

La fabbrica dell'ombra

Fim Umbrellas at Biblioteca Umanistica dell'Incoronata

Milan, 18th March 2026

On the occasion of Milano Design Week 2026, Fim Umbrellas transforms the Biblioteca Umanistica dell'Incoronata into a temporary manufactory. With La fabbrica dell'ombra, an installation designed by 967arch, Fim brings its identity to the forefront: work, material, and the technical gesture that for over 50 years has defined its approach to outdoor design.

The project interweaves product, process, and production identity, placing Fim's industrial dimension in dialogue with its artisanal roots. This hybridisation represents one of the most distinctive traits of Made in Italy: the ability to combine production scale and craftsmanship culture, technology and manual skill, technical precision and material sensitivity.

"La fabbrica dell'ombra narrates the paradox of producing an immaterial, intangible, and at times poetic good. Designing shade, in fact, means intervening in light, transforming it into absence through a physical device. Shade thus becomes function, aesthetics, and environmental comfort: an element capable of combining technique and sensitivity, performance and perception. It is the symbolic narrative of a production deeply rooted in the material culture of our territory, grounded in craftsmanship and evolving into contemporary serial production, without losing its connection to constructive knowledge and to the identity of places." 967arch.

The Factory at Work

At the heart of the installation is the Sala degli Archi, where Fim presents its production chain as a design act. Founded in Novara more than 50 years ago as the evolution of an artisanal umbrella workshop, the company still retains a strong manual component within its production process.

Within the space, production takes shape in a continuous sequence: the sewing of fabrics by one of the company's seamstresses working at a sewing machine; the final assembly, narrated through the tools used to construct and assemble the components of a parasol; and the metal parts, the structural core of the product, which convey the company's industrial dimension.

This is not an educational demonstration, but a declaration of identity. For Fim, revealing the production process means reaffirming the cultural value of manufacturing at a time when supply chain transparency has become an integral part of the project itself.

Suspended from the arch tie-rods and within the inner cloister are site-specific works by the artist Ermanno Brosio. Created using Fim's fabric offcuts, they transform production waste into a plastic gesture, introducing a reflection on material and sustainability as a concrete practice rather than a declarative stance.

Public Space and Colour

Outdoors, between the entrance of the Biblioteca and Corso Garibaldi, the installation opens up to the city. The new parasols designed by Parisotto+Formenton for Fim integrate an upholstered pouffe at their base, expanding the product's function and transforming it into a micro urban architecture. This represents the

evolution of the archetypal parasol, which, in keeping with the company philosophy, shifts from being a protective element to becoming a configurator of space.

The colour-block installation, dominated by a denim blue tone, makes the urban intervention immediately recognisable. The reference to denim – a fabric historically associated with workers' garments – becomes a metaphor for the factory and for work as an identity matrix.

Light, Landscape, Continuity

In the entrance area of the Biblioteca, the Plant models from the Ambience collection are reinterpreted by 967arch through interventions on textures and chromatic elements, with a graphic pattern applied to the underside of the canopy. Designed by Riccardo Giovanetti, they incorporate an LED light within the top element that, at sunset, transforms them into luminous presences, extending the quality of the outdoor experience beyond daylight hours.

The paving of this threshold space has been developed in collaboration with Roofingreen, a Turin-based company that, by using the new material and compositional possibilities of its modular systems, helps create continuity between interior and exterior spaces.

Within the Renaissance cloister is Fronda, the new sunshade designed by 967arch for Fim: a lightweight, easy-to-handle individual light screen integrating a magnetic lamp for evening use. A hybrid object, poised between technical device and atmospheric presence.

The outdoor furnishings by Ezio Foppa Pedretti, designed by Giulio Iacchetti, enter into dialogue with Fim's products, underscoring a shared attention to functionality, constructive essentiality, and quality of detail.

The landscape design, curated by landscape architect Silvia Ghirelli, establishes continuity between interior and exterior, reinforcing the temporary landscape character of the intervention.

A Temporary Factory in the Heart of Milan

La fabbrica dell'ombra is not merely a product exhibition, but a narrative device that questions the role of industry within contemporary design. Introducing a symbolic yet tangible factory inside a historic building in the heart of Brera affirms that Made in Italy is not a label, but a cultural process composed of people, expertise, technology, and vision.

On the occasion of Design Week, Fim will also present its new catalogue, developed under the artistic direction of 967arch with graphic design by FM Milano, translating the company's narrative into editorial form.

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Exhibition Design 967arch

Landscape Design Silvia Ghirelli,

Graphic Design studio FM milano

Designers: Parisotto+Formenton, 967arch

Artist: Ermanno Brosio

With the special Contribution of Tube Cultural Hall, Milano

Link [Press Kit_Fim_MDW2026](#)

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Practical Info

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Biblioteca Umanistica dell'Incoronata

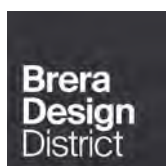
Corso Garibaldi 116 - Brera Design District

21-26 April 2026

21 - 24 April: 9 AM - 7:30 PM, admission upon registration on site or online: <https://www.fim-umbrellas.com/en/signup>

25 - 26 April: 9 AM - 7:30 PM, free admission

Monday 20 April, Press Preview - 12 PM - 7 PM



In collaboration



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