

NATUZZI  
BRAND  
CHRONICLES

— 60 —

*A Brand Evolution Journal - Vol.2*

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Bauxite Quarry Otranto, Puglia

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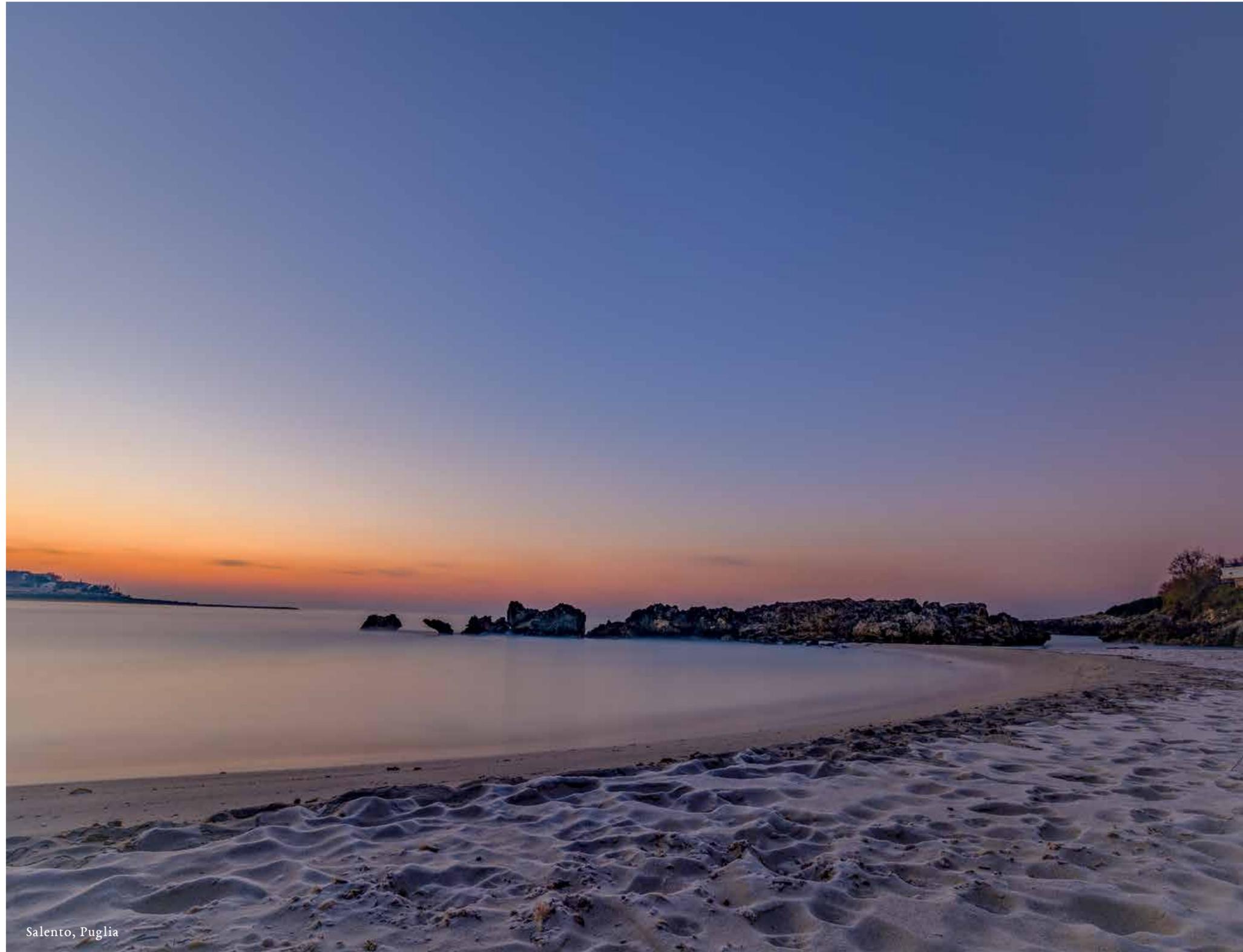
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Salento, Puglia

## MADRE TERRA

Puglia, Mother Earth. Source of life and of inspiration. Source of devotion and of protection. Source of essential gratitude and genuine love. Its colourful, multiethnic nature has always been our home. Natural materials have always been our passion. We've been fashioning them with clean hands. We've been travelling the path of sustainability. We will continue to follow it forever, striving to improve day by day and giving back a little of that great beauty that Nature had given to us.



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*“We wish to return unto Nature  
a little of the great beauty  
that Nature has given us.”*

PASQUALE JUNIOR NATUZZI

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*“I regard the designer as a true poet who interprets stories through new forms.”*

PASQUALE JUNIOR NATUZZI



Bauxite Quarry Otranto, Puglia

## NARRATIVE

If something inspires us, it's because we love it. The light in Puglia illuminates the soul. A unique light, itself a blend, which carries within it reflections from the sea, the vegetation, the soil and the rock. And what inspires us takes shape, becomes form, project, object. And we love to tell this story. We try to convey our emotions, our passion, our love for that inspiring form and for what it has generated in us. Every time we design a new product, it carries within it the narrative

of its history, right from the very beginning. We share that story with everyone who will then go on to make it, fashioning it with their own hands; everyone who'll be promoting it at our stores; those who'll be buying it, experiencing it and loving it, becoming indeed its most authentic spokespeople. Come and share in the dream that guides us on our way and the stories which our collections tell. A thrill that spreads from one house to the next.



*“The dandy to me is someone that knows his origins, that travels in a sophisticated way around the world, that knows his heritage and will always come back.”*

MARCEL WANDERS



## THE DREAM

Puglia inspires us. We're inspired by the colourful forms of its Mediterranean character. With filial love, we recognize its authoritative wisdom, held in the hollowed-out trunks of ancient olive trees. We kneel with devotion on its red soil, caressing it in thankfulness, for breathing life into the seeds of our work. Like young mothers and fathers, we watch with joy as the ears of wheat grow and ripen, as the almond and peach trees blossom, as the Primitivo grape sets on

the vine. We gaze in wonder each time at the rhythmic pulsation of the Apulian seascape, moving, deep, swollen and fruitful. We are inebriated by the scents from the sandy coves along its coasts, protected by the Mediterranean maquis vegetation, by the thickets of juniper reflected on the surface of the sea. We lose ourselves in the maze of alleyways that make up the hill towns, blinded by whitewashed walls, ever curious as to who dwells within and breathes previous life into it.





DOVE CHAISE LONGUE / BY MARCEL WANDERS



## DANDY

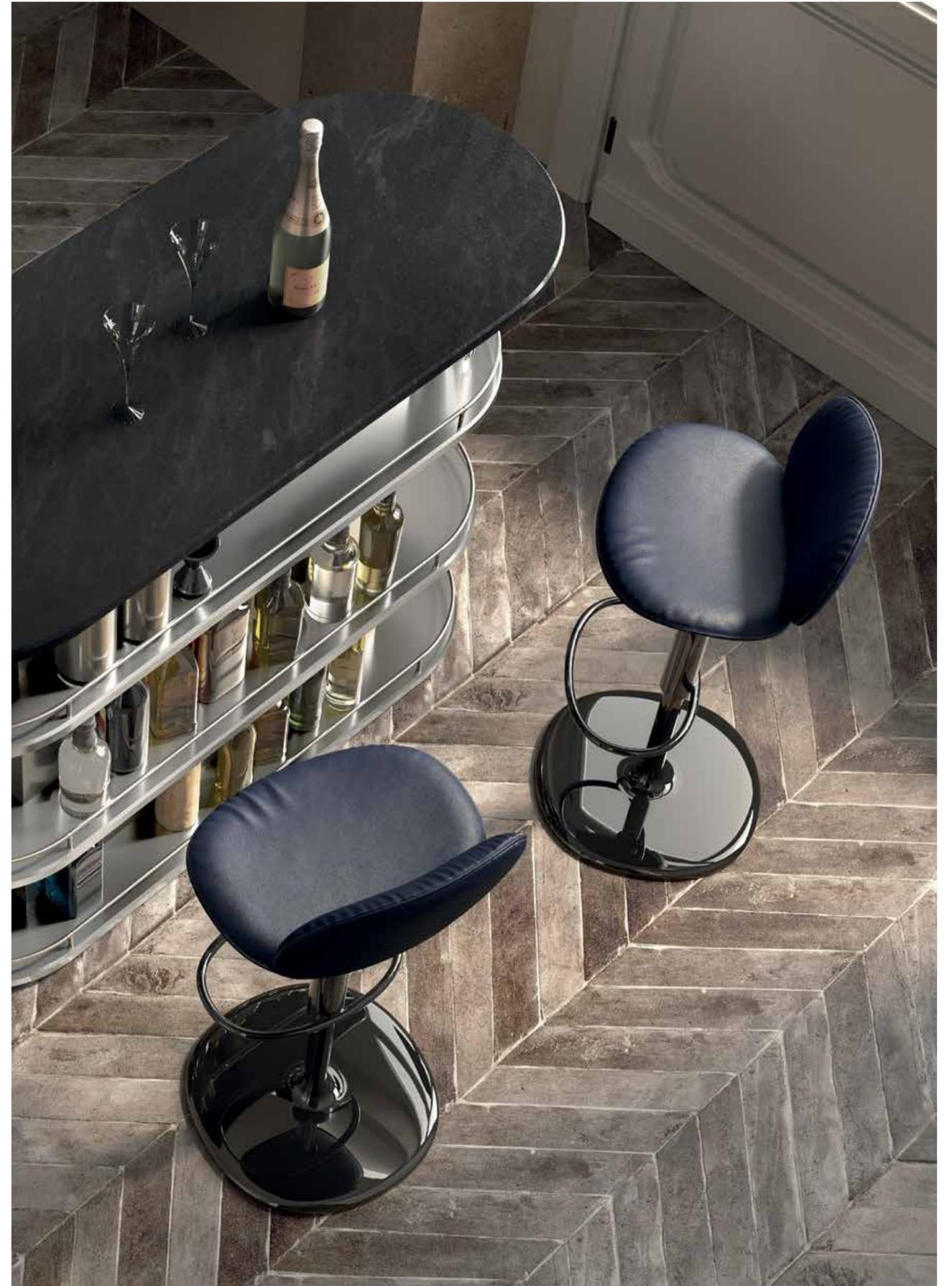
BY MARCEL WANDERS. Marcel Wanders' transposition of design elements associated with the Apulian lifestyle continues apace. A journey that Wanders enjoys with the insatiable eyes of the designer, the sensitive curiosity of the anthropologist and the prolific complicity of Pasquale Junior Natuzzi. From this cocktail of quality and talent comes the Dandy collection, inspired by a globetrotter's return to origins, with its wealth of emotions, experiences and inspirations. The Skyline seating system with open and closed bases, a contemporary revisitation of a classic piece of furniture – the Chester sofa. The roundness of the Chester is given squarer lines while the backrests, deliberately misaligned, evoke the skyline of a great international metropolis. A particularly effective combination of craftsmanship and technology can be seen in the finely hand-quilted backrest and in the seats, fitted with latest-

generation electric motion mechanisms. The Dandy collection also includes a bar area, inspired by typical New York atmospheres, with a polished chrome metal desk and marble top, two leather stools and an open bookcase. The bookcase, in polished chrome, is modular and free-standing, with shelves in black larch. The arch design on the front created by the two smoked-glass doors is taken up by the tinted-glass mirror at the back and represents a return to origins. A quote from the arches of the old cities of Puglia, which serve an architectural function that goes well beyond that of mere transit. Apulian arches encapsulate the soul of their cities: they are at one and the same time meeting places, landmarks, and emblems of civilization and lifestyle. The lovely Dove chaise longue, with its light, wavy shapes, is a natural complement to the living space which Wanders created for Natuzzi.

SKYLINE SOFA / BY MARCEL WANDERS



DOVE BAR STOOL / BY MARCEL WANDERS



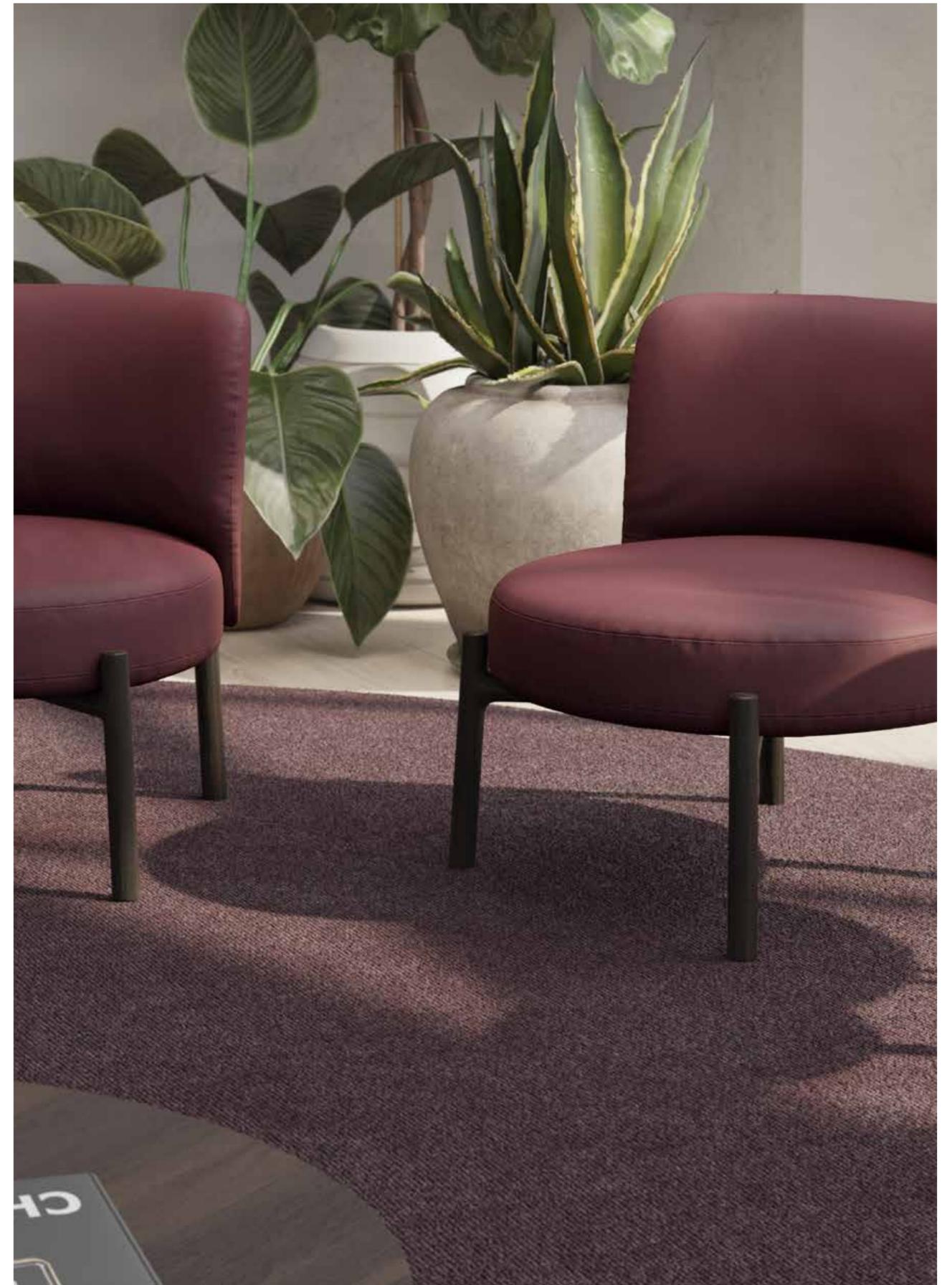
Lecce, Puglia

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*“Devotion is what we have  
in the creative impulse that helps us  
create something real that  
is inspired by Nature.”*

PASQUALE JUNIOR NATUZZI

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ESTRO COFFEE TABLE / BY NATUZZI STYLE CENTER



## AMALIA

BY BERNHARDT & VELLA. Various shades of pink captured in almond and peach blossom, iridescent blues of wisteria vines – these the prevailing colours of the set for Amalia, as Bernhardt & Vella's elegant collection is known. One that seems inspired by the colourful kitchen gardens built around the Apulian

noble palazzos, where Nature nestles protected by high white stone walls. A romantic living room area, characterized at its heart by a very special circular love lounge. The materials used are all natural, all the way from the leather upholstery, to the tabletops, in wood, marble and glass.



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*“We will keep  
on offering increasingly  
innovative and eco-sustainable  
products created without  
detracting from human rights  
and able to meet the growing  
demands of discerning  
consumers.”*

PASQUALE NATUZZI

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CAVA SOFA / BY MAURO LIPPARINI

CONCA ARMCHAIRS / BY CLAUDIO BELLINI



## CAVA

BY MAURO LIPPARINI. The bauxite quarry just outside Otranto has slowly returned to nature, now with its own unique ecosystem overflowing with flora and fauna. A fine example of Nature's ability to regenerate itself. There could have been no more appropriate setting for Cava, created by Mauro Lipparini. A modular living system, whose true essence lies in the continuous

aesthetic and functional regeneration of its elements: soft parts, fixed and movable parts, empty spaces, table tops, coffee tables. Leathers, woods, metals, transparent and satin-finished glass – these were the natural materials chosen for Cava. A veritable island immersed in the bright green of the lake that formed below the red of the tall quarry walls.

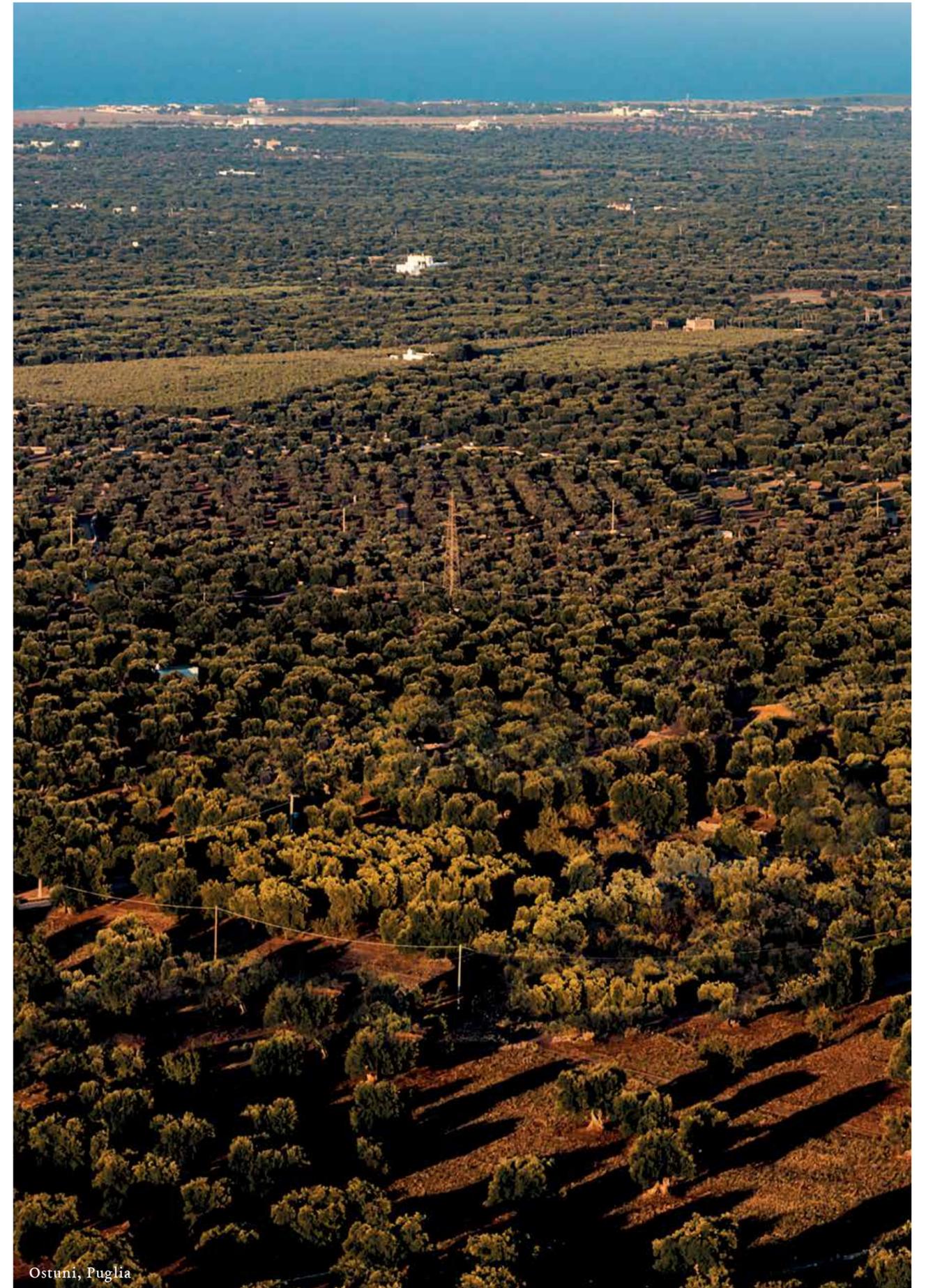


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*“It was a wonderful time for me  
to start my work, the era of dreams.  
Help your children dream,  
and dream yourself too.”*

PASQUALE NATUZZI

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Ostuni, Puglia



ITRIA CHAIRS / BY ENRIQUE MARTI

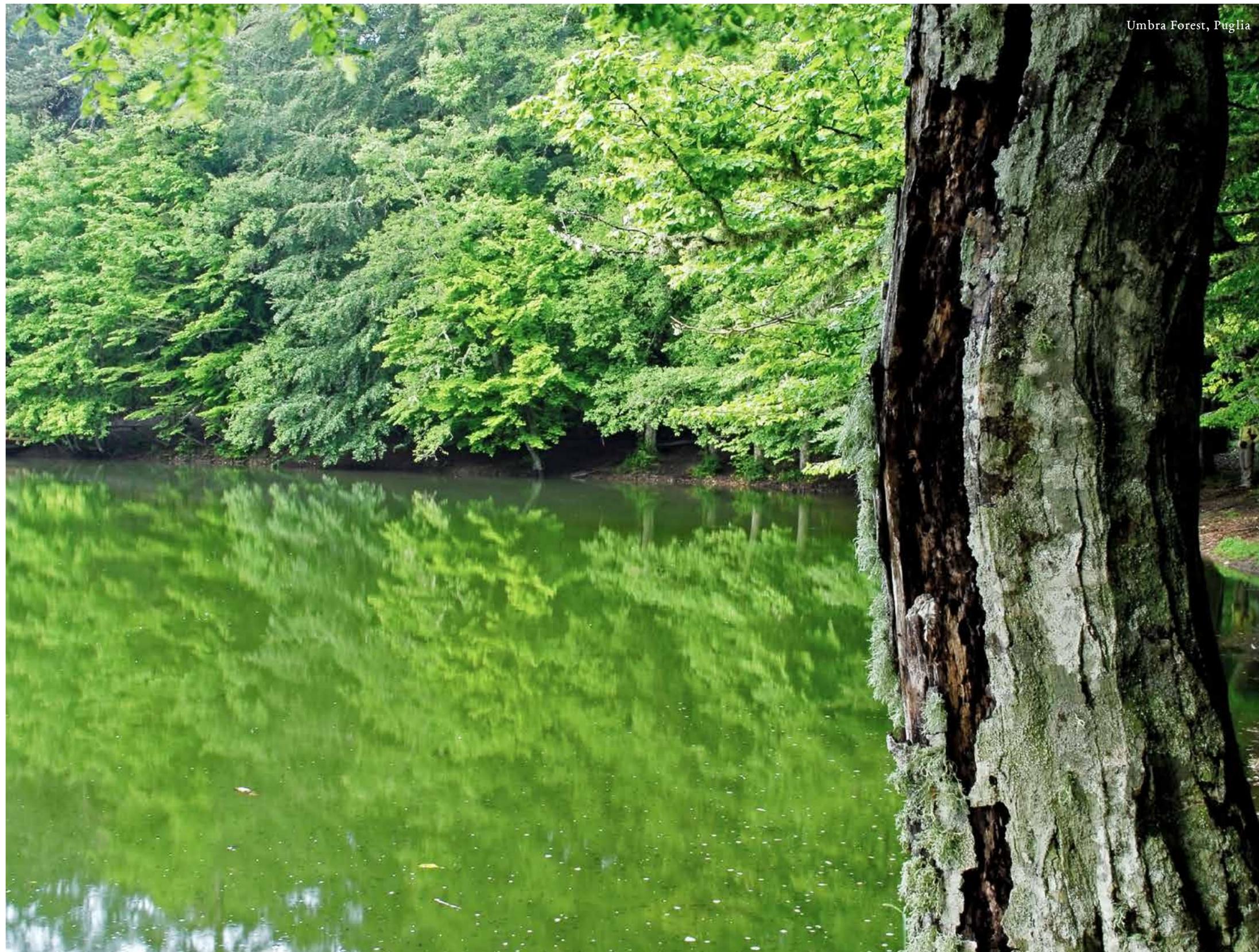


## SELVA

BY ENRIQUE MARTI. From the hillside slopes, the expanse of ancient olive trees reaches down almost as far as the sea. A vast canvas of silvery-green fronds, a natural spectacle of rare beauty, encapsulating all the richness of Apulian soils, both in the precious oil the trees produce, and in the culture of quality living associated with a healthy diet. Selva, by Enrique Marti, is a modular couch system,

made up of the sofa – covered in leather and fabric – with various furnishings. All of the padded parts of the Selva sofa, including the cylindrical armrests, are independent, resting on a wooden base. The colours are those of olive groves, with the greens of the leaves and fruits, and the browns of the trunks.





Umbra Forest, Puglia

## SUSTAINABLE PASSION

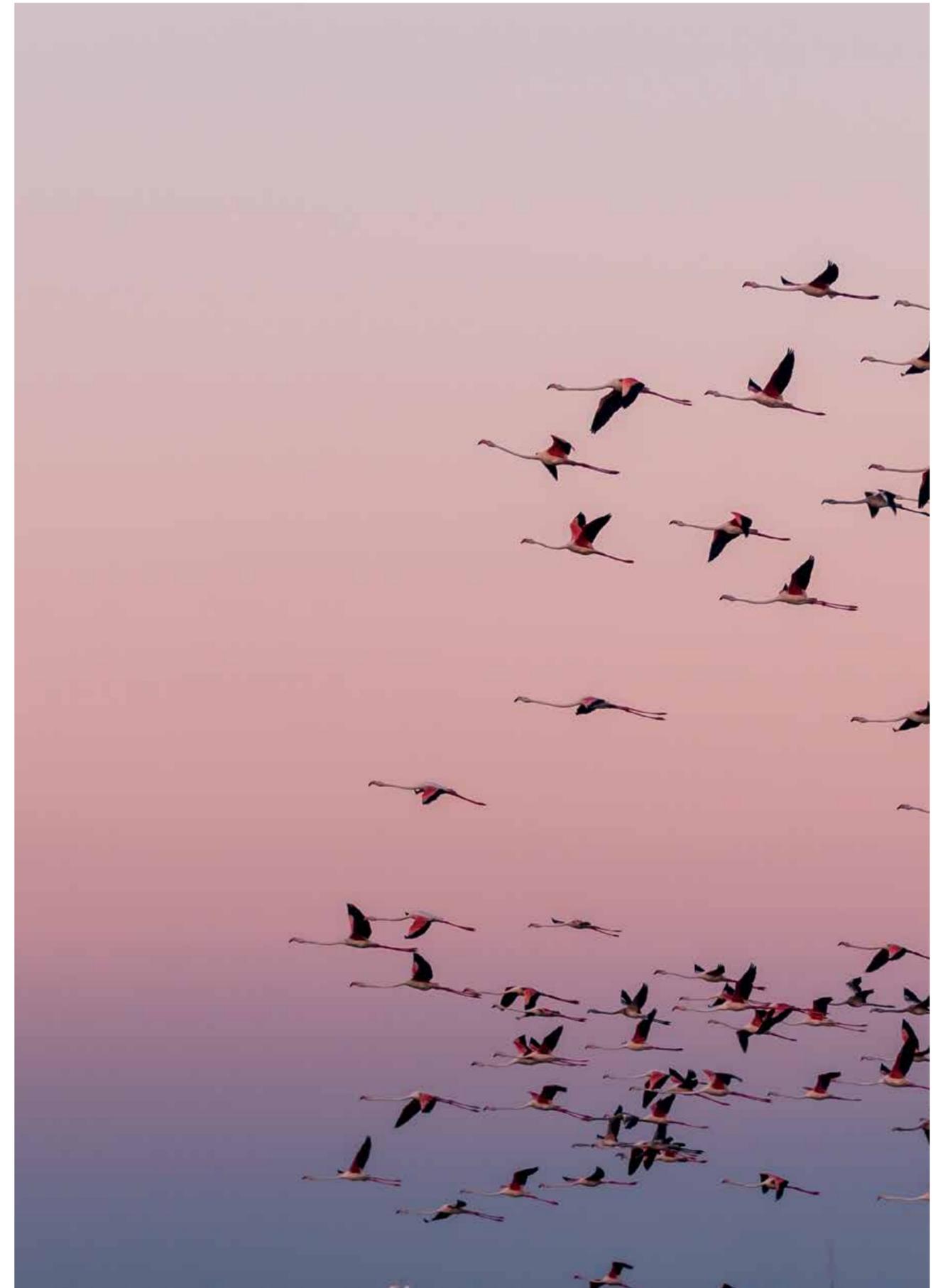
We love wood and the forests which engender it. Our promise is FSC®-certified. We love leather and we work with it, adopting solutions that are among the most advanced in Europe for protecting the environment. We love the fresh air and in making our products we use only the inexhaustible energy of the Apulian sun. We respect mankind in his nature and in his work. Our raw materials are traceable, because from our suppliers we demand the same quality guarantees and the same respect for the environment and for consumers as we ourselves give.



## THE ESSENCE OF BEAUTY

The road we have walked to achieve beauty, in its most authentic and profound sense, is a long incessant path of research, towards a deeper understanding of identity. The collection presented at Milan Design Week 2019 is the most meaningful expression of this journey. Its underlying

message is that beauty cannot be achieved unless ethics and aesthetics coincide. And the perfect shape, the most creative solution, the most harmonious system of rules, where ethics and aesthetics coincide, belong only to Nature: hers is the true essence of beauty.





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Polignano a Mare, Puglia

*“The love we feel for our work  
has made us the leading craftsmen  
in the world.”*

PASQUALE NATUZZI

## 60 YEARS OF SEEDING

Sixty years. A life lived as a journey, with one aim in mind: to grow in harmony with the world. Our journey is one of continuous sowing, continuous harvest, in any case a time of growth. We have travelled across time, through various places, different worlds of expression and distinct generations. We have always been heading

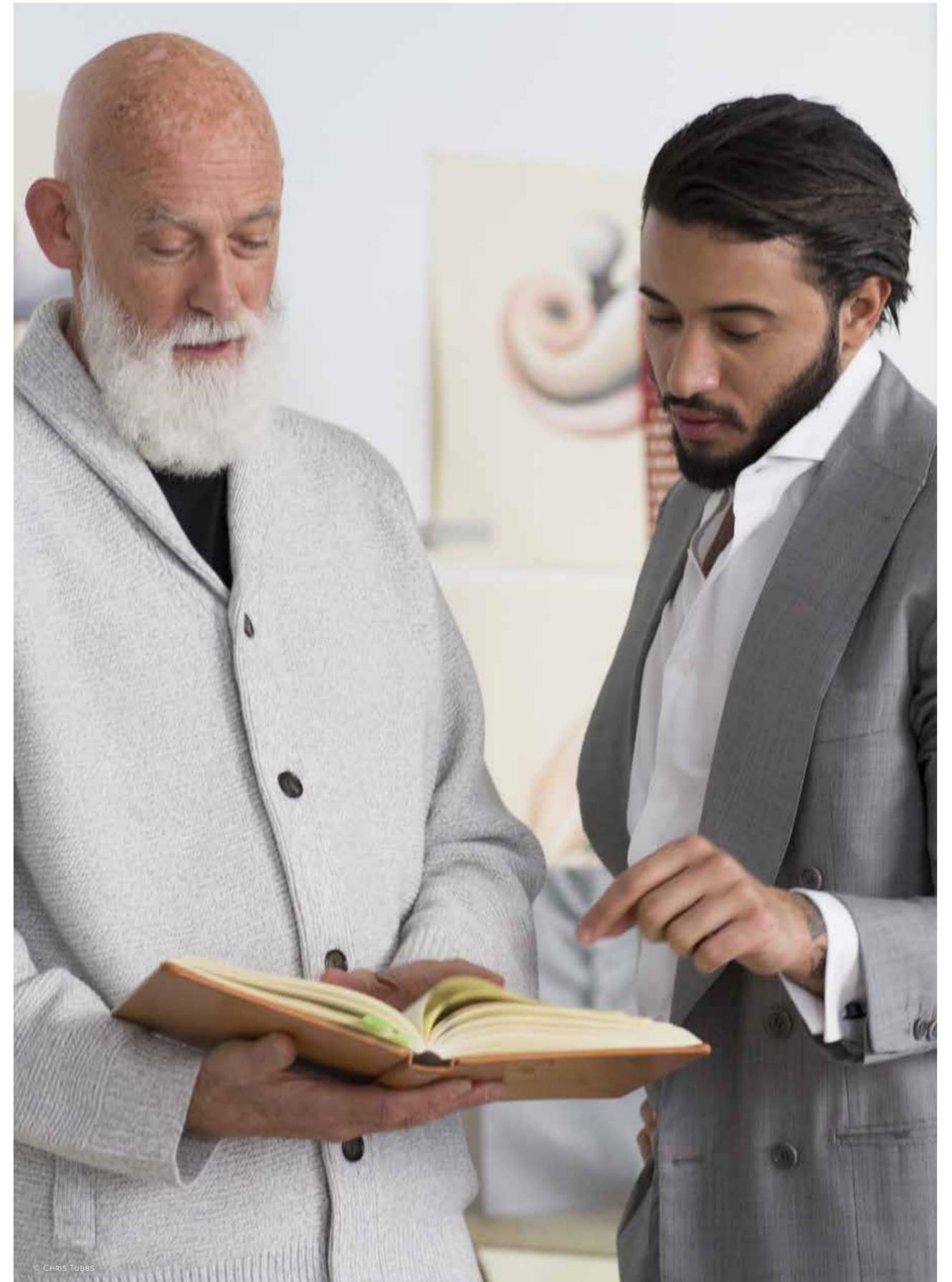
towards the future. We have opened up to a thousand different cultures without losing our own, indeed we have enriched it. Today, as we continue this tireless journey into the future, we discover both ancestral and primitive atmospheres. The origin of everything which becomes a vision of the future.

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*“I want our creative expression  
to be easy to be primitive,  
but to be full of experience.”*

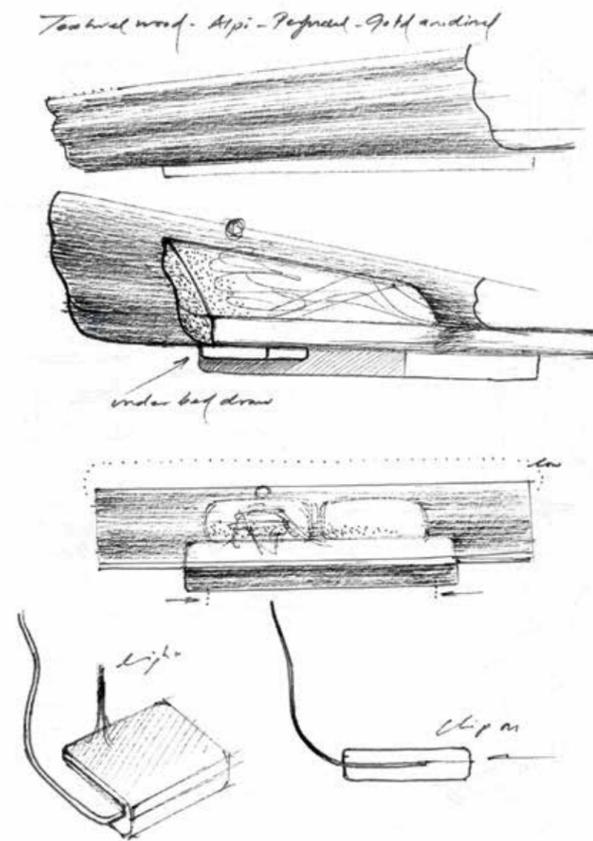
PASQUALE JUNIOR NATUZZI

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© CHRIS TUBBS





## ERGO

BY ROSS LOVEGROVE. Ergo, the sleeping area designed by Ross Lovegrove for Natuzzi Italia, is a perfect summary of the journey which the brand has undertaken over the course of its evolution. A point of arrival that is at one and the same time a starting point, a beginning. In any case, it marks a common ground between Lovegrove's independent thinking and Pasquale Junior Natuzzi's creative vision. Ergo is both a primordial and a futuristic bedchamber. It looks like a primitive couch, shaped only by the silent,

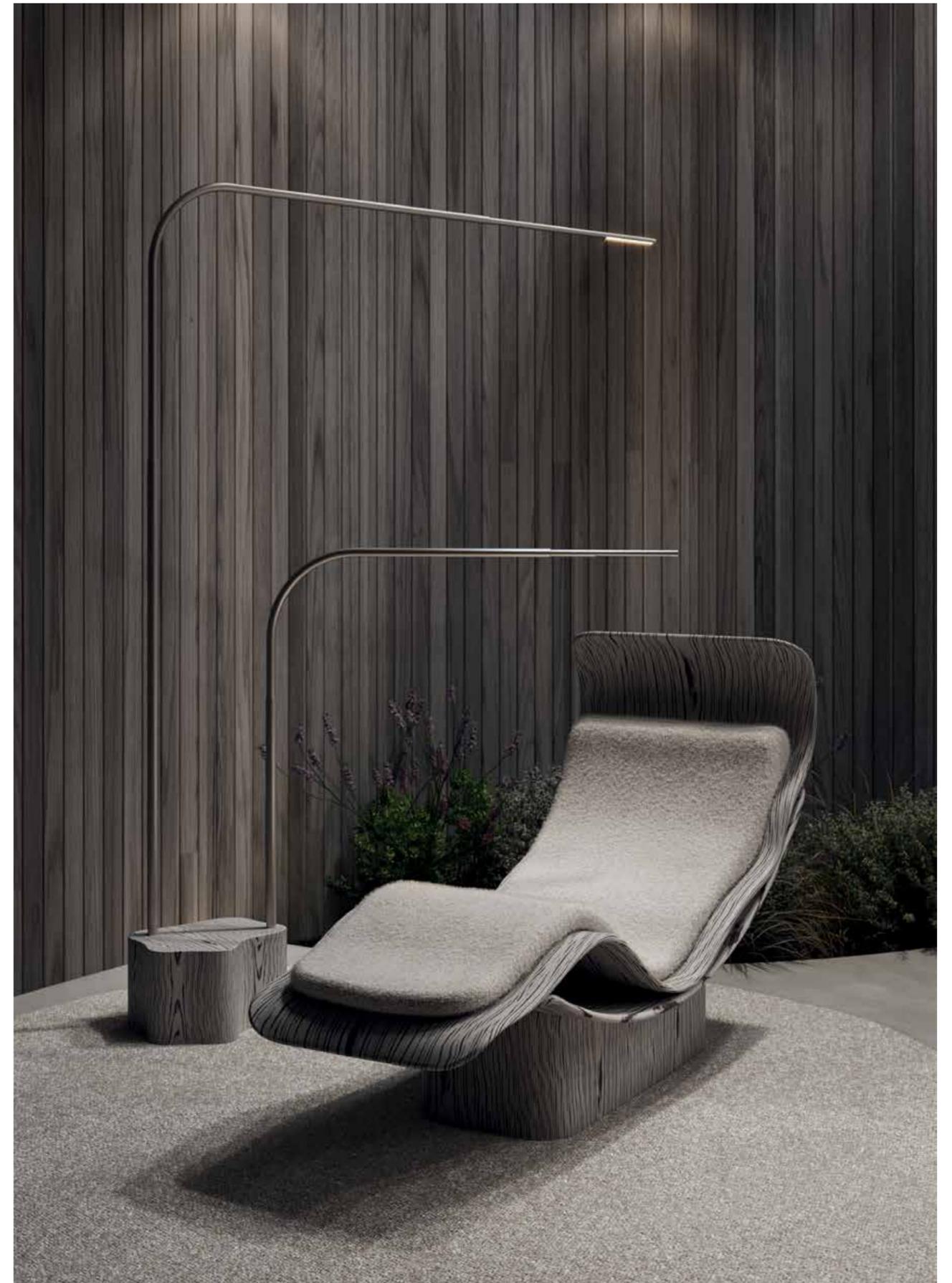
incessant etching of time. In truth, it is a very modern "translation of 21st century organic technology", to use one of Lovegrove's own terms, featuring nothing that might harm the environment and plenty of responsible renewable materials such as curved woods from forests managed correctly and responsibly, organic textiles, 100% natural latex, solvent-free glues and recyclable metals such as aluminium. Fluid essential shapes "created by the earth for the earth". Designs that excite, that reach out and touch people's souls.

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*“I know only  
that Nature improves”.*

ROSS LOVEGROVE

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ERGO BED AND VALET STAND / BY ROSS LOVEGROVE



*“DNA: design, nature, art.  
These are the three things  
that condition my world”.*

ROSS LOVEGROVE



Torre Sant'Andrea, Puglia

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*“I’m just interested  
in natural growth patterns,  
and the beautiful forms  
that only Nature really creates”.*

ROSS LOVEGROVE

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## RENDEZ-VOUS

If something inspires us, it's because we love it. And what inspires us takes shape, becomes form, project, object. And we love to tell this story. And we like to show all this, so as to share it and involve others. The Natuzzi Italia store is the meeting point, the interactive stage where the brand story and representation become an experience for the consumer who, from that moment on, takes over the reins in a holistic, multisensory event dedicated to the Italian lifestyle: the beautiful blow-ups of Puglia, together with the collections which the region has inspired, satisfy our sense of sight; the materiality of our products please our sense of touch; piping hot espresso coffee fulfils our sense of taste; while the fragrances of the surroundings, overflowing with Mediterranean essences, enchant our nose and background music forms a unique and perfect soundtrack that delights the ear. Sophisticated interior design tools and high-definition 3D configurators allow each store to provide an increasingly customized shopping experience.

CROSSING WORLDS.  
MARCH 2018. IN MATERA,  
NATUZZI STAND  
WITH BETTY WILLIAMS  
AND SHARON STONE  
ALONGSIDE THE REFUGEES

The foundation stone of the City of Peace has been laid in Scanzano Jonico, in the province of Matera. Thus it was that the refugee project, the brainchild of Nobel Prize winner Betty Williams, President of the City of Peace Foundation and of actress and human-rights activist Sharon Stone took concrete shape. Pasquale Natuzzi immediately pledged his support to the event, regarding it as consistent with the brand's values of welcoming and sustainability. The House of Peace, designed by Mario Cucinella, aims to create a safe haven for families fleeing from war. It is an eco-sustainable, low-cost and high-quality housing project, which uses cutting-edge, energy-saving technology.



PASQUALE NATUZZI AND SHARON STONE



THE ARTIST XU ZHEN  
AND PASQUALE JUNIOR NATUZZI



## NOVEMBRE 2018. CITY CARNIVAL AT SHANGHAI

Natuzzi Italia presents City Carnival, the installation by Chinese artist Xu Zhen, shown in Shanghai at the Jing'an Kerry Center, during the third edition of the Salone del Mobile.Milano Shanghai 2018. The site-specific installation by

Xu Zhen is a deep contemplation on art and living. It inserts furnishings from the Natuzzi Italia collection into a "room" made of coloured wood in organic, linear shapes: a place to rethink the relationship between cities and private spaces.



PASQUALE JUNIOR NATUZZI  
AND GABRIELE CHIAVE (CREATIVE DIRECTOR AT MARCEL WANDERS)



## MAY 2018. AGRONOMIST GOES TO NEW YORK

To mark the occasion of NYCxDesign, the annual celebration of contemporary design, Natuzzi and Marcel Wanders presented AGRONOMIST GOES TO NEW YORK, a limited edition in the Agronomist collection which made its debut at the 2018 Salone del Mobile in Milan. In this special edition, the furnishings take on a new look, inspired by the settings

of the infamous Gotham City - New York's alter ego - the darkest city in all of America. The Furrow sofa is dressed with twenty pieces of black tattooed leather, with visible stitching. Each tattoo was meticulously embroidered onto leather, using a special technique which took over 150 hours to create the over 12 million stitches that make up the 70 tattoos.

PASQUALE JUNIOR NATUZZI AND HENRY HAN



## NOVEMBER 2018. SHANGHAI, RE-THINKING RE-VIVE

Coinciding with the presentation of the City Carnival installation, the Re-thinking Re-vive project was presented, which, after London, New York and Milan, arrived in Shanghai. Re-vive, an iconic Natuzzi Italia product, and the first and only armchair in the world equipped with a reclining system that follows and intuitively adapts to the body's movements, was

presented in Shanghai through original reinterpretations by two Chinese artists: Henry Han (oil painter and splash artist) and NONO (illustrator and graffiti artist). During the presentation cocktail party, the artists staged a live interactive performance and for the occasion the Re-vive armchair became a canvas with a dense texture, transforming a design object into a work of art.

PASQUALE JUNIOR NATUZZI AND NONO



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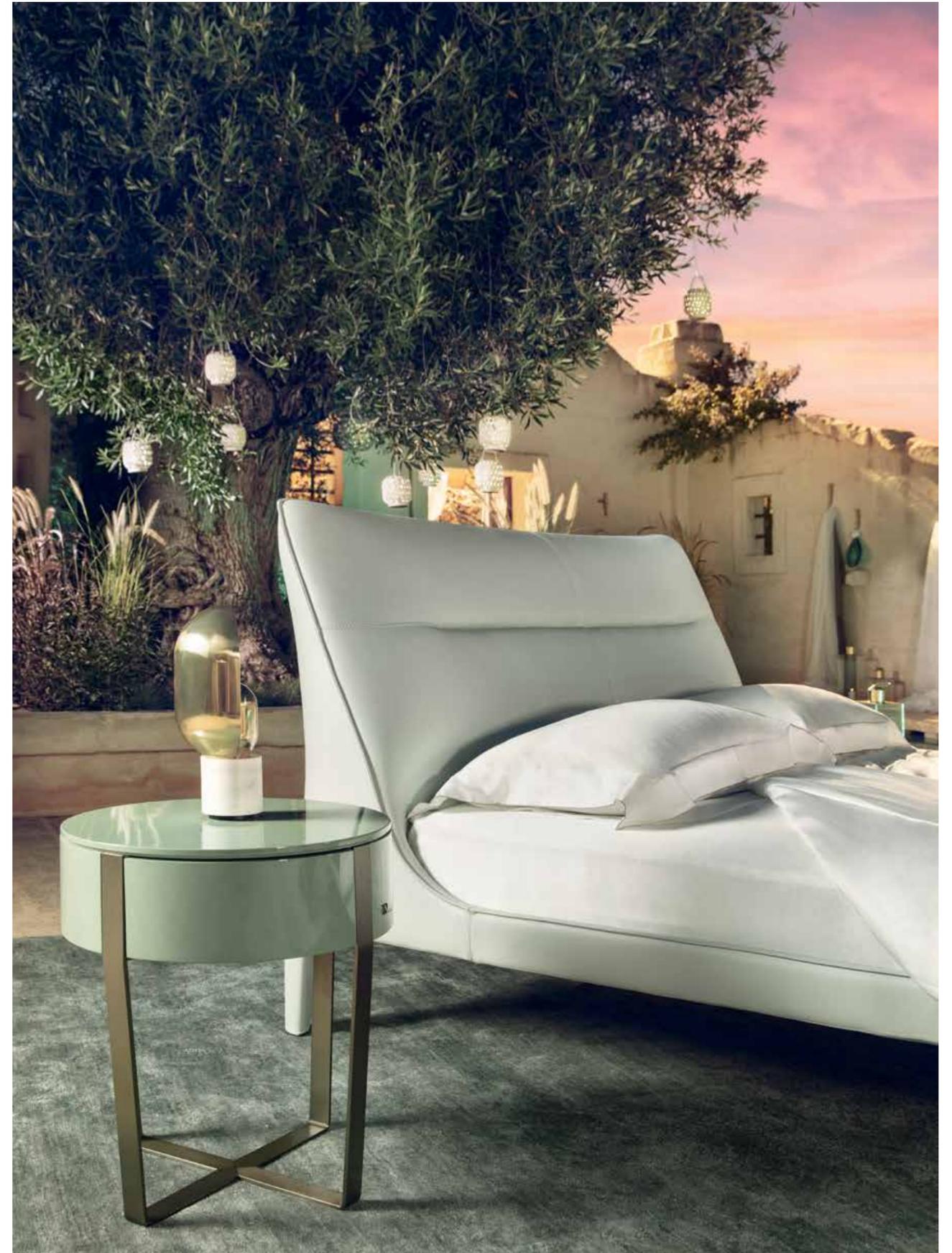
*“We all have to dream  
of a better world  
and then try to reach it.”*

PASQUALE NATUZZI



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# NATUZZI

ITALIA