teleskopsonnenschirm, der die weichen Linien der Arborea-Linie dank einer technologisch fortschrittlichen Seele mit den Anforderungen an Robustheit und Funktionalität kombiniert. Die Steuerung der Bewegung und der LED-Beleuchtung wird entweder der Funkfernbedienung oder einem Domotiksystem anvertraut.



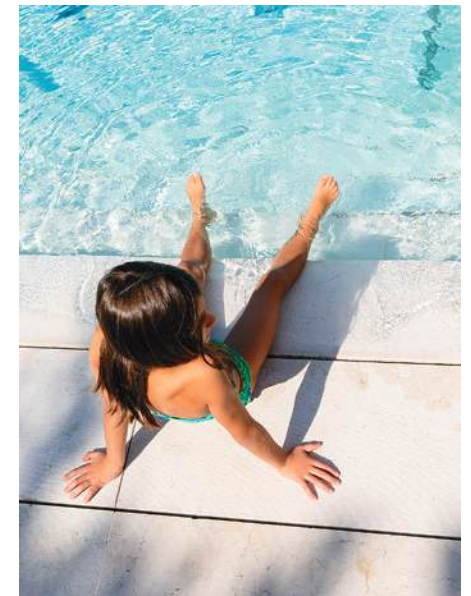
GANIMEDE EVO
CASTORE
URANO COCKTAIL



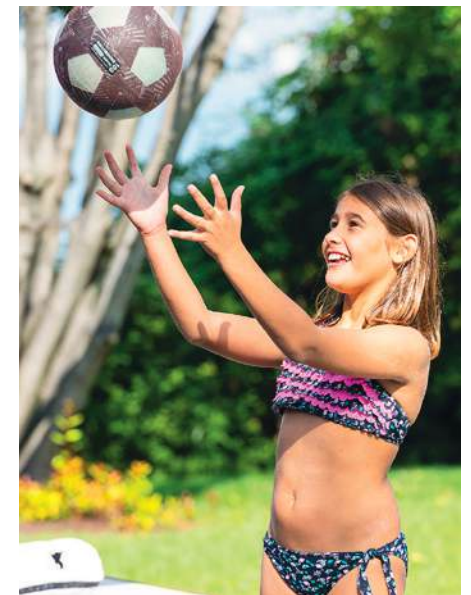


ARBOREA
nature's breath collection





GANIMEDE EVO



EOS



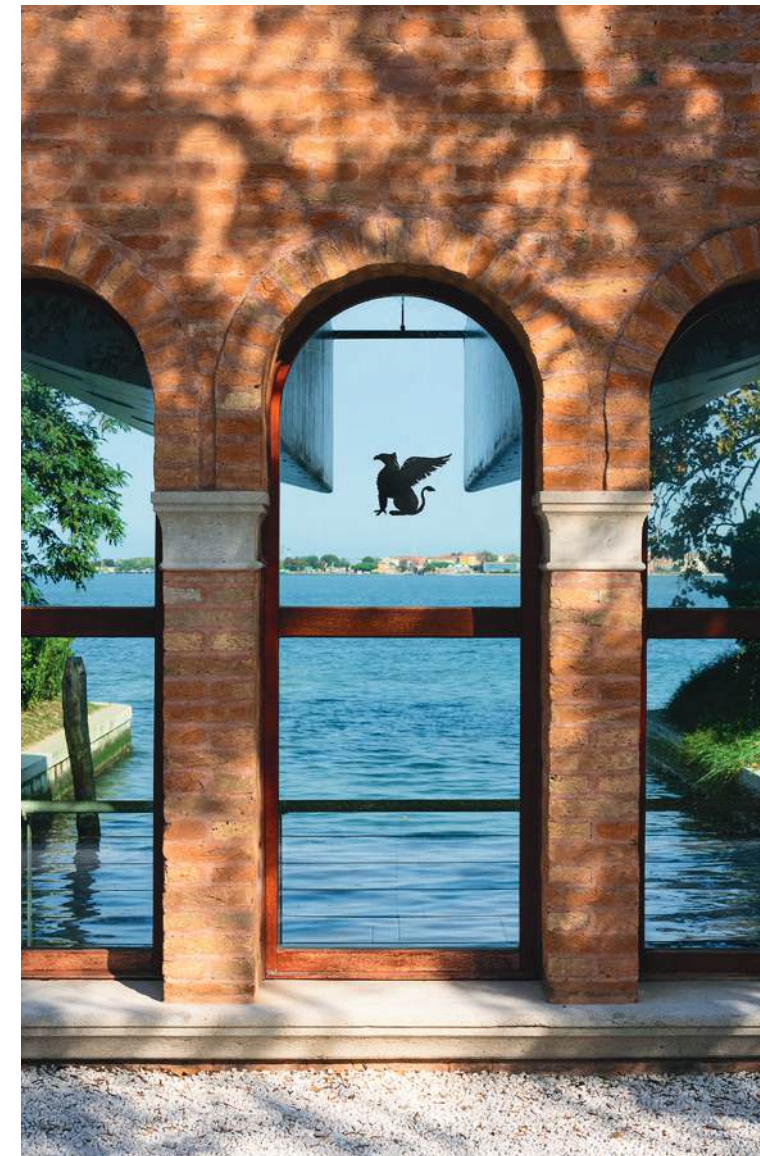


EOS
ULISSE DESIGN

EOS: 250x250 cm_canvas col. am6/20_border col. 15
ULISSE DESIGN: textilene col. 0108 fabric



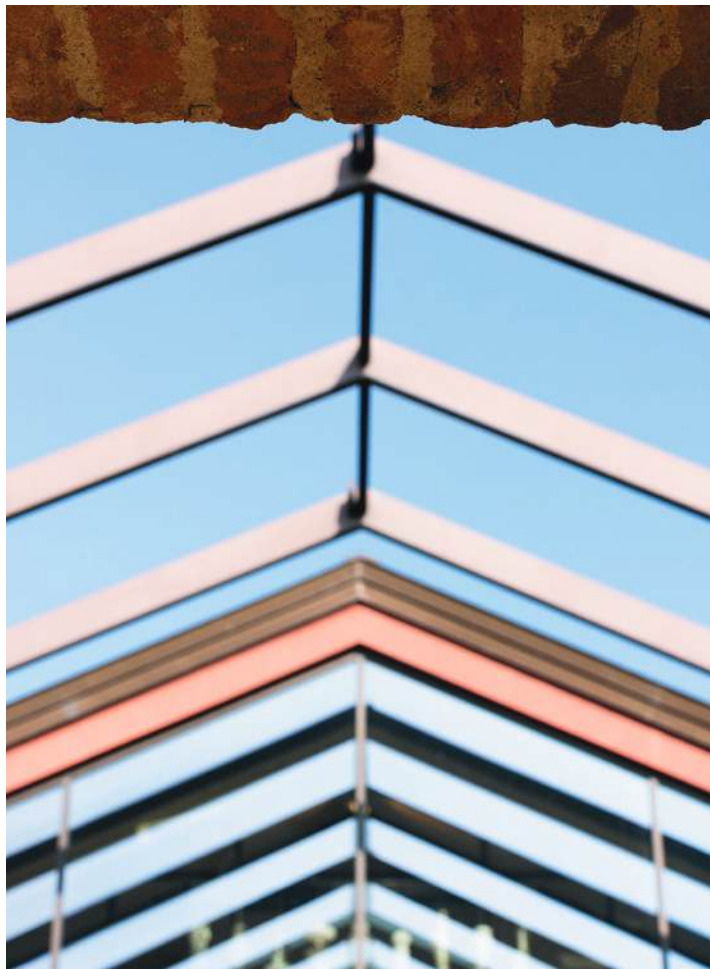




PAN ^{evo}

PAN EVO: 300x300 cm, canvas col. 8201, border col. 7
SILENO: frame col. corten, top col. grey
SILVA: frame col. corten, cushion col. am6/20





l'ombrellone capostipite della linea Arborea, ispirata alla natura, viene proposto nella sua naturale evoluzione tecnologica con controllo della movimentazione e dell'illuminazione LED tramite radiocomando o sistema domotico. Il sensore del vento disponibile tra gli optional per la protezione.

the parasol founder of the line Arborea, inspired by nature, is proposed in its natural technological evolution with the control of the movement and of the LED lighting entrusted either to the radio control or to a domotic system. The wind sensor is available among the options for protection.

der Sonnenschirm-Gründer der Linie Arborea, inspiriert von der Natur, wird in seiner natürlichen technologischen Entwicklung mit der Kontrolle der Bewegung und der LED-Beleuchtung vorgeschlagen, die entweder der Funkfernbedienung oder einem Domotiksystem anvertraut ist. Der Windsensor ist unter den Schutzoptionen erhältlich.



PAN EVO
SILENO
SILVA









PAN EVO
SILENO
SILVA

ATLANTE

ATLANTE: 500x500 cm_canvas col. 7548_border col. 15/1





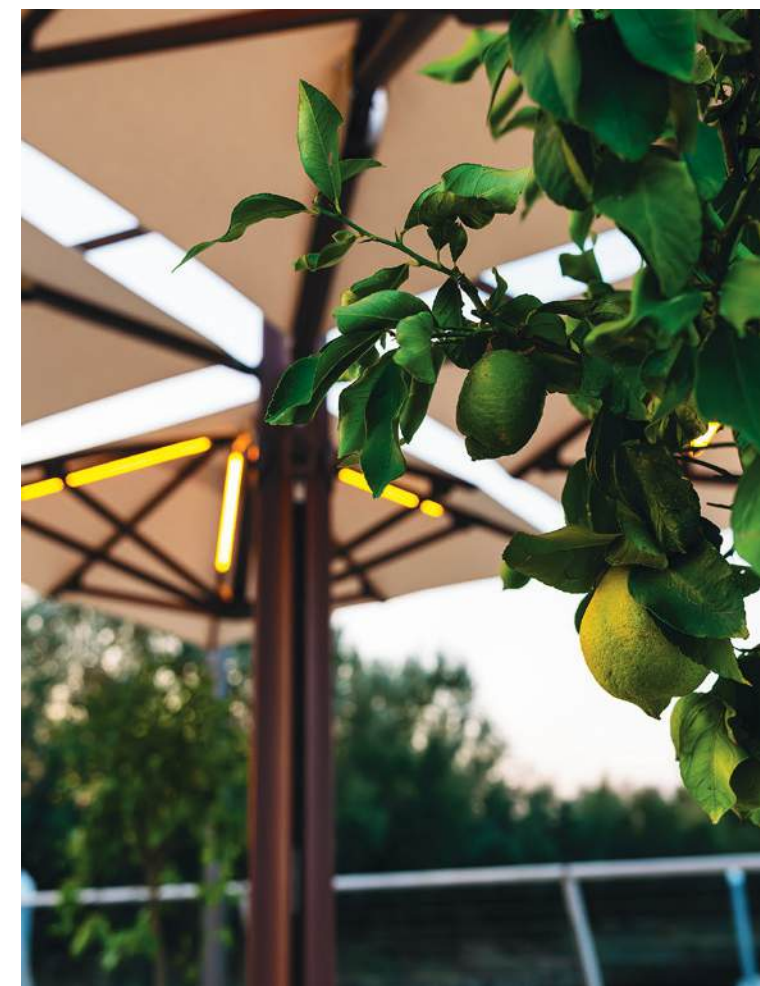
ombrellone multiplo a 2 o 4 ombrelloni retrattili arricchisce la linea Arborea rendendo possibile il dialogo tra un prodotto di dimensioni generose e le linee morbide che caratterizzano la natura che lo circonda. L'apertura di ciascun ombrello avviene tramite maniglia ed è agevolata dalla molla a gas.

this multi cantilever parasol with 2 or 4 umbrellas enriches the line Arborea and makes possible the dialogue between a product of generous dimensions and the soft lines that characterize the surrounding nature. Each umbrella is opened by means of a handle and the opening process is made easier by a gas spring.

dieser Multi-Ampelschirm mit 2 oder 4 Schirmen bereichert die Linie Arborea und ermöglicht den Dialog zwischen einem Produkt von großzügigen Abmessungen und den weichen Linien, die die umliegende Natur charakterisieren. Jeder Schirm wird mit einem Griff geöffnet und der Öffnungsvorgang wird durch eine Gasfeder erleichtert.



ATLANTE
URANO BENCH





ATLANTE
URANO BENCH





A tiny lake suspended in time

Bressanone | Bolzano



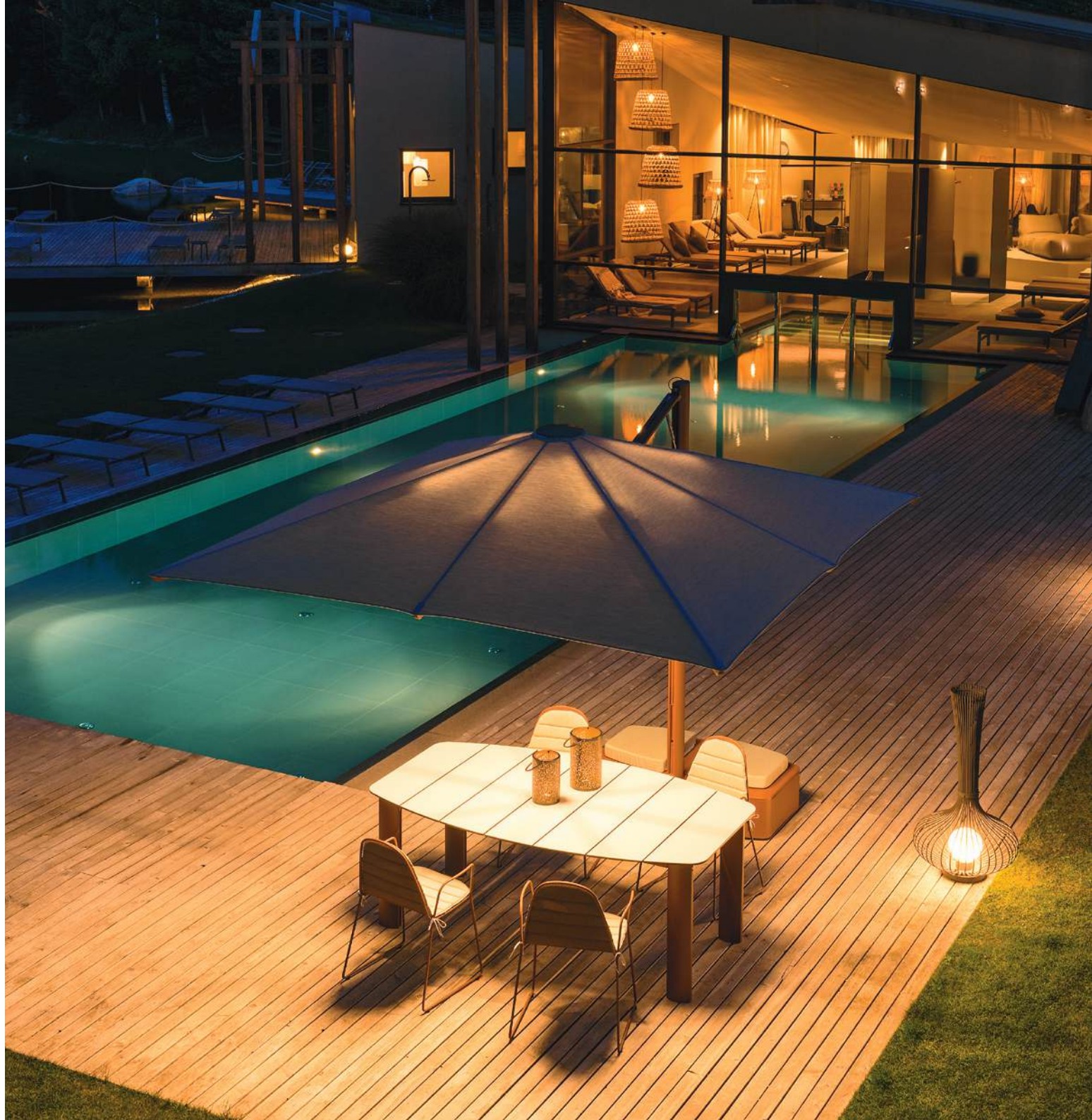
PAN

come il dio che regna nei boschi, così l'ombrellone PAN troneggia sull'ambiente circostante e ne esalta la bellezza. Come seguito fedele, lo accompagnano la sedia SILVA e il tavolo SILENO.

like the god reigning in the woods, so the parasol PAN dominates the surrounding environment and enhances its beauty. As a faithful sequel, the chair SILVA and the table SILENO follow it.

wie der Gott, der im Wald regiert, dominiert der Sonnenschirm PAN die Umgebung und verstärkt deren Schönheit. Als treue Begleiter folgen ihm der Stuhl SILVA und der Tisch SILENO.

PAN: 300x300 cm canvas col. 0001_border col. 15
SILENO: frame col. corten_top col. grey
SILVA: frame col. corten_cushion col. am6/20







SILENO SILVA

SILENO è un tavolo che si fa notare subito per eleganza e stile grazie a linee morbide e materiali interessanti. L'ampio piano dalla forma ovale è realizzato in splendide doghe di laminato HPL disponibili in 3 varianti colore che gli conferiscono carattere e personalità. La struttura di sostegno è in alluminio verniciato opaco sorretta da gambe ovali, segno distintivo della collezione ARBOREA.

the table SILENO immediately stands out for its elegance and style thanks to soft lines and interesting materials. The large oval-shaped top is made of beautiful HPL laminate slats available in 3 colours that give it character and personality. The support structure is in matt varnished aluminium supported by oval legs, the distinguishing mark of the collection ARBOREA.

der Tisch SILENO fällt sofort durch Eleganz und Stil dank seiner weichen Linien und interessanten Materialien auf. Die große ovale Oberfläche besteht aus wunderschönen HPL-Laminatlatten, die in 3 Farben erhältlich sind und ihm Charakter und Persönlichkeit verleihen. Der Rahmen aus matt lackiertem Aluminium, das von ovalen Beinen getragen wird: das entspricht dem echten Wahrzeichen der Kollektion ARBOREA.





i requisiti fondamentali per una sedia sono da sempre estetica e comodità e la sedia SILVA li soddisfa entrambi con i suoi tratti distintivi. La struttura tubolare in acciaio va ad incorniciare seduta e schienale dalla trama geometrica e offre all'ospite l'ulteriore comodità del bracciolo. La leggerezza delle linee si accompagna alla robustezza del materiale impiegato per un'esperienza di comfort e affidabilità.

the fundamental requirements for a good chair have always been aesthetics and comfort and the chair SILVA satisfies both of them with its distinctive features. The tubular steel structure frames the seat and back with a geometric texture and offers additional comfort thanks to their armrest. The lightness of the lines together with the strength of the material used become an experience of comfort and reliability.

die Grundvoraussetzungen für einen Stuhl sind schon immer Ästhetik und Komfort: Der Stuhl SILVA erfüllt beide mit seinen besonderen Merkmalen. Die Stahlrohrstruktur umrahmt den Sitz und die Rückenlehne mit einer geometrischen Textur und bietet dem Gast den zusätzlichen Komfort der Armlehnen. Die Leichtigkeit der Linien wird mit der Stärke des verwendeten Materials kombiniert, um Komfort und Zuverlässigkeit zu liefern.







A privileged retreat,
urban chic design on the lake

Lago di Garda | Gardone Riviera | Brescia





ADONE

ombrellone gigante scelto dal settore HO.RE.CA. che ricerca grandi coperture, solidità, affidabilità, funzionalità, design moderno uniti a personalizzazione in termini di dimensioni, colori e accessori.

telescopic giant parasol chosen by the HO.RE.CA. that requires big coverage, solidity, reliability, functionality, modern design combined with customization in terms of dimensions, colours and accessories.

riesengroßer Teleskop-Sonnenschirm von HO.RE.CA. ausgewählt. Sie streben nach großer Bedeckung, Robustheit, Zuverlässigkeit, Funktionalität, modernem Design und Personalisierung in Bezug auf Abmessungen, Farben und Zubehör.





URANO

collezione moderna dove doghe e linee diventano protagonisti. Il tavolo URANO DINNER rettangolare insieme ad ampie panche URANO BENCH sono ideali per pranzi e cene all'aperto di stile. Il tavolino URANO COCKTAIL, disponibile in tre misure, è leggero ma robusto per essere spostato con estrema facilità, ricreando ogni volta ambientazioni diverse e vivaci.

modern collection where slats and lines become protagonists. The rectangular table URANO DINNER together with its large benches URANO BENCH are ideal for outdoor lunches and dinners with style. The small table URANO COCKTAIL, available in three sizes, is light but sturdy to be moved very easily, recreating different and lively settings every time.

moderne Kollektion, in der Latten und Linien Protagonisten werden. Der rechteckige URANO DINNER zusammen mit den großen Bänken URANO BENCH eignet sich ideal für stilvolle Mittagessen und Abendessen im Freien. Der Beistelltisch URANO COCKTAIL ist in drei Größen erhältlich. Es ist leicht, aber robust und sehr einfach zu bewegen, wodurch jedes Mal andere und lebendige Einstellungen wiederhergestellt werden.





CASTORE POLLUCE





letti king-size con schienale regolabile in quattro posizioni, sono veri e propri letti da esterno in grado di offrire il massimo del comfort. Le forme lineari e il design contemporaneo li rendono perfetti per ogni stile d'arredo.

king-size sunbeds with backrest adjustable to four positions, are real outdoor beds able to offer maximum comfort. The linear shapes and contemporary design make them perfect for any style of furniture.

Kingsize-Betten mit verstellbarer Rückenlehne in vier Positionen sind wirkliche Outdoor-Betten, die maximalen Komfort bieten. Die linearen Formen und das zeitgemäße Design machen sie perfekt für jeden Möbelstil.





POSEIDON
TITONE
ULISSE DESIGN



ZEFIRO

la forma quadrangolare supera il concetto di ombrellone da spiaggia tradizionalmente rotondo giocando con la bicromia degli spicchi dal grande impatto scenico.

the quadrangular shape goes beyond the traditional concept of a round beach umbrella playing with two-colour segments for a great scenic impact.

die viereckige Form übertrifft das Konzept eines traditionell runden Sonnenschirms, der mit den zweifarbigem Segmenten spielt, die einen schönen Effekt erzielen.



Summer minimalist view

Merlara | Padova



DIOMEDE

ombrellone a braccio retrattile scelto per le forme eleganti ed essenziali unite alla praticità di un ombrellone le cui dimensioni e robustezza strutturale non lasciano dubbi per usufruire al meglio dello spazio sottostante e ridurre gli ingombri.

retractable cantilever parasol appreciated for its elegant and essential shape as well as usability. Its dimension and structural robustness leave no doubt to take advantage of the space below reducing the overall dimensions.

einziehbarer Ampelschirm für die eleganten und essentiellen Formen ausgewählt. Sie kombinieren sich mit der Zweckmäßigkeit eines Sonnenschirms, dessen Abmessungen und strukturelle Robustheit keinen Zweifel lassen, um den Raum darunter auszunutzen und die Gesamtabmessungen verringern.





GIANO

letto matrimoniale king-size con schienale regolabile in 4 posizioni con pratico portaoggetti centrale per offrire agli ospiti momenti di puro relax in una piacevole spa o all'ombra dei nostri ombrelloni e gazebi.

king-size double bed with backrest adjustable to 4 positions equipped with practical table in the middle to offer guests moments of pure relaxation in a pleasant spa or in the shade of our parasols and gazebos.

Kingsize-Doppelbett mit 4-fach verstellbarer Rückenlehne und praktischem Objektträger in der Mitte, um den Gästen Momente purer Entspannung in einem angenehmen Spa oder im Schatten unserer Sonnenschirme und Pavillons zu bieten.



LEUCOS

LEUCOS: 300x400 cm_sliding curtain col. 7559





elegante gazebo dall'uso versatile pensato per stabilimenti balneari, lounge bar, bufets, zone massaggi, vip area in grado di cambiare la destinazione d'uso in base all'arredamento scelto.

elegant gazebo for any use designed for beach resorts, lounge bars, buffets, massage areas, VIP areas that can change the use according to the chosen furniture.

eleganter Pavillon für den vielseitigen Einsatz, der für Badeanstalten, Loungebars, Buffets, Massagebereiche und VIP-Bereiche konzipiert ist, in denen das Verwendungsziel je nach gewähltem Mobiliar geändert werden kann.



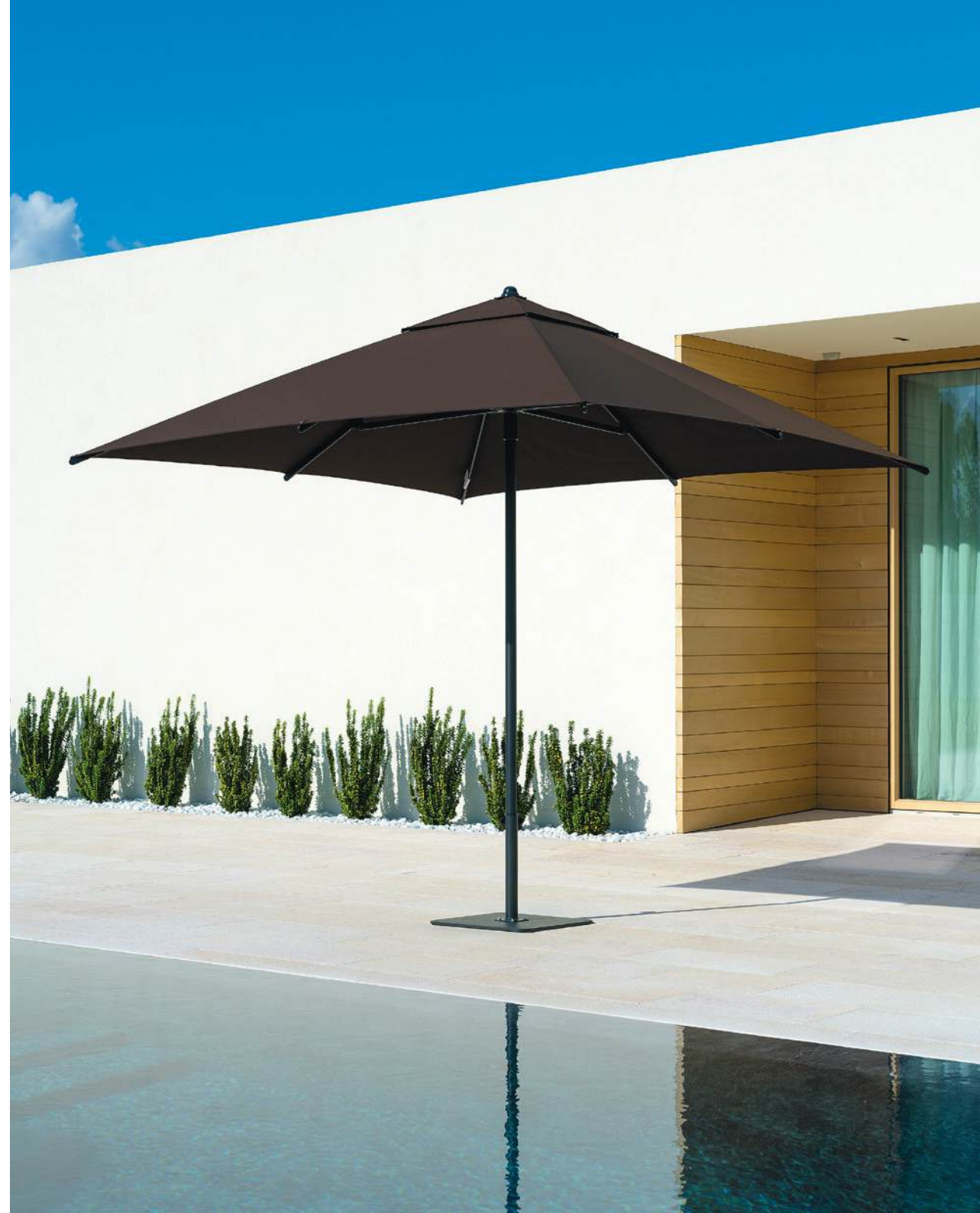


EOS

ombrellone deluxe per la spiaggia e la piscina disponibile in forma quadrata e rotonda. Il design minimal, le dimensioni importanti e la facile chiusura lo rendono l'ombrellone adatto ad arredare ambienti di prestigio per un comfort ottimale.

deluxe beach and pool umbrella available in square and round shape. The minimal design, the large dimensions and the easy closure make it the ideal umbrella for optimal comfort in prestigious locations.

Deluxe Sonnenschirm für Strand und Schwimmbad in quadratischer und runder Form erhältlich. Das minimale Design, die großen Abmessungen und der einfache Verschluss machen es zum richtigen Sonnenschirm, um prestigeträchtige Bereiche für optimalen Komfort einzurichten.





CARIDDI

ombrellone tradizionale da piscina leggero e funzionale scelto da un pubblico dinamico che ricerca un prodotto facile da spostare e da inclinare.

traditional, light and functional pool umbrella chosen by a dynamic public that is looking for a product that is easy to move and tilt.

traditioneller leichter und funktionaler Schwimmbad-Sonnenschirm, von einer dynamischer Kundschaft ausgewählt, die ein Produkt sucht, dass sie einfach bewegen und neigen kann.





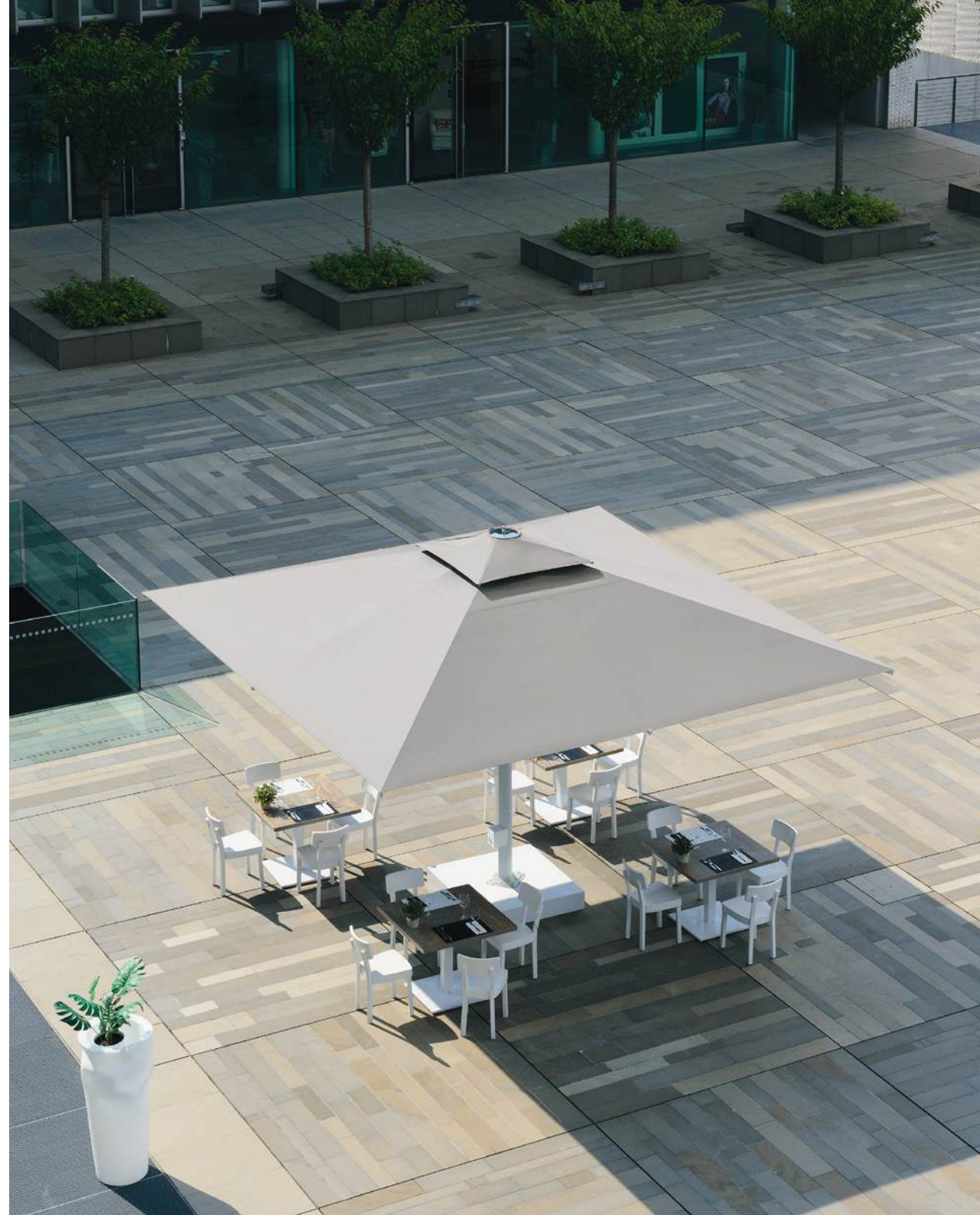
ULISSE

ULISSE: textilene col. 5194 fabric

Volumes, lines, lights

Padova

ADONE ^{evo}





ADONE EVO



ombrellone gigante, automatico e moderno che unisce esigenze di robustezza e funzionalità ad un'anima tecnologicamente avanzata con controllo di apertura, chiusura e illuminazione LED tramite pulsantiera e radiocomando.

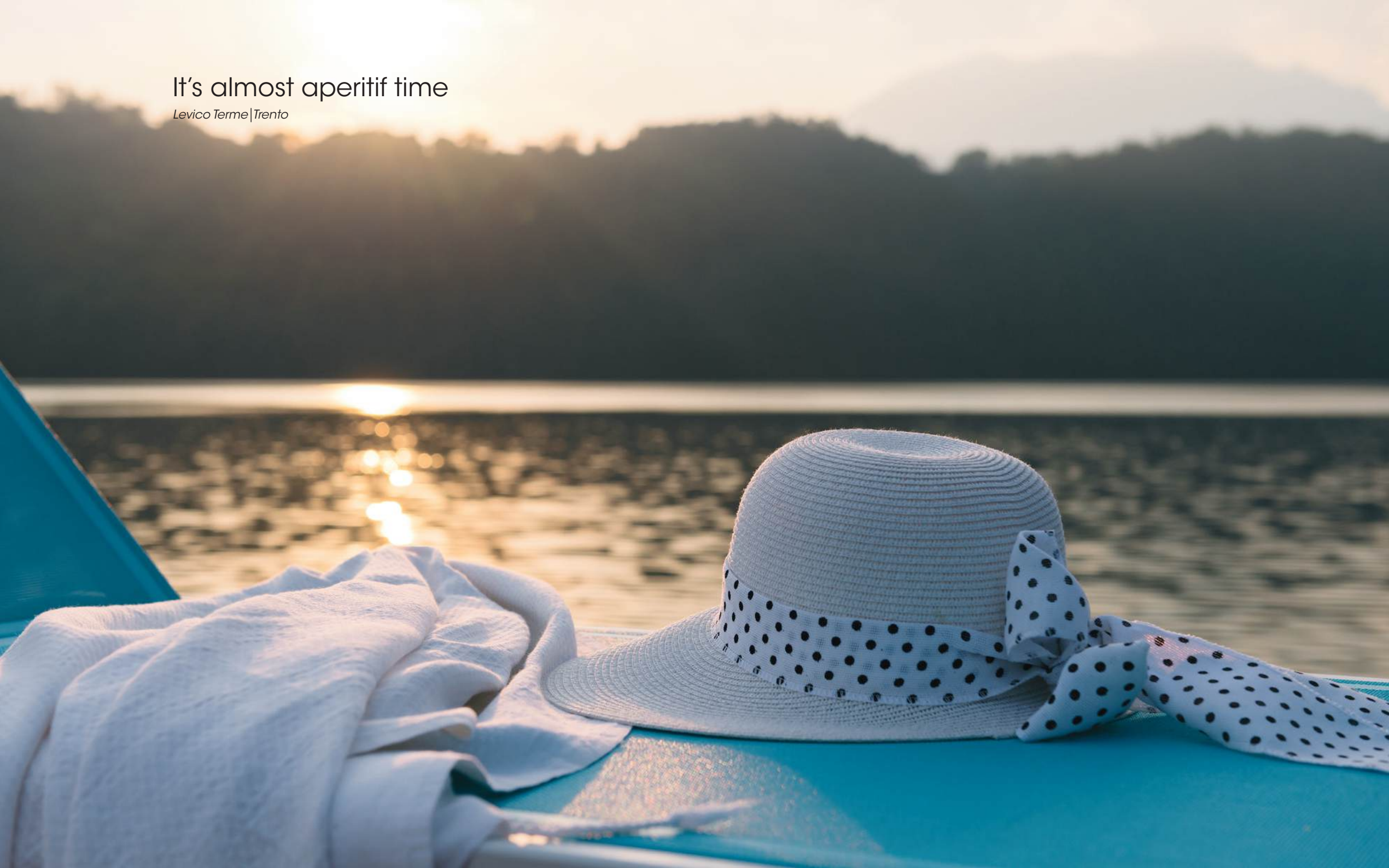
modern automatic giant parasol that combines robustness and functionality with a technologically advanced soul with opening, closing and LED lighting control through push-button panel and remote control.

moderner und großer Elektro-Sonnenschirm, der das Bedürfnis nach Robustheit und Funktionalität mit einer technologisch fortschrittlichen Seele verbindet. Die Regulierung des Öffnens, Schließens und der LED-Beleuchtung erfolgt durch Bedienfeld und HF Fernbedienung.



It's almost aperitif time

Levico Terme | Trento



EOS

EOS: Ø 300 cm _canvas col. amó/111 _border col. 71
ULISSE DESIGN: textilene col. 4219 fabric





ULISSE DESIGN

lettino da piscina caratterizzato da forma armoniosa e contemporanea che contribuisce a donare originalità ad ambienti di ogni tipo dalla piscina, alla spa fino agli ampi spazi verdi di hotel e resort.

sunbed characterized by a harmonious and contemporary shape that contributes to give originality to any location, from the swimming pool, to the spa to the large green areas of hotels and resorts.

eine Schwimmbad-Sonnenliege, die sich durch eine harmonische und zeitgemäße Form auszeichnet und dazu beiträgt, Räumen aller Art, vom Schwimmbad über das Spa bis zu den großen Grünanlagen von Hotels und Resorts, Originalität hinzugeben.





MINOSSE
ORIONE BAR
FEBE



MINOSSE
ORIONE BAR
FEBE





132



URANO BENCH
URANO DINNER



133



A sunny villa hanging over the sea

Albisola|Savona



NARCISO

NARCISO

ombrellone rotondo senza balza dallo stile equilibrato. I suoi tratti puliti e lineari impreziosiscono qualsiasi ambiente con eleganza.

round beach umbrella without flounce with a harmonious style. Its refined and linear features enhance any place with elegance.

runder Sonnenschirm ohne Volant mit ausgewogenem Stil. Seine klaren und geradlinigen Merkmale verschönern jeden Raum mit Eleganz.





ZEFIRO
ULISSE
ICARO





PEGASO
ULISSE
ICARO

ULISSE ICARO

lettino tradizionale scelto da piscine e stabilimenti balneari per la sua struttura in alluminio, pratico, impilabile, leggero ma al tempo stesso robusto e destinato a durare nel tempo anche in seguito ad un impiego prolungato ed intenso.

traditional sunbed chosen by swimming pools and beach establishments for its aluminium structure, practical, stackable, light but at the same time robust with the aim of lasting over time even after prolonged and intense use.

traditionelle Sonnenliege, die von Schwimmbädern und Strandbädern wegen ihrer Aluminiumstruktur gewählt wird, praktisch, stapelbar, leicht, aber gleichzeitig robust, mit dem Ziel, auch nach längerem und intensivem Gebrauch über die Zeit zu halten.

materassino che consente di rendere ancora più piacevole trascorrere momenti di relax sul lettino prendisole. La ricca scelta di colori permette l'abbinamento con gli ombrelloni o con gli altri elementi di arredo della piscina o del terrazzo.

mattress that makes it even more pleasant to spend relaxing moments on the sunbed. The wide choice of colours allows the combination with the umbrellas or with the other furniture elements of the pool or the terrace.

matratze, die es noch angenehmer macht, entspannende Momente auf der Sonnenliege zu verbringen. Die große Auswahl an Farben ermöglicht die Kombination mit den Sonnenschirmen oder mit den anderen Einrichtungselementen des Schwimmbades oder der Terrasse.



ELIO

ombrellone a palo centrale scelto per la sua semplicità di impiego. La struttura leggera e maneggevole lo rende adatto per un aperitivo o per un pranzo veloce bordo piscina.

centre pole parasol chosen for its usability. The light and handy structure makes it excellent for a cocktail or a quick lunch by the pool.

Mittelmast-Sonnenschirm aufgrund seiner Benutzerfreundlichkeit ausgewählt. Die leichte und handliche Struktur eignet sich für einen Aperitif oder ein schnelles Mittagessen am Schwimmbad.



ELIO

An exclusive
location on the Adriatic coast

Porto Piccolo | Sistiana | Trieste



OLIMPO

OLIMPO: 600x600 cm_canvas col. 7548 border col. 15/1_canvas col. U171 border col. 97







OLIMPO

ombrellone multiplo con 2 o 4 ombrelloni in grado di creare comode soluzioni rettangoli, ideale per spazi lunghi e stretti nella versione a braccio o aree quadrate più ampie nella versione a palo centrale.

multi cantilever parasol with 2 or 4 umbrellas to create comfortable rectangular solutions, ideal for long and narrow areas in the side pole version or wider square areas in the central pole version.

Multi-Sonnenschirm mit 2 oder 4 Schirmen für bequeme rechteckige Lösungen. Er ist ideal für lange und enge Bereiche in der Ampelversion oder breitere quadratische Bereiche in der Version mit zentralen Mast.

MINOSSE

MINOSSE: 300x300 cm_canvas col. 0001 border col. 15
wind-proof chimney col. 7559 border col. 926





ombrellone telescopico dalla struttura robusta ma facile da spostare in grado di integrarsi con le molteplici caratteristiche di terrazze, giardini e dehors.

telescopic parasol with a sturdy but easy to move structure able to integrate with the many features of terraces, gardens and dehors.

Teleskop-Sonnenschirm mit einer robusten, aber einfach zu bewegendem Struktur, die sich mit den vielen Eigenschaften von Terrassen, Gärten und Outdoor-Bereiche integrieren lässt.





AFRODITE

AFRODITE: sliding curtain col. 0001
ICARO: fabric col. am6/20_border and headrest col. am6/162





daybed leggero, robusto e facile da montare è dotato di due letti king-size con pratico portaoggetti integrato per offrire agli ospiti momenti di puro relax.

light, sturdy and easy to assemble daybed, it has two king-size beds with useful integrated storage to offer guests moments of pure relaxation.

leicht, robust und einfach zu einbauen Pavillon, der mit Kingsize-Doppelbett mit praktischem integriertem Objektträger ausgestattet ist, um den Gästen Momente purer Entspannung zu bieten.



DIOMEDE
CASTORE
URANO COCKTAIL

DIOMEDE: 300x300 cm_canvas col. 0001 border col. 15
wind-proof chimney col. 7559 border col. 926
CASTORE: textile col. 0108 TRO fabric



CRONO

ombrellone quadrato da spiaggia apprezzato per il design moderno che si aggiunge alle tradizionali garanzie di resistenza al vento, alla salsedine e ai raggi UV.

square beach umbrella appreciated for its modern design as well as the traditional guarantees of wind, salt and UV resistance.

quadratischer Strand-Sonnenschirm, für sein modernes Design geschätzt wird, das die traditionellen Garantien für Wind-, Salz- und UV-Beständigkeit ergänzt.



ADONE PLUS

ADONE PLUS; 500x500 cm_canvas col. 0001 and 87_border col. 87





ombrellone gigante telescopico in grado di resistere a forti venti grazie ad un innovativo sistema di tensionamento. Le sue dimensioni e la chiusura sopra i tavoli, lo rendono ideale per creare ambienti outdoor specifici per il settore ristorativo.

telescopic giant parasol able to withstand strong winds thanks to an innovative system for fabric tension. Its dimensions and the closing above the tables make it ideal for any outdoor restaurant and catering business.

riesengroßer Teleskop-Sonnenschirm, der dank eines innovativen Spannsystems starken Winden standhält. Dank seiner Abmessungen und des Verschlusses über den Tischen ist es ideal um Outdoor-Bereiche spezifisch für die Gastronomie zu einrichten.







The botanical garden to be experienced

Porto Celeri | Rovigo

PEGASO

ombrellone rotondo a 20 spicchi bicolore
in grado di offrire soluzioni stilistiche
ricercate sempre all'insegna di
qualità e robustezza.

round beach umbrella without flounce
with 20 two-colour segments that offers
elegant stylistic solutions based always on
quality and robustness.

runder Sonnenschirm mit 20 zweifarbigen
Segmente, der immer im Namen der
Qualität und Robustheit besondere
stilistische Lösungen bietet.









CARIDDI: Ø 200 cm_canvas col. am6/29_border col. 56
 ULISSE: textile col. 2102



Beaches, wind and freedom

Bibione|Venezia





LEUCOS

POSEIDON

POSEIDON: Ø 200 cm_canvas col. am6/20_border col. 15
POSEIDON: Ø 200 cm_canvas col. am6/111_border col. 71





ombrellone tradizionale da spiaggia che ha fatto la storia del balneare e tuttora apprezzato per la linea classica delle sue balze lineari, a greche o a onde.

traditional beach umbrella that has made the history of the seaside market and is still appreciated for the classic line of its linear, Greek or wave flounces.

traditioneller Strand-Sonnenschirm, der die Geschichte des Badeortes geschrieben hat und immer noch für die klassische Linie seiner linearen Volants, mit Griechen oder Welle, geschätzt wird.



elegante ombrellone da spiaggia in stile orientale. Il pomolo in alluminio anodizzato svetta su una struttura robusta ma leggiadra data da stecche curve antivento per finire su balze dalle forme morbide.

elegant beach umbrella with an oriental design. The anodized aluminum pomel stands out on a robust but graceful structure given by windproof curved ribs to end up on flounces with soft shapes.

eleganter Sonnenschirm im orientalischen Stil. Der Knopf aus eloxiertem Aluminium zeichnet sich durch eine robuste, aber anmutige Struktur aus, die aus gekrümmte Windschutzstreben und Volants mit sanften Formen besteht.



PAGODA: Ø 220 cm
canvas col. am6/162_border
col. 15

PAGODA: Ø 220 cm
canvas col. am6/20_border
col. 15

PAGODA
ULISSE
ICARO



NARCISO: Ø 240 cm, canvas
col. am6/20 and am6/11
border col. 94



ATENA

sedia a sdraio dalla forma classica e particolarmente pratica per la sua struttura in alluminio, chiudibile, impilabile, leggera ma al tempo stesso robusta e destinata a durare nel tempo anche in seguito ad un impiego prolungato ed intenso.

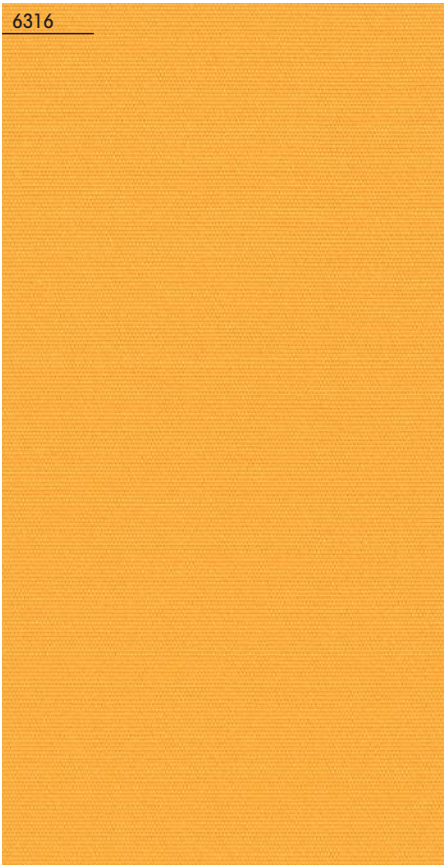
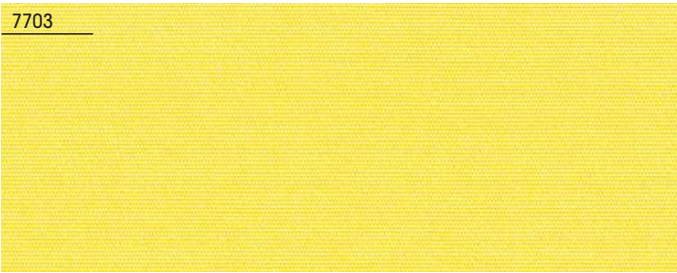
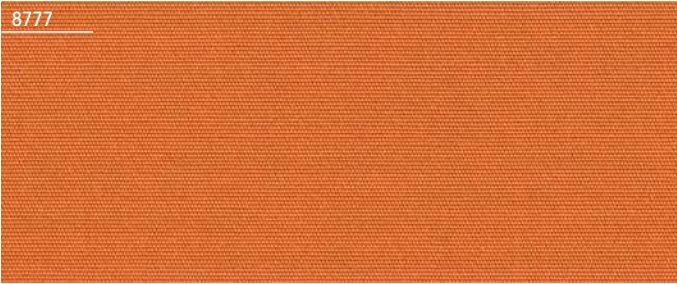
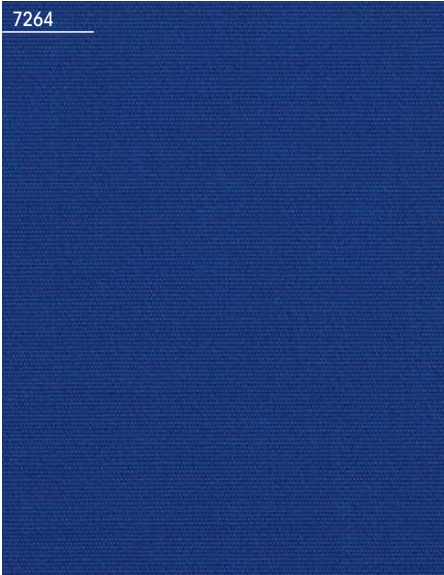
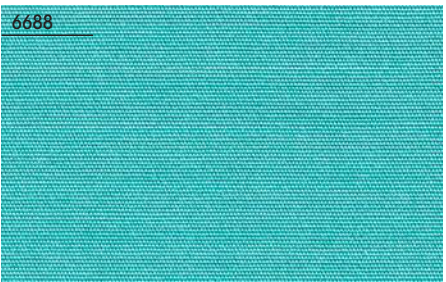
traditional deckchair, particularly practical thanks to its aluminium structure, foldable, light but at the same time robust with the aim of lasting over time even after prolonged and intense use.

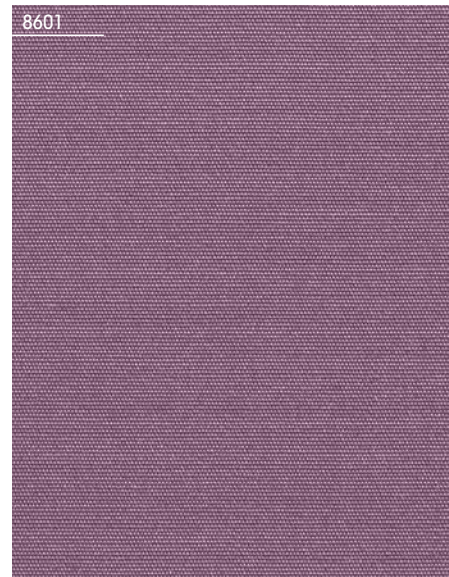
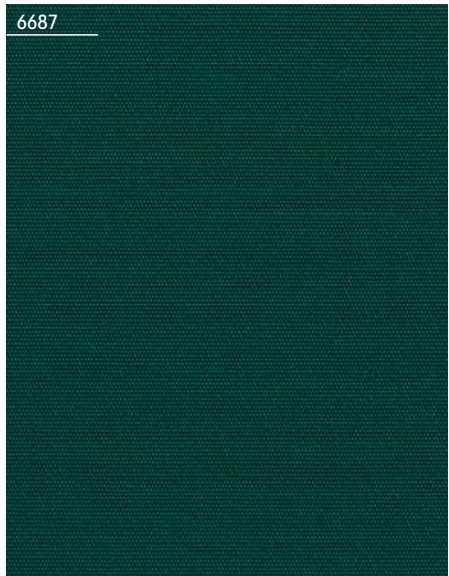
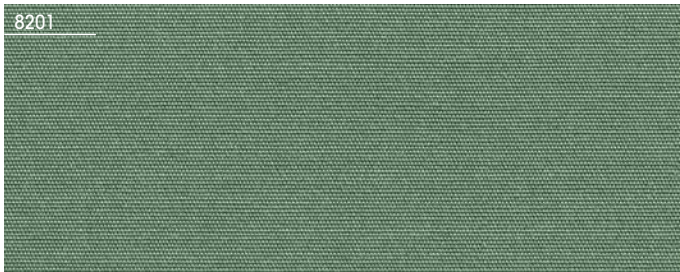
traditioneller Liegestuhl, besonders praktisch dank seiner Aluminiumstruktur, faltbar, leicht, aber gleichzeitig robust mit dem Ziel, auch nach längerem und intensivem Gebrauch dauerhaft zu bleiben.

ATENA

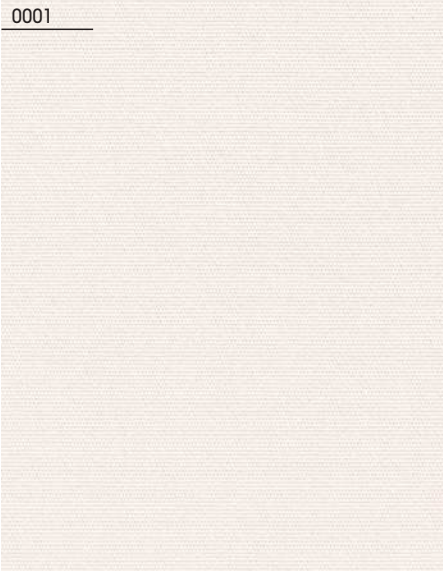


MAXI





0001



7559



0681



7133



7548



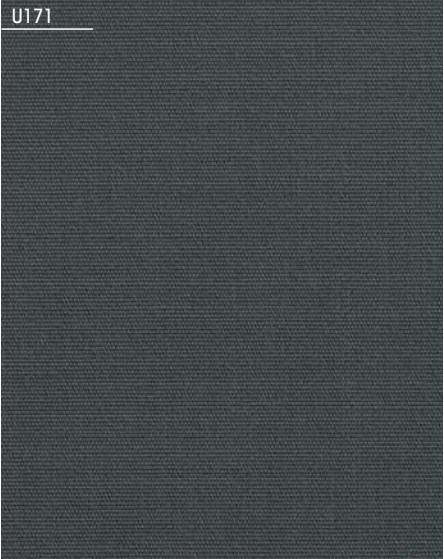
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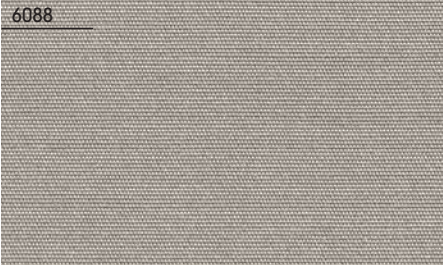
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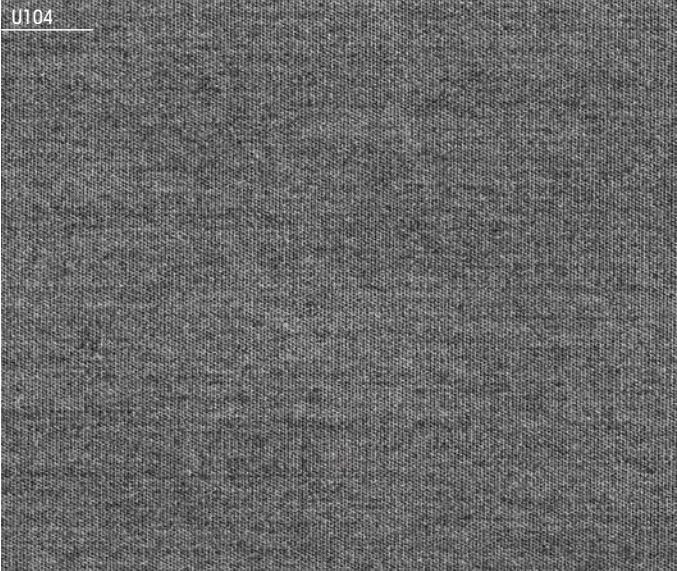
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6196

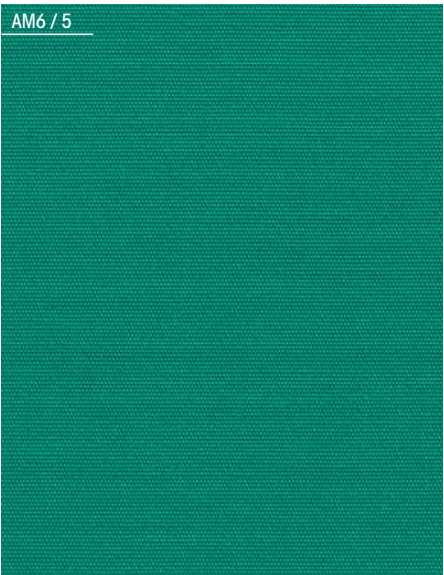


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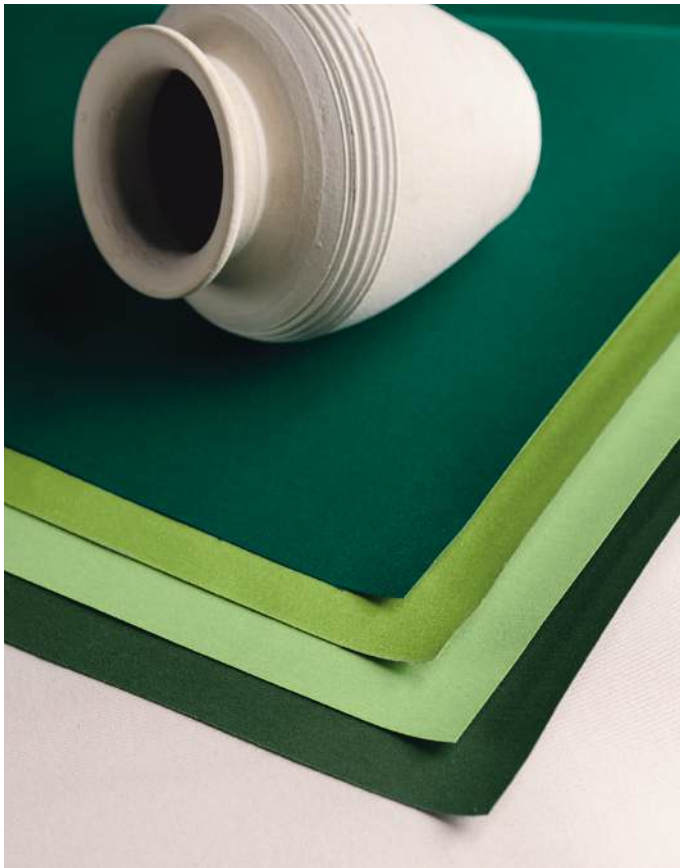


BEACH

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AM6 / 55



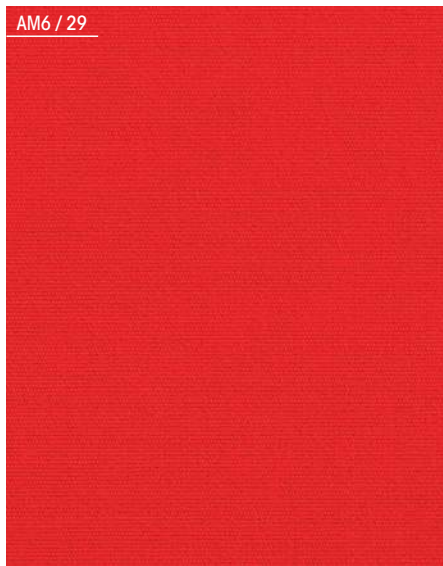
AM6 / 115



AM6 / 9



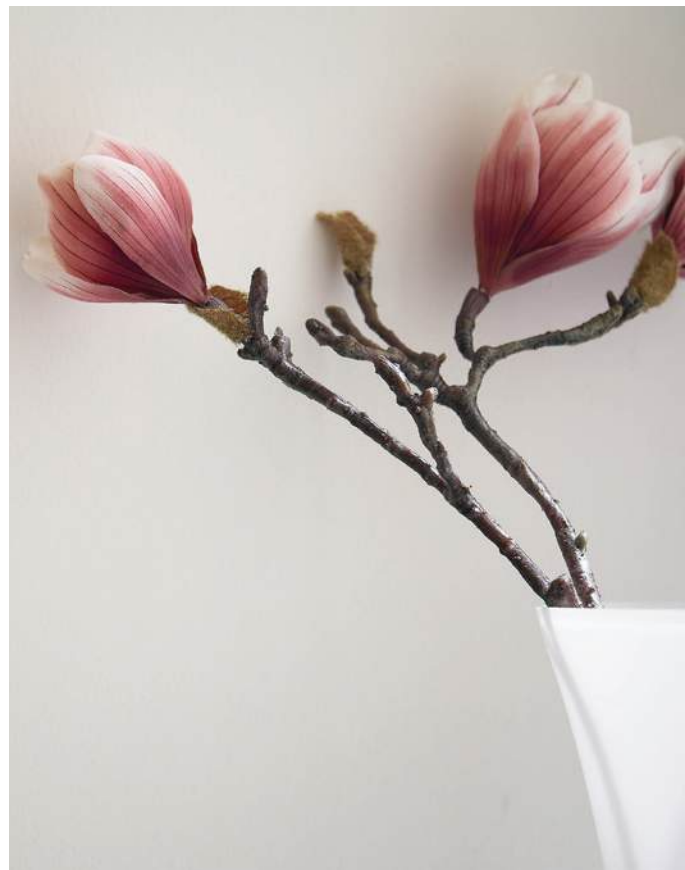
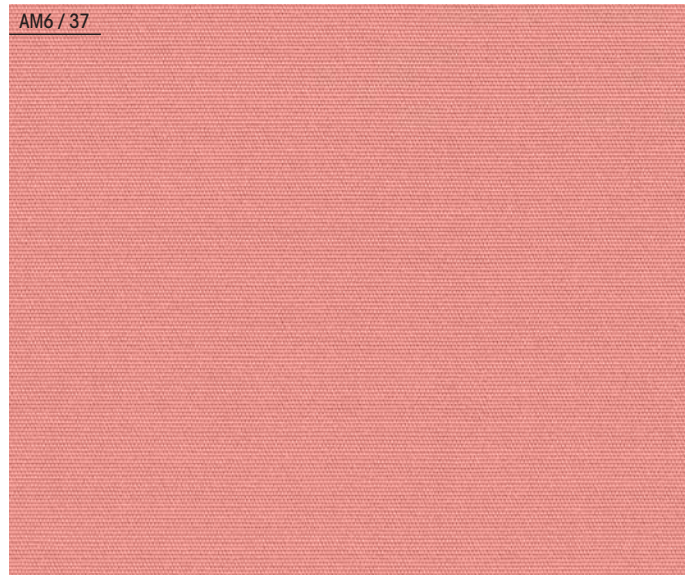
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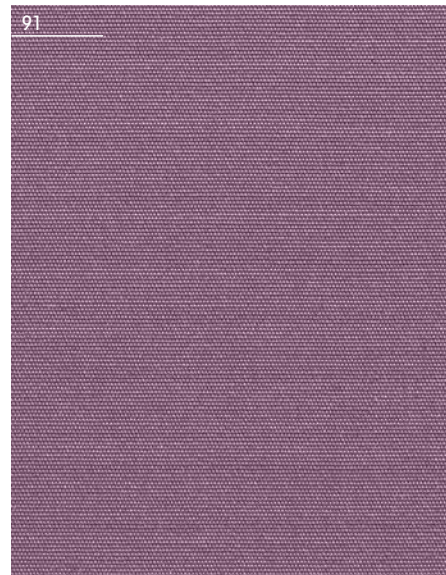
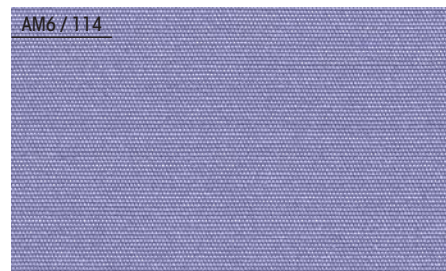
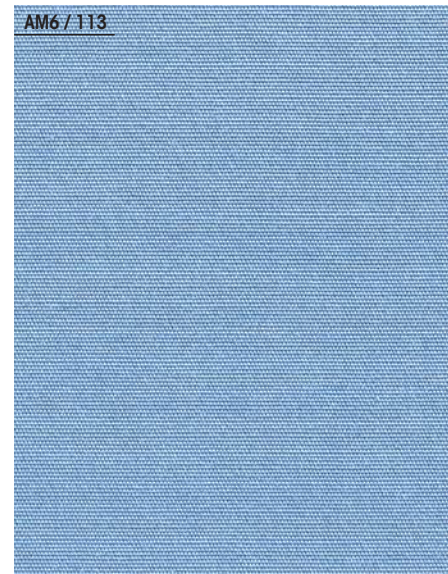
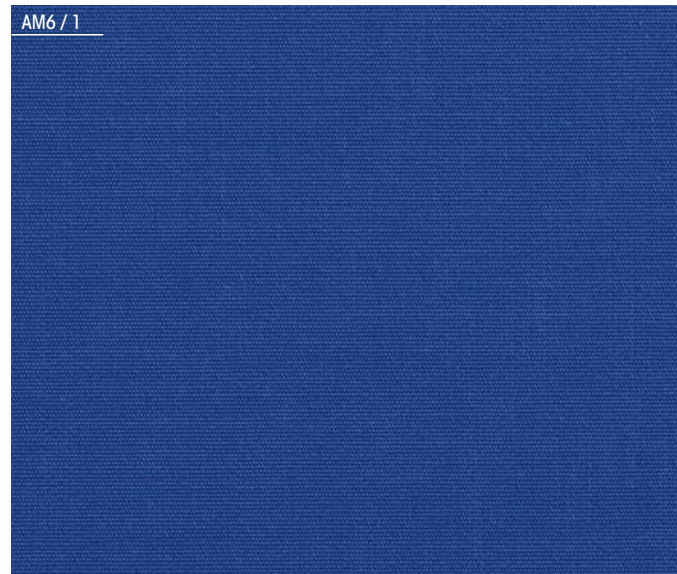
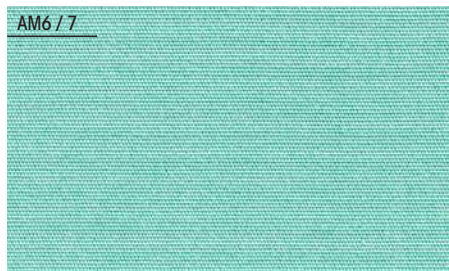
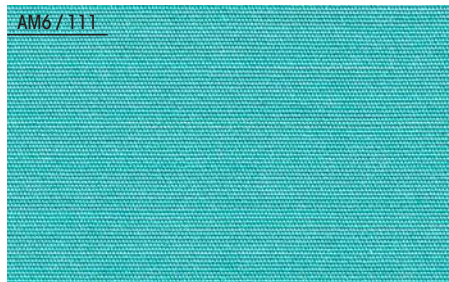


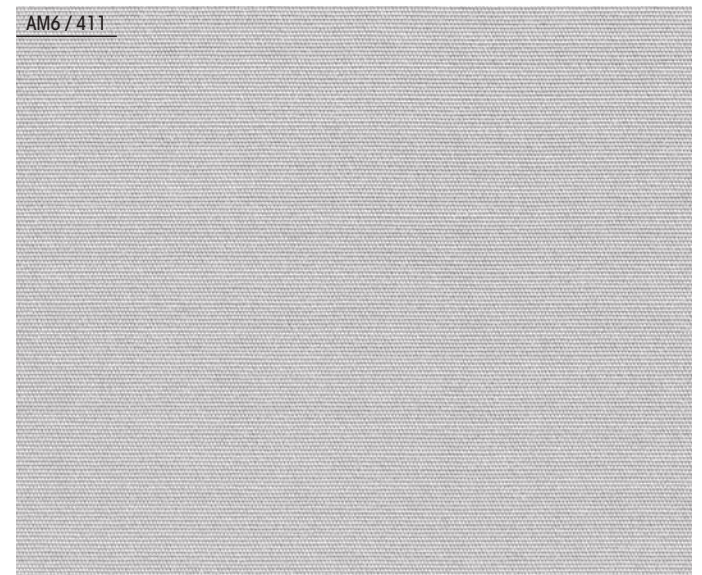
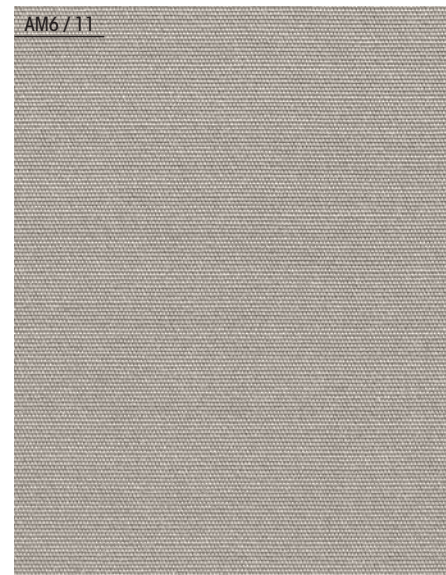
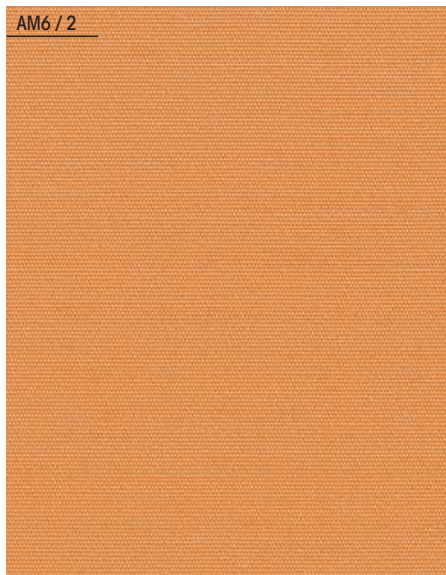
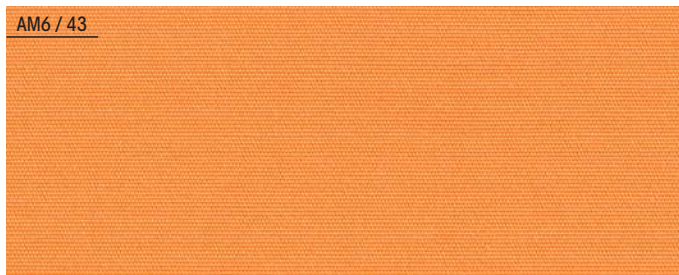
AM6 / 17



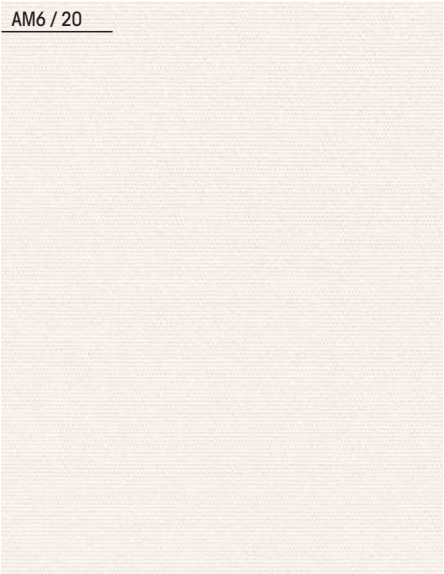
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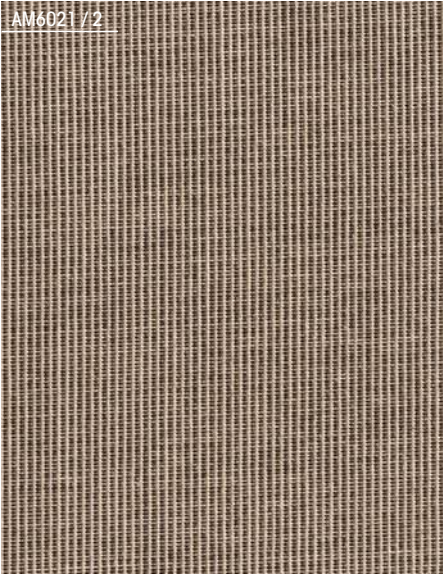




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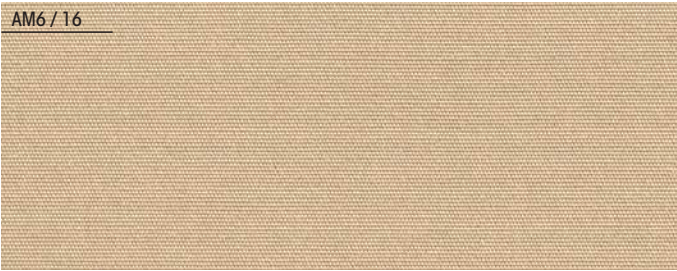
AM6021 / 2



AM6021 / 1



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AM6 / 118



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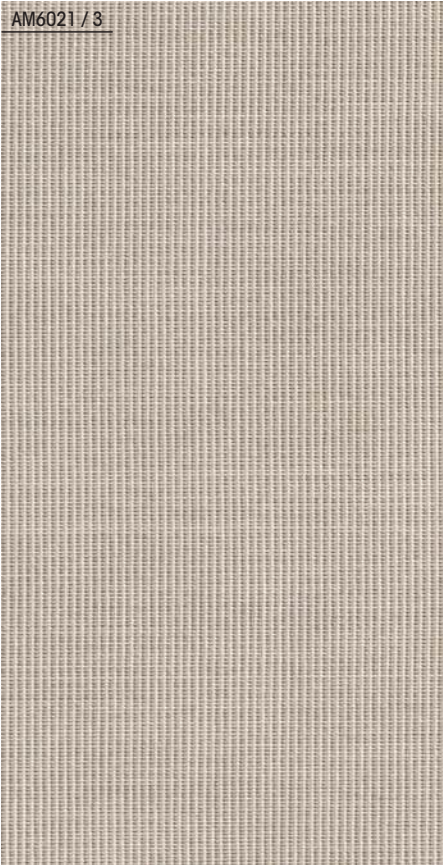
AM6 / 119



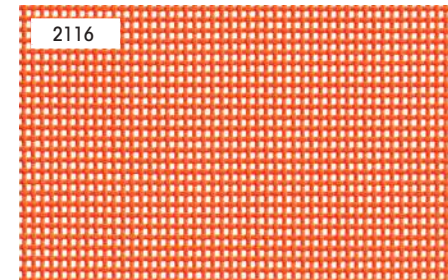
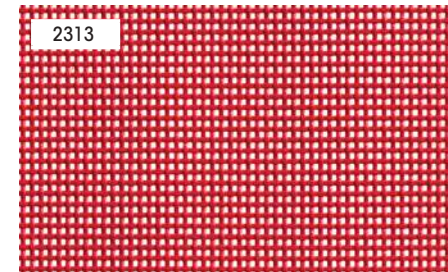
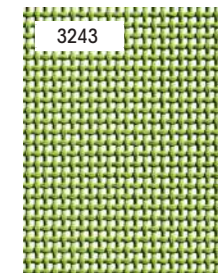
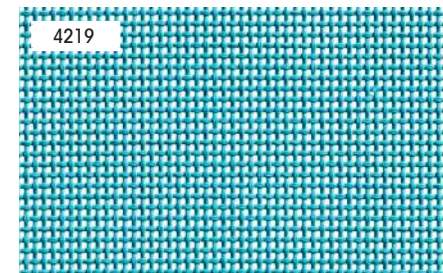
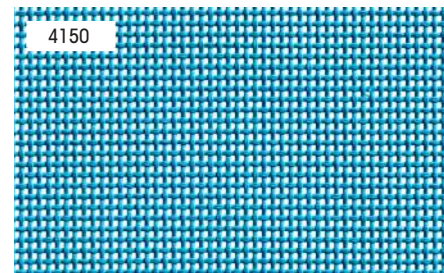
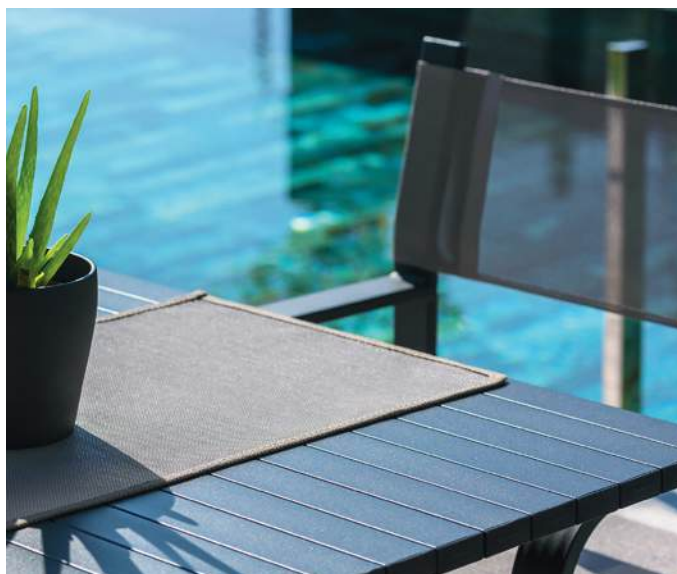
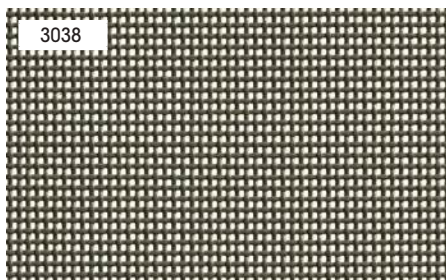
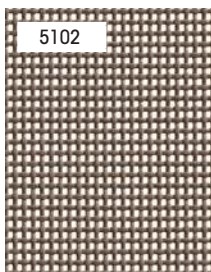
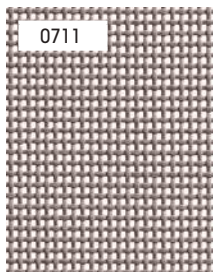
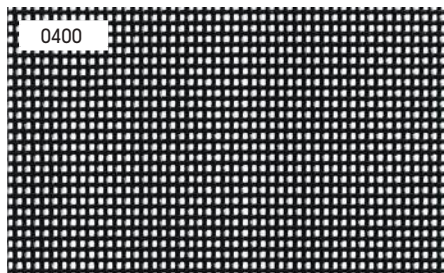
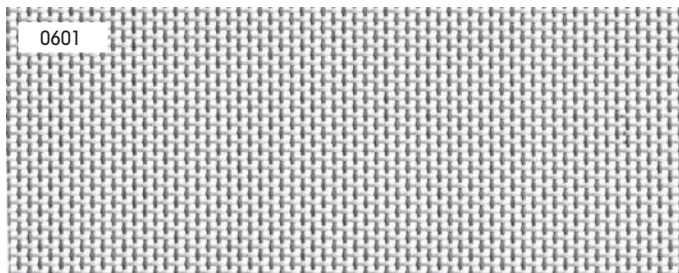
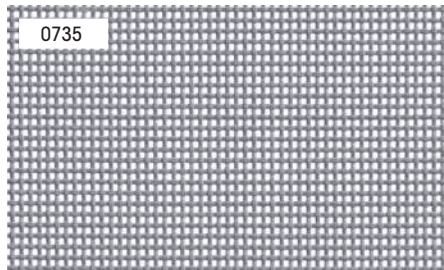
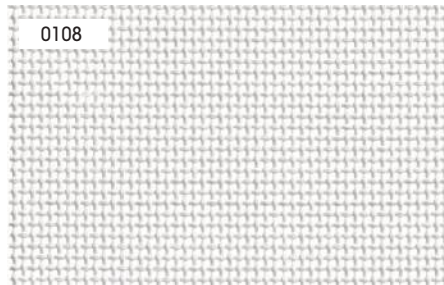
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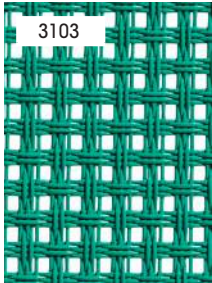
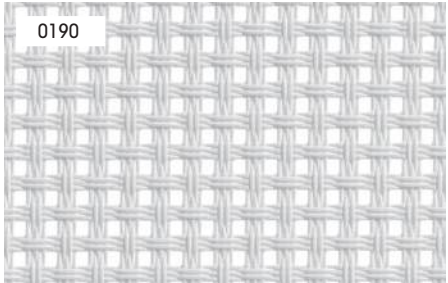
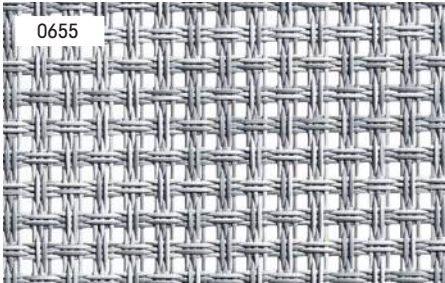
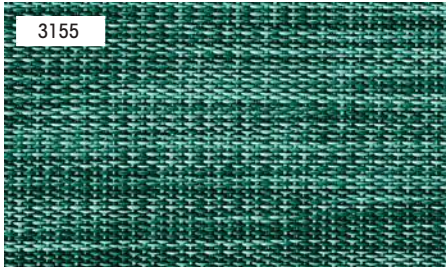
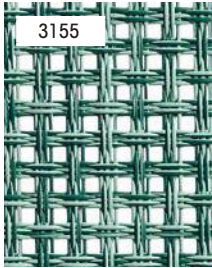
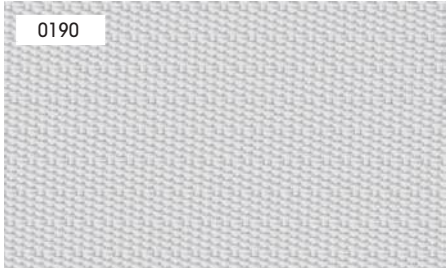
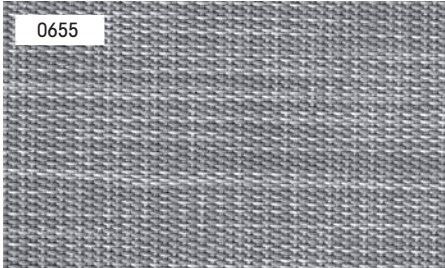
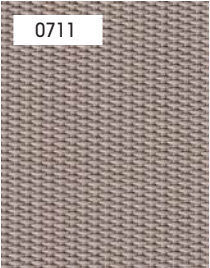
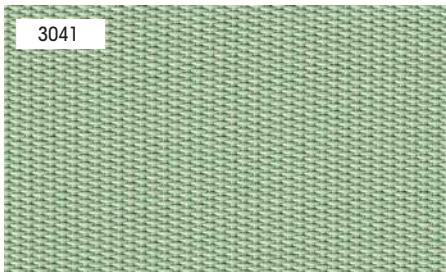
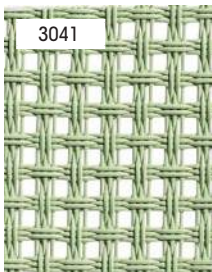
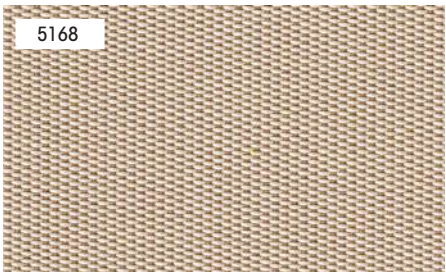
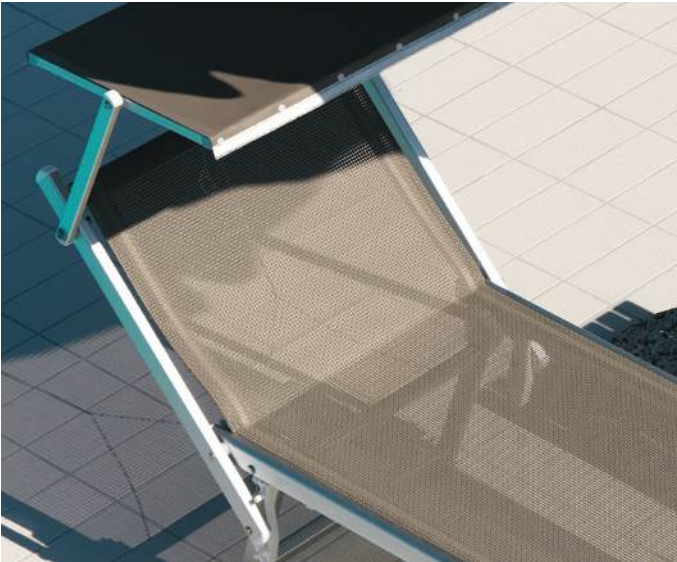
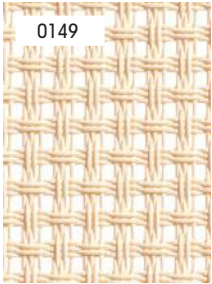
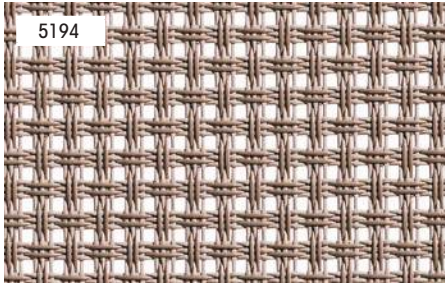
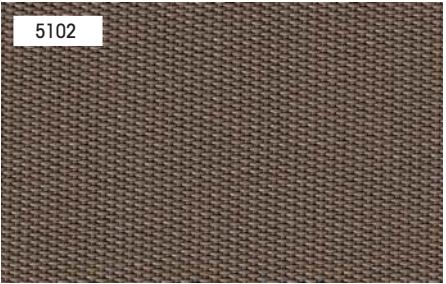


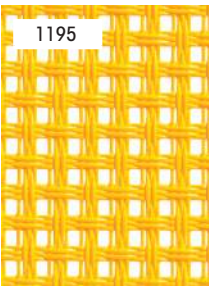
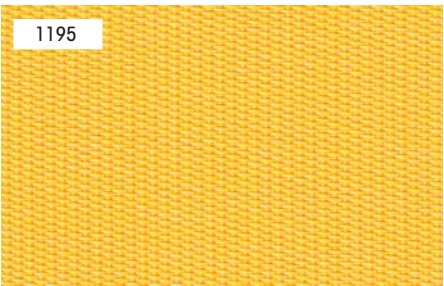
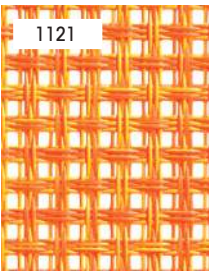
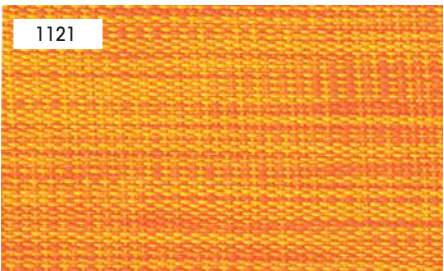
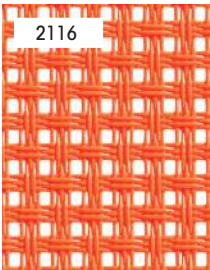
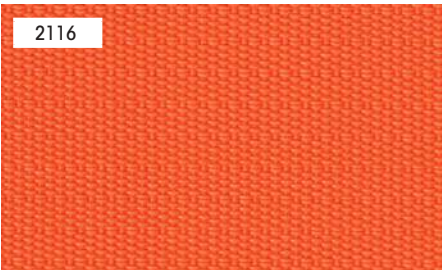
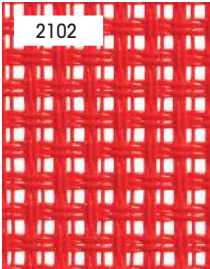
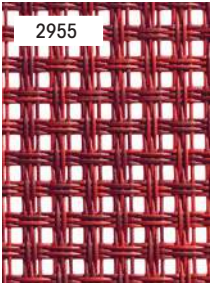
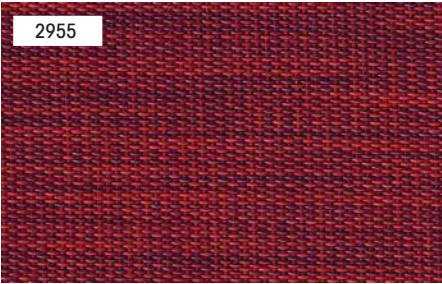
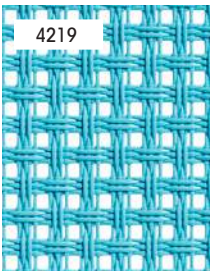
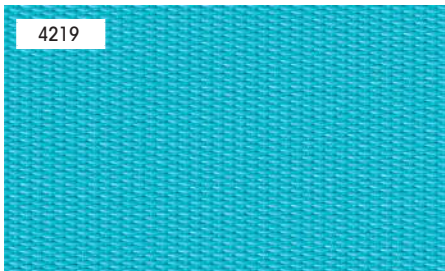
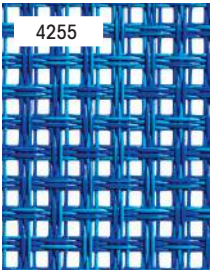
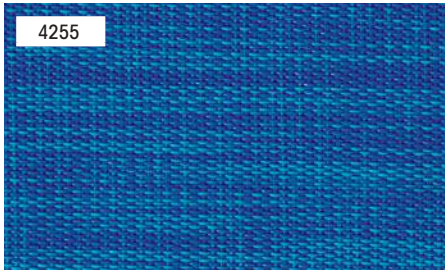
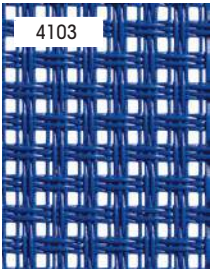
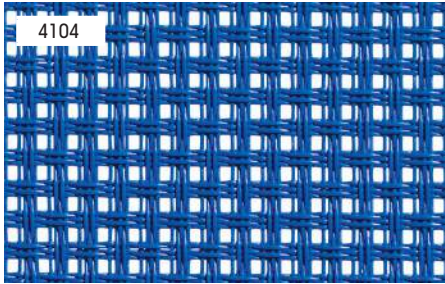
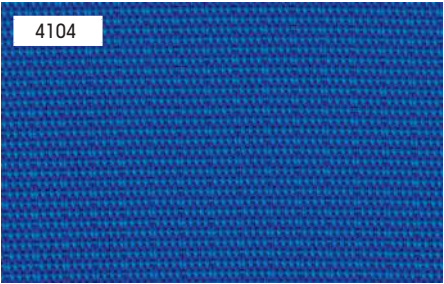
AM6021 / 3



FURNITURE







COMPANY
since 1890

LA NOSTRA STORIA

1890

Le origini di Crema Outdoor risalgono alla fine dell'Ottocento, quando nel 1890, il fondatore Giovanni Cristina scelse Montagnana per il suo piccolo laboratorio da ombrellai. Da allora l'azienda è amministrata dalla stessa famiglia. I fratelli Lorenzo e Alessandro Crema appartengono alla quinta generazione.

1970

Negli anni Settanta l'Ombrellificio Crema, questo il suo primo nome, si concentrò nella produzione di **ombrelli pieghevoli da borsetta, di alta qualità**, diventando la ditta di riferimento per il mercato degli ombrelli nel nord-est italiano.

La nascita del **turismo balneare in Italia** fu la spinta per dare inizio alla produzione di **ombrelloni da spiaggia**. Iniziò altresì la produzione di **maxi ombrelloni in legno e alluminio** che venivano impiegati principalmente in fiere e mercati.

Le alterne vicissitudini familiari portarono i fratelli Lorenzo ed Enrico a dividersi, per **fondare due aziende distinte**: una con una forte vocazione balneare e l'altra specializzata in maxi ombrelloni in legno destinati ai mercati degli arredi da giardino e del settore pubblicitario, allora in forte sviluppo.

1980

Negli anni Ottanta le prime importazioni di ombrelli dai paesi dell'Est Asiatico distrussero in breve tempo il mercato europeo degli ombrelli da pioggia costringendo l'azienda ad un forte ridimensionamento.

1990

Negli anni Novanta i **fratelli Lorenzo e Alessandro entrarono nell'azienda di famiglia** con l'obiettivo di rilanciarla con **ombrelloni di tipo professionale da impiegare nel settore alberghiero e balneare**. L'obiettivo era di offrire una gamma completa di prodotti come lettini e arredi per esterni. L'azienda cresceva ma gli immobili a disposizione limitavano la produzione soprattutto dei maxi ombrelloni, che venivano progettati internamente, ma assemblati in zona da terzi.

2011

Fu così che nel **2011 il sogno diventò realtà**: la costruzione dell'immobile dove l'azienda attualmente opera per realizzare finalmente tutto quello che la creatività suggerisce.

La realizzazione di **cataloghi, sito internet**, insieme alla partecipazione a diverse **fiere**, diede all'azienda una buona visibilità sul mercato, consentendo di organizzare sul territorio italiano una struttura commerciale fatta di rappresentanti e di distributori affidabili.

2019

Nel **2019 l'azienda cambia volto con la nuova ragione sociale Crema Outdoor S.r.l.** L'acquisto di un **nuovo immobile, magazzini verticali e tecnologie all'avanguardia** per le lavorazioni dell'alluminio hanno portato a guardare al futuro investendo in alta qualità, personalizzazione e inconfondibile design italiano.

Crema Outdoor, da sempre, ha saputo anticipare le mode e le tendenze, riuscendo ad interpretare i segnali del mercato per **creare prodotti di qualità sempre maggiore**. Alla base di tutto c'è un grande **gioco di squadra** che guida l'azienda verso sfide e futuri orizzonti.

2022

Nel **2022 Crema Outdoor** entra nell'era della quarta rivoluzione industriale. La trasformazione tecnologica e digitale dell'azienda inizia con l'introduzione di un evoluto CRM (customer relationship management) connesso ad un potente software di marketing automation. Il forte aumento delle vendite è stato un acceleratore di sviluppo che ha spinto l'azienda verso l'acquisizione di un software APS (advanced planning & scheduling software) per la pianificazione, gestione e schedulazione della produzione. Il processo è diventato così più affidabile, semplice e veloce, riducendo i costi e aumentando contemporaneamente la qualità del prodotto, fattori essenziali per un'azienda 4.0.

2023

Il **2023** vede l'ottimizzazione dei flussi e il potenziamento della produzione come obiettivi raggiungibili nel quadro di un programma più ampio con al centro **TECNOLOGIA e RICERCA & SVILUPPO**. L'acquisto di una **nuova macchina CNC** all'avanguardia per la lavorazione dell'alluminio e l'introduzione del **MES** (Manufacturing Execution System) eliminano gli specchi di tempo e materiale per ottimizzare la produzione per un futuro più sostenibile in termini di costi e risorse.



OUR ORIGIN

1890

The origin of Crema Outdoor goes back to the end of the **nineteenth century**, when in 1890, the founder Mr Giovanni Cristina chose Montagnana for his little workshop of umbrellas. Since then the company has been run by the same family. Brothers Lorenzo and Alessandro Crema belong to the fifth generation.

1970

In the seventies, **Ombrellificio Crema**, this is its first name, specialised in the production of **high-quality folding handbag umbrellas**, becoming the reference company for the umbrella market in the North-East of Italy.

The birth of **beach tourism in Italy** brought to start the production of **beach umbrellas**. In the same period the company began the **production of maxi umbrellas, made both of wood and aluminium**, that were mainly used in fairs and marketplaces.

1980

The alternating family vicissitudes led the brothers Lorenzo and Enrico to divide and **found two separate companies**: one with a strong seaside vocation and the other specialized in maxi wooden umbrellas for garden furniture and advertising markets, which were in strong development in that period.

1990

During the eighties the first imports of umbrellas from Eastern Asian quickly destroyed the European rain umbrella market, forcing the company to reorganize.

In the nineties the **brothers Lorenzo and Alessandro joined the family business** with the purpose of relaunching it with **sun-umbrellas for professional use in hotels and seaside sector**. The aim was to offer a wide range of products such as sunbeds and outdoor furniture. The company grew but small spaces limited the production especially of maxi umbrellas, which were designed inside the company, but assembled by third parties in the nearby area.

2011

In **2011 the dream became reality**: the construction of the building where the company currently operates to finally realize all that creativity suggests.

A series of **catalogues, the website** as well as the participation in several **exhibitions** gave the company a good opportunity to develop and then set up a commercial net of reliable agents and distributors in Italy.

2019

2019 marks the new era for the company with the new company name **Crema Outdoor S.r.l.** The purchase of a **new building, vertical warehouses and cutting-edge technologies** for aluminum processing allow to look to the future by investing in high quality, customization and unique Italian design.

Crema Outdoor has always been able to anticipate fashions and trends, interpreting the signals of the market to **create products of ever increasing quality**. A great **teamwork** is at the heart of everything that guides the company towards challenges and future horizons.

2022

In **2022 Crema Outdoor** enters the era of the fourth industrial revolution. The technological and digital transformation of the company begins with the introduction of an advanced CRM (customer relationship management) connected to a powerful marketing automation software. The strong increase in sales was a development accelerator that pushed the company towards the acquisition of an APS software (advanced planning & scheduling software) for the planning, management and scheduling of production. The process has thus become more reliable, simpler and faster, reducing costs and simultaneously increasing product quality, essential factors for a 4.0 company.

2023

The goals to be achieved in **2023** are the flow optimization and the production enhancement as part of a broader program with the main focus on **TECHNOLOGY and RESEARCH & DEVELOPMENT**. The purchase of a **new CNC cutting-edge machine** for aluminium processing as well as the introduction of **MES** (Manufacturing Execution System) eliminate waste of time and material to optimize production for a more sustainable future in terms of costs and resources.



UNSERE GESCHICHTE

1890
1970
1980
1990
2011
2019
2022
2023

Die Ursprünge der Firma Crema Outdoor gehen auf das Ende des 19. Jh. zurück. Der Unternehmensgründer Giovanni Cristina wählte 1890 das mittelalterliche Städtchen Montagnana für seine kleine Werkstatt zur Herstellung von Schirmen. Seitdem ist das Unternehmen in den Händen derselben Familie und mit den Brüdern Lorenzo und Alessandro Crema hat inzwischen schon die fünfte Generation die Ruder in der Hand. In den 70er Jahren konzentrierte sich **Ombrellificio Crema**, der alte Name des Unternehmens, auf die Herstellung von **Taschenschirmen** und wurde zur Referenzadresse für **Qualitätsschirme** auf dem norditalienischen Markt.

Mit der Entwicklung des **Badetourismus in Italien** begann das Unternehmen an der Herstellung von **Sonnenschirmen** zu arbeiten. Außerdem entstanden die ersten **XXL-Schirme in Holz und Aluminium** für Messen und Märkte.

Die Brüder Lorenzo und Enrico beschlossen sich zu trennen, um sich in **zwei Unternehmen** auf unterschiedliche Produkte zu spezialisieren. Ein Unternehmen konzentrierte sich weiterhin auf die Herstellung von Sonnenschirmen für den Badebetrieb, das andere richtete den Fokus auf die Produktion von XXL-Schirmen aus Holz für den aufstrebenden Gartenmöbelsektor.

In den 80er Jahren wurde der europäische Markt durch den Import von Regenschirmen aus dem ostasiatischen Raum erschüttert und auch die Firma Crema blieb vor den Folgen nicht verschont.

In den 90er Jahren **stiegen die Brüder Lorenzo und Alessandro in das Familienunternehmen ein**, um für den **Hotel- und Badebetrieb professionelle Schirme auf den Markt zu bringen**. Das Angebot wurde durch Liegen und Außeneinrichtungen abgerundet. Das Unternehmen erhielt neuen Aufschwung, aber die Firmenimmobilien boten nicht mehr genügend Platz für die Produktion, um der wachsenden Nachfrage gerecht zu werden. So wurden vor allem die XXL-Schirme zwar weiterhin firmenintern entworfen, aber durch Dritte montiert.

2011 wurde mit dem Bau der neuen Halle ein großer Traum Wirklichkeit: Das Unternehmen konnte nun die entworfenen Produkte selbstständig herstellen.

Dank verschiedener **werbestrategischer Tätigkeiten** verschaffte sich die Firma einen zunehmenden Bekanntheitsgrad im Outdoor-Sektor und baute ein Netz von zuverlässigen Händlern auf.

Das Jahr **2019** bringt zukunftsorientierte Veränderungen in den historischen Betrieb. Die Firmenbezeichnung wird geändert, eine **neue Immobilie** angekauft und **Investitionen in fortschrittliche Technologien** für die Verarbeitung des Aluminiums getätigt.

Crema Outdoor wußte schon immer Tendenzen vorauszusehen und mit **Qualitätsprodukten auf Marktbedürfnisse** einzugehen. Das harmonische **Zusammenspiel** der betriebsinternen Abteilungen wird unser Unternehmen auch weiterhin Richtung neuer Herausforderungen und Horizonte führen.

Im Jahr **2022** tritt **Crema Outdoor** in die Ära der vierten industriellen Revolution ein. Die technologische und digitale Transformation des Unternehmens beginnt mit der Einführung eines fortschrittlichen CRM (Customer Relationship Management) verbunden mit einer leistungsstarken Marketing-Automation-Software. Der starke Umsatzanstieg war ein Entwicklungsbeschleuniger, der das Unternehmen zur Anschaffung einer APS-Software (Advanced Planning & Scheduling Software) für die Planung und Steuerung der Produktion trieb. Der Produktionsprozess ist damit zuverlässiger, einfacher und schneller geworden, reduziert Kosten und erhöht gleichzeitig die Produktqualität, wesentliche Faktoren für ein 4.0-Unternehmen.

Die Ziele, die **2023** erreicht werden sollen, sind die Optimierung der Abläufe und die Verbesserung der Produktion innerhalb eines breiteren Programms mit **TECHNOLOGIE** und **FORSCHUNG & ENTWICKLUNG** als Schlüsselemente. Der Einkauf einer **neuen hochmodernen CNC-Maschine** für die Aluminiumbearbeitung und die Einführung des **MES (Manufacturing Execution System)** eliminieren Zeit sowie Materialverschwendung, um die Produktion für eine nachhaltigere Zukunft in Bezug auf Kosten und Ressourcen zu optimieren.



SHOWROOM

Lo showroom Crema Outdoor diventa un luogo di ispirazione dove vedere e toccare con mano i prodotti più richiesti dal mercato. Il visitatore sarà seguito da uno staff preparato che lo accompagnerà nella definizione e realizzazione del progetto interpretando il suo stile con la massima personalizzazione. Lo Showroom virtuale permette poi di condividere l'esperienza online in qualsiasi momento grazie ad un semplice link.

The Crema Outdoor showroom becomes a place of inspiration where you can see and touch the most requested products on the market. The visitor will be followed by a trained staff in the definition and realisation of his project, interpreting his style with full customization. The virtual Showroom then allows you to share the online experience at any time thanks to a simple link.

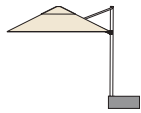
Der Showroom von Crema Outdoor wird zu einem Ort der Inspiration, an dem Sie die beliebtesten Produkte auf dem Markt sehen und anfassen können. Der Besucher wird von einem kompetenten Personal begleitet, das ihm bei der Definition und Umsetzung des Projekts hilft, indem es seinen Stil mit großer Personalisierung interpretiert. Der virtuelle Showroom ermöglicht es Ihnen dann, das Online-Erlebnis dank eines einfachen Links jederzeit zu teilen.



MAXI

PAN EVO

pp. 30

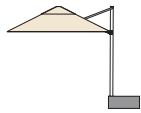


Ø 350 cm

250x250 cm
300x300 cm
350x350 cm
300x400 cm

PAN

pp. 50



Ø 350 cm

250x250 cm
300x300 cm
350x350 cm
300x400 cm

GANIMEDE EVO

pp. 12



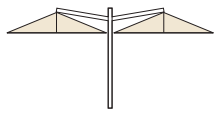
Ø 550 cm
Ø 600 cm

Ø 650 cm
Ø 700 cm

350x350 cm 400x450 cm
400x400 cm 400x500 cm
450x450 cm 400x600 cm
500x500 cm 450x550 cm
550x550 cm 450x700 cm
600x600 cm 500x550 cm
500x600 cm
500x700 cm
550x650 cm

ATLANTE

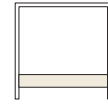
pp. 40



250x500 cm
300x600 cm
350x700 cm
500x500 cm
600x600 cm

AFRODITE

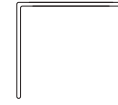
pp. 162



205x205 cm

LEUCOS

pp. 96, 190



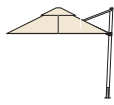
205x205 cm
255x255 cm
310x310 cm
350x350 cm
300x400 cm

ARBOREA
nature's breath collection

MAXI

DIOMEDE

pp. 90, 170

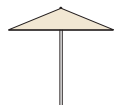


Ø 350 cm

250x250 cm
300x300 cm
350x350 cm
400x400 cm
300x400 cm

MINOSSE

pp. 128, 158

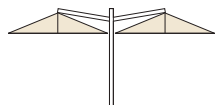


Ø 300 cm
Ø 350 cm
Ø 400 cm
Ø 450 cm
Ø 500 cm

300x300 cm
350x350 cm
400x400 cm
450x450 cm
250x350 cm
300x400 cm
350x450 cm
400x500 cm

OLIMPO

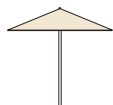
pp. 152



300x600 cm
350x700 cm
400x800 cm
600x600 cm
700x700 cm
800x800 cm

ELIO

pp. 147

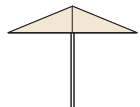


Ø 300 cm

200x200 cm
300x300 cm
400x400 cm
200x300 cm
300x400 cm

ADONE

pp. 68



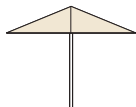
Ø 550 cm
Ø 600 cm

Ø 650 cm
Ø 700 cm

350x350 cm 400x450 cm
400x400 cm 400x500 cm
450x450 cm 400x600 cm
500x500 cm 450x550 cm
550x550 cm 450x700 cm
600x600 cm 500x550 cm
500x600 cm
500x700 cm
550x650 cm

ADONE PLUS

pp. 174

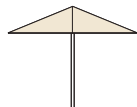


Ø 700 cm
Ø 750 cm
Ø 800 cm

500x500 cm
550x550 cm
600x600 cm
650x650 cm
700x700 cm
400x600 cm
500x550 cm
500x600 cm
500x700 cm
550x650 cm
600x700 cm

ADONE EVO

pp. 112



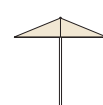
Ø 650 cm
Ø 700 cm

Ø 750 cm
Ø 800 cm

500x500 cm 400x600 cm
550x550 cm 500x600 cm
600x600 cm 500x700 cm
650x650 cm 550x650 cm
700x700 cm 600x700 cm

EOS

pp. 22, 102, 122

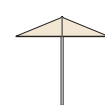


Ø 300 cm

200x200 cm
230x230 cm
250x250 cm
300x300 cm

CRONO

pp. 62, 172



Ø 250 cm

200x200 cm

ZEFIRO

pp. 85, 140



180x180 cm
200x200 cm

NARCISO

pp. 136, 200



Ø 200 cm
Ø 220 cm
Ø 240 cm

PEGASO

pp. 182



Ø 180 cm
Ø 200 cm
Ø 220 cm
Ø 240 cm

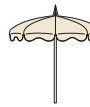
POSEIDON ICONIC PAGODA

pp. 82, 194



Ø 180 cm
Ø 200 cm
Ø 220 cm
Ø 240 cm

pp. 2



Ø 220 cm
Ø 240 cm

CARIDDI

pp. 106, 186



Ø 180 cm
Ø 200 cm

PAGODA

pp. 198

Ø 220 cm
Ø 240 cm

BEACH

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