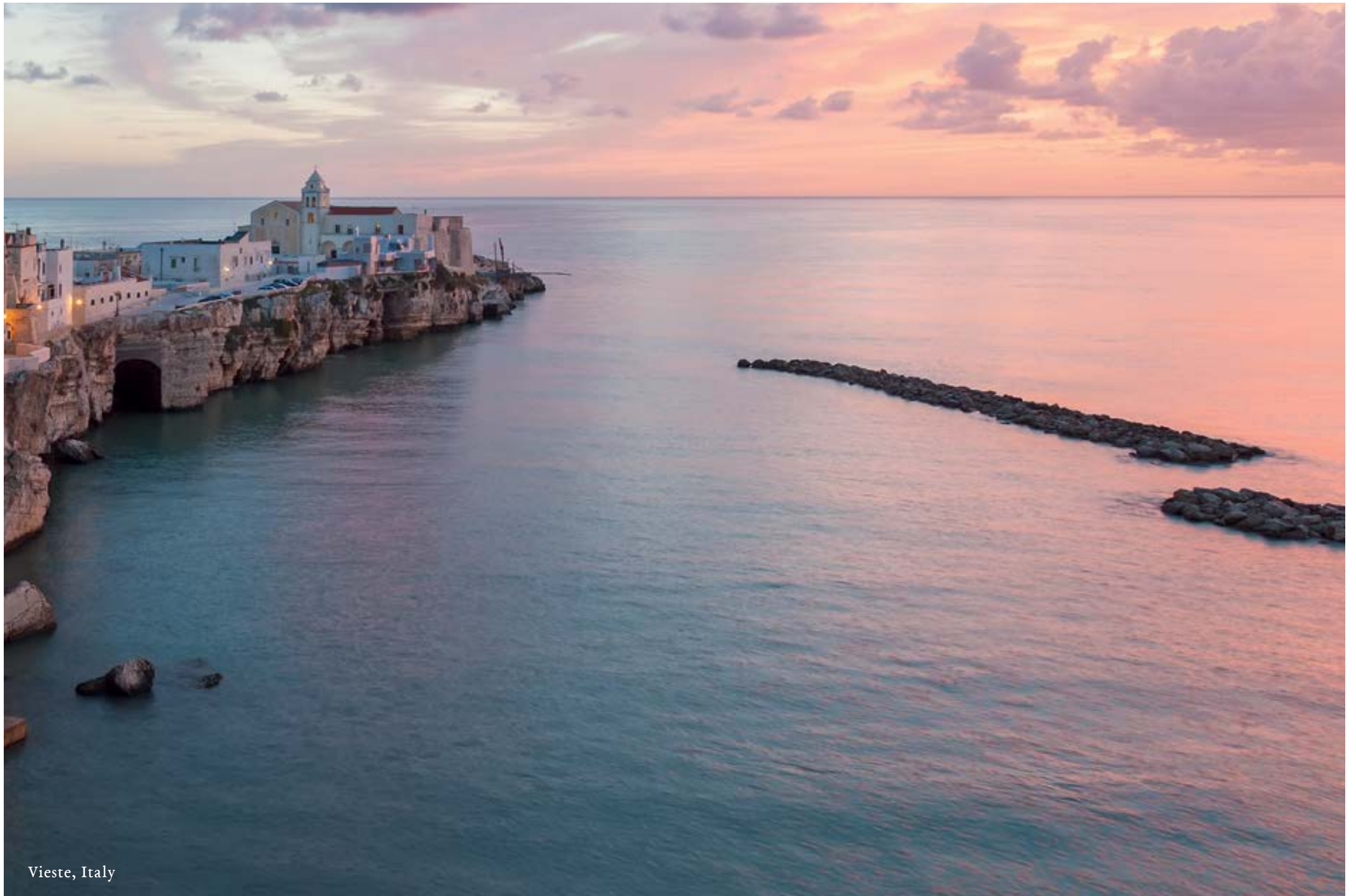


A close-up photograph of an olive branch with several elongated, dark green leaves and a few small, light-colored buds. The branch is set against a textured, teal-colored background that resembles a painted surface. The lighting is soft, highlighting the veins on the leaves.

NATUZZI BRAND CHRONICLES

A Brand Evolution Journal

N



Vieste, Italy



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SHAPES OF PUGLIA

“There is no region in Europe that is so easily accessible, almost at our fingertips, that is so full of architectural and sculptural surprises and that gives us, at such a high level, the pleasant sensation of being removed in time and space.”

ANDRÉ PIEYRE DE MANDIARGUES

Alberobello, Italy

*“We blend design, functions,
materials and colors
to create harmonious living”.*

PASQUALE NATUZZI

*“A timeless place with hills where
autumn is as sweet as spring”.*

PASQUALE NATUZZI



Murgia, Italy

SONS OF NATURE

Puglia has always been a source of inspiration for Natuzzi. You can find it, almost concealed, accompanying the brand during the ‘80s and ‘90s with its very soft and colorful sofas in leather that is pink like peach blossoms; or green, like the color of the sea that reflects the junipers of the Mediterranean scrub; or yellow, like the sun-burnt wheat fields. And you can still find it today, in the DNA of the Natuzzi Italia brand, which pays tribute through its collections to Puglia nature and to the perfect harmony of its elements.








FURROW SOFA / BY MARCEL WANDERS



CRATE CABINET, PIF PAF POUF AND OLEA CARPET / BY MARCEL WANDERS

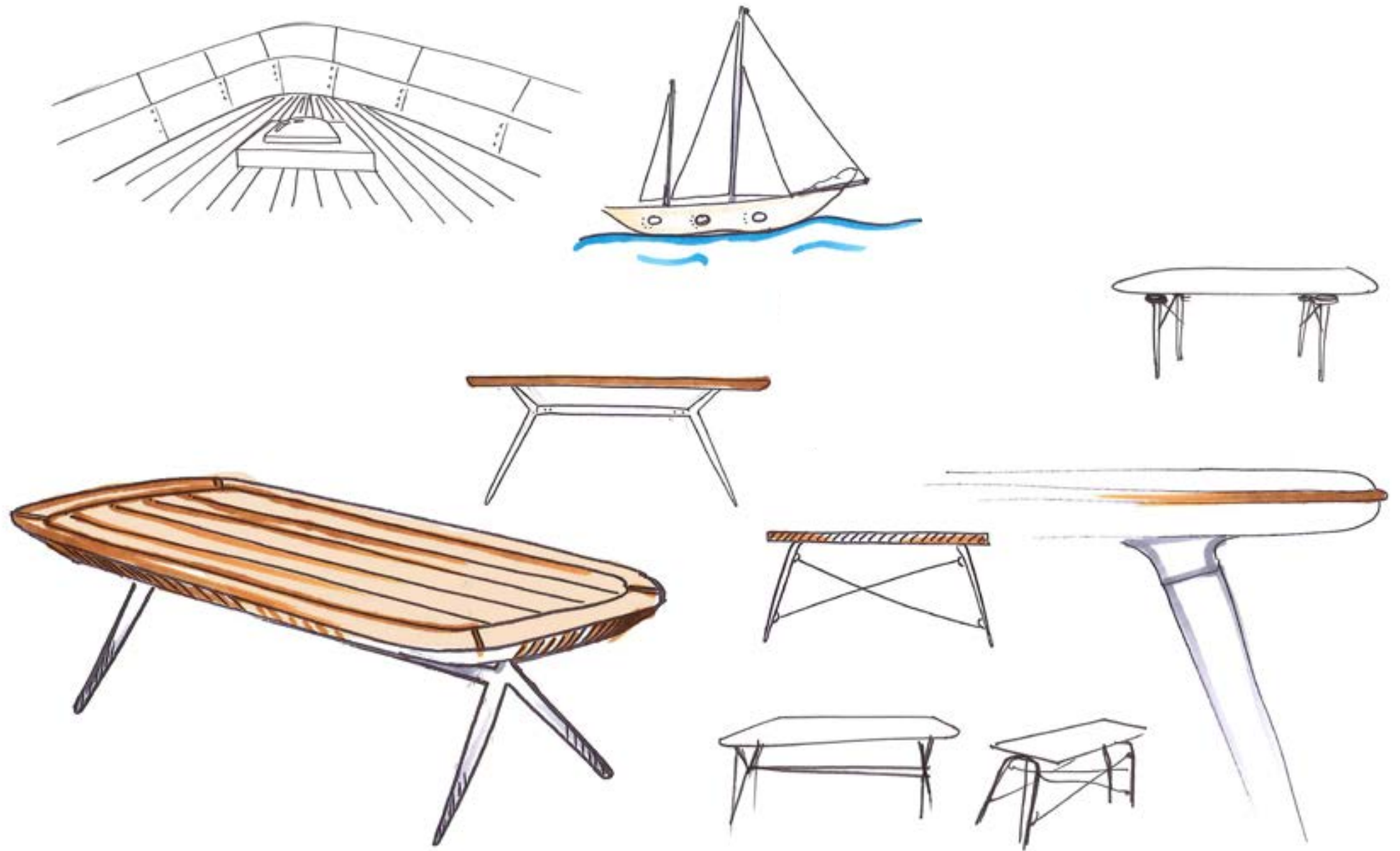
AGRONOMIST

BY *MARCEL WANDERS*. A COLLECTION OF CONTEMPORARY, INSPIRING, RATHER RUSTIC FURNITURE, BASED ON THE LANDSCAPES, ARCHITECTURE AND LIFESTYLE OF PUGLIA. SOFAS AND ARMCHAIRS WITH ROUNDED DESIGNS, SUCH AS THE FURROW SOFA: THEY EMBRACE YOU LIKE A SHELL AND ARE UPHOLSTERED IN VINTAGE LEATHER WITH FAWN SHADES AND FINISHED WITH SADDLE STITCHING. A TROLLEY COLORED WITH THE WARM BROWN OF FRESHLY PLOWED CLOUDS OF EARTH. OVAL TERRACOTTA VASES WITH ROPE HANDLES. COMPACT, ROUNDED POUFS WITH ROPE HANDLES, UPHOLSTERED IN LEATHER. TERRACOTTA TRAYS DECORATED WITH LIGHT CIRCULAR GRAFFITI WITH AN ALMOST PRIMITIVE STYLE. LINEAR WOODEN FURNITURE, OF VARIOUS SIZES, WITH TEXTILE DOORS.



“I felt it was truly an honour and also our responsibility to really bring the parts of the surrounding areas into the design. When we are able to incorporate the local culture and natural beauty of a region it allows the furniture to then create a sense of place.”

MARCEL WANDERS



DNA INSPIRED

We are inspired by the geometric design of Puglia farmhouses, the architecture of ancient underground mills and the shapes of tools used by the ancient farming community, primordial design objects. We are also inspired by the shapes of nature, the trunks of olive trees, almond trees and fig trees, the seas,

swollen and fertile during the high tides, the smooth woods of the fishing boats, the lively humanity that animates the many ports of Puglia. The colors and light of Puglia inspire us. A unique light, a kind of blend that transmits reflections of the sea, the red earth and the white stone.



OCEANOGRAPHER COLLECTION / BY MARCEL WANDERS



LAVE CHAIR AND DING DONG LAMP / BY MARCEL WANDERS

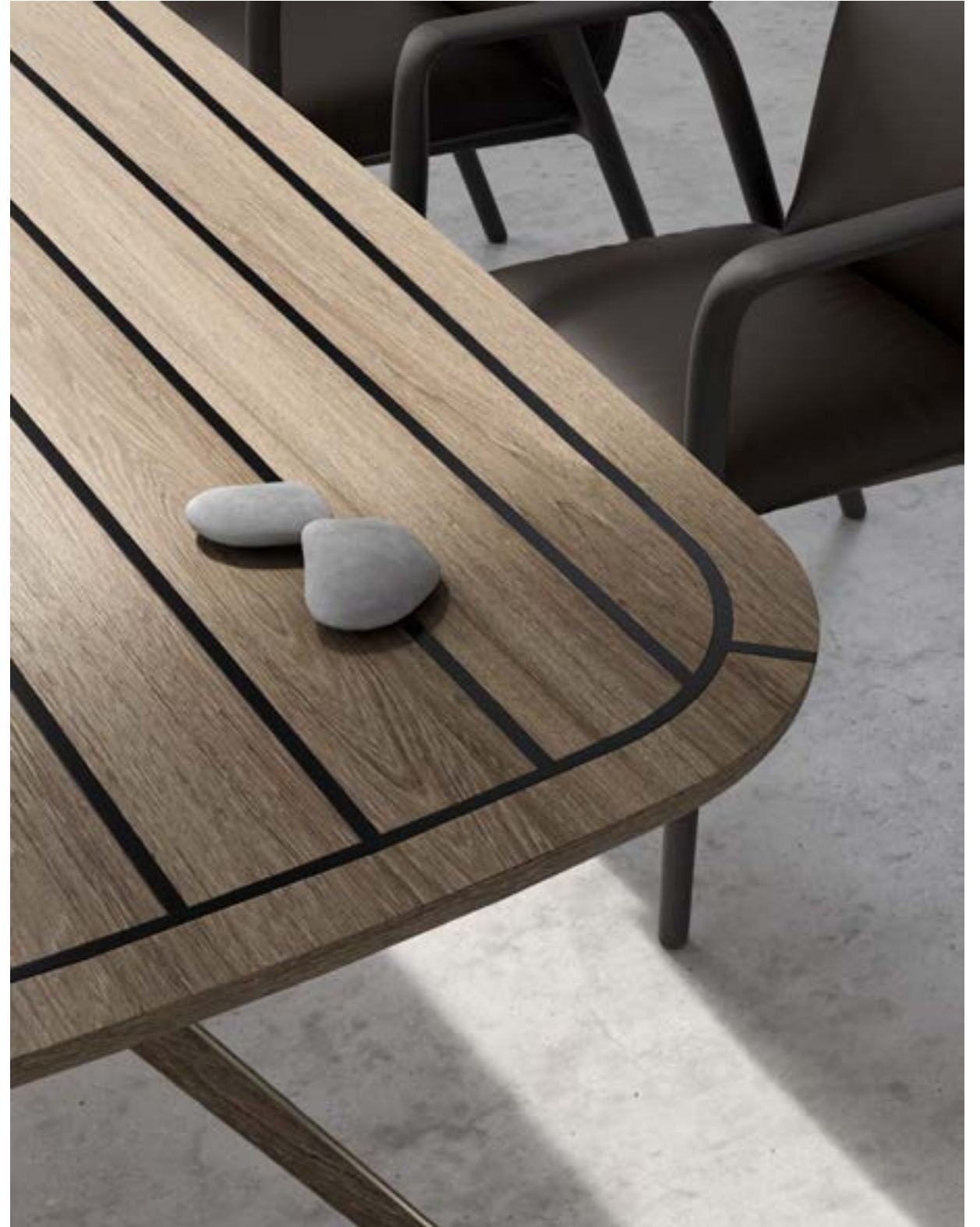
DECK TABLE AND MOORE CHAIR / BY MARCEL WANDERS



OCEANOGRAPHER

BY MARCEL WANDERS. THIS WIDE AND VARIED COLLECTION BORROWS THE COLORS OF THE PUGLIA SEA. IT CONSISTS OF PADDED FURNITURE OF VARIOUS SHAPES AND SIZES, CHAIRS WITH ARMRESTS COMPLETE WITH QUILTED CUSHIONS, LARGE ARMCHAIRS WITH BODIES MADE OF METAL MESH, SIMILAR TO FISHING NETS, FITTED WITH SOFT CUSHIONS, AND THERMOFORMED ARMCHAIRS WITH A FLUID PROFILE AND A METAL STRUCTURE WITH A GUNMETAL FINISH.

THE SLENDER TABLES HAVE AGILE METAL LEGS AND WOODEN OR GLASS TOPS, WHILE THE COFFEE TABLES, WHICH COME IN DIFFERENT HEIGHTS AND FEATURE A CERAMIC TOP, EVOKE ANCIENT LOCAL TERRACOTTA PLATES. THE FLOOR AND TABLE SUSPENSION LAMPS HAVE BELL-SHAPED LEATHER DIFFUSERS. THE COLLECTION IS COMPLETED BY GLASS VASES AND CUPS WITH EMBOSSED AND FACETED FINISHES.





*“Beauty makes us happy.
This belief has never left me or
betrayed me. I have never been
interested in sophisticated design
that is end in itself, regardless of
comfort and functionality.”*

PASQUALE NATUZZI



RE-VIVE PERFORMANCE RECLINER / BY NATUZZI STYLE CENTER



MELPOT COLLECTION / BY MAURO LIPPARINI

PHANTOM TABLE AND CABINET / BY MAURO LIPPARINI



MELPOT

BY MAURO LIPPARINI. MELPOT IS AN EXTREMELY MODULAR, VERSATILE, LINEAR AND ANGULAR FURNISHING SYSTEM FOR THE LIVING ROOM, CONSISTING OF SEAT ELEMENTS, POUFS, DRAWERS, A BOOKCASE AND SHELVES. DESIGNED BY MAURO LIPPARINI, MELPOT IS A SOLUTION FOR THOSE WHO LOVE TO CUSTOMIZE EVERY SINGLE DETAIL. AVAILABLE IN A WIDE RANGE OF FABRIC COVERINGS AND IN FINE NATUZZI LEATHER, IN OVER 200 COLORS. SOME ELEMENTS CAN BE UPHOLSTERED IN QUILTED LEATHER.

PHANTOM SIDEBOARD / BY MAURO LIPPARINI



*“The pursuit of Harmony
has guided me in every step,
every moment. And it still
does today: in my life, in our
creations, in love for Italy and
Puglia, the place where we are
and we have grown up”.*

PASQUALE NATUZZI



SANTERAMO IN COLLE, ITALY



TORSION

BY MARIO BELLINI. EQUIPPED WITH A THICK EXTRA-CLEAR GLASS TOP WITH A TWO-METRE DIAMETER AND SUPPORTED BY SIX INTERWOVEN SOLID OLIVE WOOD PETALS, TORSION IS AN IMPRESSIVE ROUND TABLE BY MARIO BELLINI THAT DESERVES TO BE IN THE CENTER OF A ROOM LIKE A SCULPTURE. A DISTINCTIVE DESIGN THAT EVOKES THE STRENGTH OF ANCIENT OLIVE TREES OF PUGLIA, WHOSE TRUNKS WITHSTAND THE WINTER WIND, RESISTING BAD WEATHER BY TWISTING. A TRIBUTE TO THE LAND THAT INSPIRES THE BRAND, WHERE PASQUALE NATUZZI'S EXTRAORDINARY HUMAN AND PROFESSIONAL ADVENTURE BEGAN.



FUSIONS

Puglia has always hosted a rich mix of ethnicities. We find this characteristic, further enriched, in Natuzzi's microcosm and at its Style Center, that besides being the vault in which the brand's chromosomes are stored, is a true crossroads of excellence and international experiences.

Natuzzi's collections presented during Design Week in Milano, in 2018, are the highest expression of these contaminations. They blend the formal rigor of Mario Bellini - the living icon of industrial design history - with the hyperbolic, irreverent world of Marcel Wanders.

“Try to imagine a chair without a table: it does not work, just like a table without chairs. But, if the chair is for our body, the table is a structure that holds a plan to sit down around, to eat, to read, to work. Torsion table, made of olive wood, is inscribed in my inexhaustible and endless passion for these fascinating home architectures which, fatally, have always been the center of domestic space “.

MARIO BELLINI





QUALITY FROM VALUES

In the Natuzzi Style Center designers, architects and interior designers study new trends, design new models, create environments and define combinations of shapes, materials and colors. From the project to the product. Raw materials, semi-finished products and finished products are transformed and manufactured in Natuzzi's factories in Italy.

Ethics, transparency, and sustainability have driven our work, since 1959. To uphold these values and the quality standards expected by millions of customers, we exert total control over our production process, until final delivery is made to their homes.



AN OLD PASSION

We respect nature. We love the materials we use and love fashioning them with our hands. We adore the different types of wood and the forests from which they come, and, we craft them in our woodworking shop. We love leather and we fashion it in Italy, at our tannery in Udine, where the art of tanning and the latest technologies join to ensure the utmost in respecting nature and obtaining quality. We love comfort. We produce it at our polyurethane plant, in Italy, where we make our padding, without using freon or any other expansive substances.



THE CONSTANT SEARCH FOR
HARMONY BEGINS HERE TO PERVADE
THE WHOLE HARMONY CHAIN.

Since 1959



KENDO COLLECTION / BY MANZONI&TAPINASSI





MAMA CHAIR / BY NATUZZI STYLE CENTER



KENDO

BY *MANZONI & TAPINASSI*. KENDO IS A TRUE LIVING AND DINING SYSTEM: A RANGE OF PRODUCTS UNITED BY THE SAME STYLE AND COMBINATION OF MATERIALS, NAMELY SOLID WOOD AND METAL. THE SOFA IS A PERFECT COMBINATION OF MODULARITY, CRAFTSMANSHIP AND SOPHISTICATED DESIGN. THE DINING TABLE IS THE PERFECT FURNISHING ACCESSORY FOR ANY ENVIRONMENT, FEATURING AN EXTREMELY SOBER AND ELEGANT DESIGN. THE ENTIRE WOODEN

STRUCTURE IS EMBELLISHED WITH METAL INSERTS THAT VERTICALLY TRACE THE EXTERNAL AND INTERNAL SIDES OF THE LEGS AND COINCIDE ON THE TOP IN A SOPHISTICATED INTERSECTION. THE COFFEE TABLE IS A PRACTICAL SUPPORT ON WHICH YOU CAN PLACE A BOOK OR GLASS WHILE YOU ARE COMFORTABLY SEATED ON A SOFA. ENTIRELY MADE OF WOOD, WITH A PAINTED METAL BASE, IT HAS AN ELEGANT METAL INSERT THAT EMBELLISHES THE DESIGN.



*“I still remember my
satisfaction when I realized
the first sofa.*

*Today, my team and I feel
the same satisfaction. Passion
drives us and thanks to it we
can trust our future”.*

PASQUALE NATUZZI

UNTIL THE VERY END

Every Natuzzi Italia store is an expression of the unique and unrepeatable lifestyle of an Italian brand. Designed and created in every detail by a team of architects, visual and retail merchandisers, they are driven by one mission: let the consumer experience be unique and unrepeatable when they visit the store.

Sophisticated interior design tools, high definition 3D configurators and the *virtual room* allow us to create an increasingly customized shopping experience. Moving beyond immersive practices, thank to the augmented reality, we transfer Natuzzi Italia's Harmony straight out inside consumers' home. Where they really and naturally live.





“We want to create interactive experience-based events and communication projects that support the birth of a community of brand lovers in which there is great affinity with Natuzzi culture and DNA. Only in this way we will be able to create a strong and long-term bond with our consumers, going beyond the purchase, thus sharing common ideals”.

PASQUALE JUNIOR NATUZZI

CONNECTING MINDS

We endorse several cultures while maintaining and invigorating our identity. Being curious about the future and about diversity, while being well aware of our own roots. This is the evolution undergone by Natuzzi Italia. A journey, through different places, differing worlds of expression and different generations, with the aim of creating a community

of brand lovers composed by designers, artists, photographers establishing with the brand an elective and positive connection. A sort of creative osmosis, in which everyone's creativity becomes a source of inspiration for the other. This is how Natuzzi Italia is getting ready to influence tomorrow's trendsetters.

COLOSSEO SMART SOFA / BY MAURO LIPPARINI

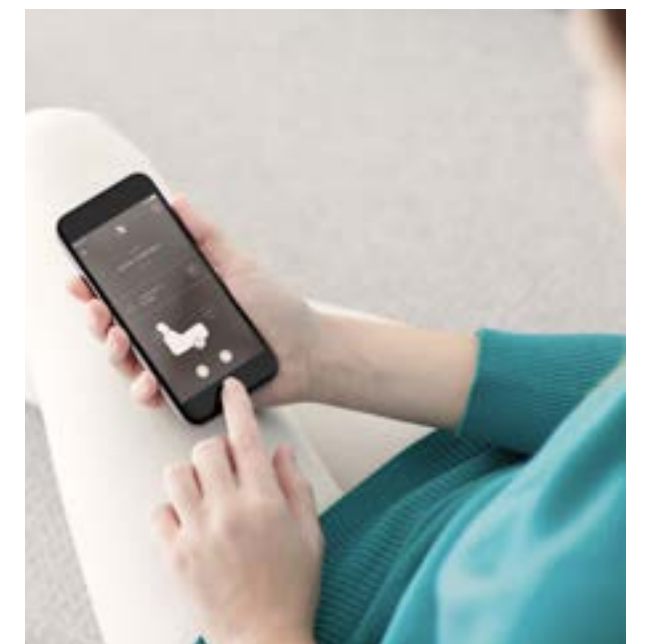


NATURE MEETS INNOVATION

Choosing Natuzzi Italia means choosing beauty, joy of living, and respect for others and for nature. Harmony has always driven our creations, and is a lifestyle, flush with Italian history. It keeps innovating, enriched with new experience.

This is how Natuzzi Italia's style meets our customers' expectations; for their homes and for their everyday life. This keeps us looking optimistically ahead.

A tangible example of this innovative approach is our smart-living program, developed by Natuzzi Italia and partnered with LG, with whom it has embraced the Internet of Things, and connects the *Colosseo* sofa, designed by Mauro Lipparini, to other elements around the house. A virtual assistant is tasked with setting up the ideal environment for better experiencing one's relaxing moments.



HEKTAD



ED GRANGER



CROSSING CULTURES MAY 2017. RE-THINKING RE-VIVE NYC

On the occasion of the New York Design Week, Natuzzi Italia hosted engaging performances of three protagonists of the New York art scene: Ed Granger, Hektad and Jon Burgerman. Re-Thinking Re-lives: *New Icons for New York* was the title of the event that animated the Soho Design District.

The icon is the Re-Vive armchair reinterpreted live through the hand of the three artists, during which the guests were immersed themselves in the geometries, animations and colors set up for this specific purpose, with the musical background selected by Harley Viera-Newton.



JON BURGERMAN

THE SINKING OF THE BODY
AND THE RISING OF THE HEART
BY LU CHAO



A SPIRITUAL GARDEN
BY LIU SHIDA AND WANG XI

JUNE 2017. NATUZZI DESIGN AWARD SHANGHAI

Natuzzi Designer Club Shanghai borns with a clear aim: join and support architects and designers working in China. Many initiatives has been created by the Club, such as the Natuzzi Design Award for the best interpretation of the concept of Harmony

Maker. The first prize was awarded to Liu Shida and Wang Xi, authors of the project *A spiritual Garden - Natuzzi harmonious home*.



MILOU KRIETEMEIJER



HENRIETTE SABROE EBBESEN



OTTAVIO MARINO

NOVEMBER 2017. PHOTO VOGUE FESTIVAL

Natuzzi Italia and Vogue Italia have invited passionates about photography from all over the world to represent visually and celebrate the concept of World of Harmony. Among the participants selection, three photographers have excelled for their talent and originality: Henriette Sabroe Ebbesen, Milou Krietemeijer - Dirks and Ottavio Marino. Their shoots were selected from over 5,000 snapshots posted with the hashtag #worldofharmony: a milestone that allowed them to win the participation during a special shooting in Puglia.

N

*Harmony, which has always been
the mission and vision behind
all our creations, thus becomes a
lifestyle that draws its strength
from Italian history, and innovates
it with new experiences.*



NATUZZI
ITALIA