

Fim Umbrellas & Coro Italia. Incontri outdoor, tra pubblico e privato.



Fim and Coro present their outdoor collections, which have been reinterpreted by the firm 967arch, via a journey of discovery through urban spaces and the history-steeped halls of the Libreria Umanistica dell'Incoronata.

The companies Fim Umbrellas and Coro Italia are pleased to announce their participation in Fuorisalone 2024, in the heart of the Brera district, with an installation designed by 967arch, the companies' new Art Director, which embraces public and private spaces, and celebrates the link between design, history, nature, art, and product culture.

The outdoor settings that make up the project will be fitted out with some of the companies' best sellers, and they will spring to life in the public areas in front of the Incoronata Library, a historic and cultural landmark of the city. An open-air salon, decked out with sofas and sunshades, will welcome the public and be the location for encounters with the students of Milan Polytechnic.

Through an interconnecting green space, the trail will continue into the Sala degli Archi, a stylish backdrop for an assortment of products from the collection, proposed afresh by 967arch with new, nuanced combinations of colors materials. It will be an opportunity to get up close and appreciate the choice and the quality of the materials, and the attention to detail and finish. On the occasion of Design Week, the floor of the hall will be covered with a parquet from the Family collection by Florian, Fim & Coro's main sponsor in this initiative; a combination of materials that will enhance the products on display in an elegant and welcoming environment.

The trail concludes in the magical atmosphere of the little cloister with its central garden. In this idyllic blend of nature and design, guests will be able to enjoy a relaxing break in calm contemplation, far from the frenzy of the Fuorisalone, cocooned in the soothing atmosphere of the architectural complex which, at sunset, is rendered even more evocative by the luminous Plant umbrella, immersed in the greenery of the cloister.

The dialogue with the public and private context in which the exhibition unfolds is then enriched by another contribution: the presence of sculptures by the Danish artist Misja Rasmussen, who, fascinated by the spaces of the Incoronata, has chosen to enter into a dialogue with the architecture and furnishings through a selection of her works.

The Fim and Coro installation is more than a simple display of their collections; it is an opportunity to discover, spend time, and relax in a historic corner of the city that is little known, even by locals. It is an experience that, in addition to showing how outdoor spaces can become comfortable and elegant living milieus, also transforms into a journey of discovery amid contemporary aesthetics and historical contexts.

The exhibition will be punctuated by a calendar of interviews curated by the well-known journalist Giorgio Tartaro. These events will feature industry professionals and students of Milan Polytechnic, creating a dynamic and stimulating dialogue that will explore the new frontiers of outdoor design.

This opportunity for involvement and exchange of ideas will further enhance the overall experience, offering an in-depth and all-round vision of the world of outdoor design and providing points for reflection for enthusiasts, industry experts, and emerging creative minds.

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Biblioteca Umanistica dell'Incoronata
Corso Garibaldi 116 - Brera Design District
16 - 21 April 2024

16, 17, 19, 20, 21 April: 9:00am - 7:30pm

18 April: 9:00am - 5:30pm

15 April Press Preview: 3:00 pm - 7:00pm

18 April Cocktail (invitation only): 6:00pm - 9:00pm

PRESS KIT LINK

www.fim-umbrellas.com/press-kit

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Fim Umbrellas & Coro Italia

Fim Umbrellas and Coro Italia are historic companies in the outdoor furnishings sector; both are pioneers in their fields, where they can draw on their more than thirty years of experience. They are characterized by high-quality products that are perfect blends of style and function. The companies are active in 40 countries around the world. Thanks to the commitment they have always shown in designing and manufacturing their products, both brands have earned a reputation for transforming outdoor spaces into comfortable and smart environments, and have been chosen for high-profile residential and contract projects all over the world.

967arch

For more than twenty years, 967arch has been creating architecture, interior, and product design for companies, and for private and public-sector clients. Founded in Milan by Cesare Chichi and Stefano Maestri, it avails of the expertise of architects and designers covering all project scales. The artisanal approach of a creative workshop harmonizes with the canons of the organizational production process in which management, costs, and times govern the development of the project. All of their proposals are rooted in the substance of the context, understood as the logical support for every stylistic and identity affirmation. Simplicity, consistency, and wit are the common thread running through all the assignments in which attention to detail and the search for new solutions characterize the spirit of projects for the tertiary, industrial, and residential sectors.

Fim s.r.l.

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