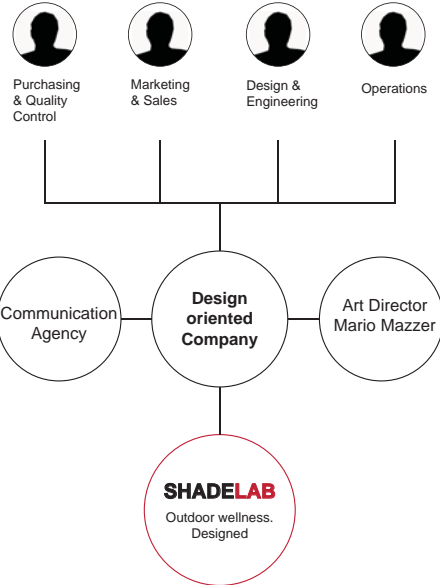




● ShadeLAB, competence for value



Shadelab starts from the idea of bringing a new approach to technology and design in the awnings components. Four partners with different skills, coming from leader companies of this field, come together and invite the Mario Mazzer Design Studio, in charge of the art direction, to share this objective.

● The Concept

A real LAB, a melting pot in which design, architecture, engineering and communication professionals have adopted innovative criteria and ideas that will change the world of sun awning from now on. In a friendly, proactive, valuable and stimulating environment ShadeLAB People research and develop projects that re-design systems and components for sun protection. Thanks to a strategic partnership with a primary Italian design and architecture firm ShadeLAB has created new objects for your outdoor decor, dressing the most advanced technology for sun protection with a unique style. The aim is thinking up and proposing an integrated solution for outdoor wellness and not just plain outdoor furniture elements. Get accustomed to looking at awnings from a different point of view, the design perspective. The ShadeLAB design.

● The LAB

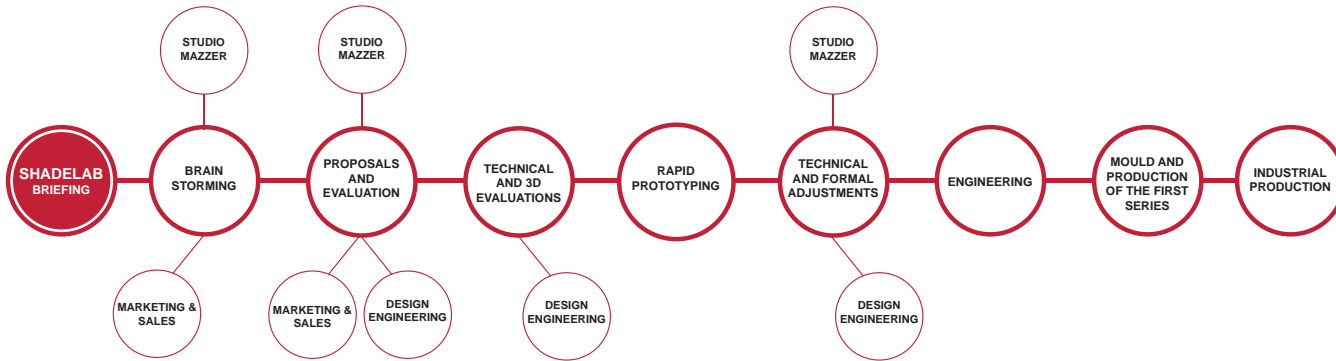
Curiosity, competence, smartness, passion, values. These are the strengths of ShadeLAB People. In our LAB we think, we research, we play, we develop, we generate chaos and we continuously interact. We conduct funny brainstorming, we make fun of each other, we learn to look at problems from different perspectives, we improve day by day. This is life in ShadeLAB. This is how we commit ourselves to designing better products for your outdoor wellness. We want our awnings to be easier to assemble, faster to install and emotional for the end user. Every single project is managed by testing phases. We analyze and test the 3D models of the components and its interaction with the whole assembly. We simulate mechanical stress and we adopt rapid prototyping for every single piece of the project. We explore unprecedented solutions and thus we innovate. Design is the difference between doing it and doing it right.

● Strategic Performance: a Company Ecologically Correct

Environmental friendliness lies in the company's DNA. ShadeLAB's recent entry into the market has enabled it to manage resources with the aim of reducing the environmental impact since the beginning. This view has deeply influenced the development of the products range. Design, as approach integrated to the project, has been decisive to implement this environmental sensitivity. All the models available are made of aluminium (98%) and the plastic parts can easily be separated when it comes to recycling. The components have been standardized and optimized to perform various functions with a true energetic saving in the stock management. In the years to come the focus on the life cycle of the product will increasingly grow with the company, being its inner characteristic.



● Design Process



● Driving change through Design

MODEL: KLIP

Did you ever think that the most popular awning could have a different shape? Here is the answer. KLIP is the classic square bar awning, re-invented. Every single component is designed and modelled to perfection. Look at the shape of the roller tube supports. They are inserted directly into the ends of the square bar and, holding the fabric on top of it, they make the projection of the unfolded awning much shorter. This configuration is ideal for wall installations. Sun awnings have never been so beautiful.

MODEL: STILLA

When you don't want a square bar but you still need mechanical performance and outstanding design STILLA is the solution. This model is the perfect option to a square bar awning. It could be installed either on the wall or on the roof and inside a niche as well. The special shape of the side supports together with a dedicated terminal bar and unprecedented dimensions make this awning a simple yet unbelievable product.

MODEL: SHAN

This is the state of the art of the cassette awnings. When it comes to your house, you do not want any compromise. You want a cassette awning that works perfectly. And you want an object that shades without affecting the lines and the decoration of your architecture. This is what you get when you choose an awning like this. SHAN, no compromise on performance, no compromise on design.



● Corporate Identity

