

Natuzzi Brand Chronicles

A Brand Evolution Journal Vol. 6

N

Comfort ness

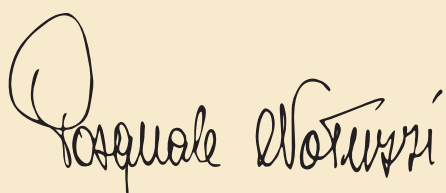
Our way of understanding life

N

“One day, as I walked among the twisted trees, scorched earth and white houses of my homeland, Puglia, I became aware of her generosity. I could feel her embracing me. And not just because it was beautiful, but because everything was exactly as and where it should be. My new challenge was to create

living spaces
that make
people feel
good,

exactly as I felt
good at that
moment.”

A handwritten signature in black ink that reads "Pasquale Natuzzi". The signature is fluid and cursive, with a large initial 'P'.

Pasquale Natuzzi,
*President and Founder,
Natuzzi Group*

Index

01

The Philosophy of Comfort

- Comfortness.**
04 A declaration of intent
- Shades of Comfort.**
06 Designers have their say on comfort

03

The Beauty of Comfort

- The visual comfort of Art.**
32 Sculptures by Renzo Buttazzo
- The Green Rabbit's hole.**
34 Sound armchair by PJ Natuzzi, Negramaro and Fabio Novembre

02

The History of Comfort

- Time passes, comfort stays.**
8 The continuous evolution of comfort
- Comfort is more precious than ever.**
10 Colle sofa by BIG Studio
- An ode to spontaneity.**
18 Melody sofa by Simone Bonanni Studio
- A dive into comfort.**
24 Splash collection by Enrique Martí
- A never ending relax.**
28 Wellbe sofa by Natuzzi Design Center



Comfortness. A declaration of intent

Comfort, from Old French con-fort, "**what gives strength.**"

We believe in the strength and well-being that only comfort can give. We claim the quality of our time, in order to face with more vitality a society that often persists in going at too fast a pace.

We do not accept compromises, because we dream of a world that can combine beauty with utility, comfort with design, dreams with the edges of life. We are curious and we like things that can unleash their real value: they open up unexpected scenarios, broadening our minds. Comfort is intimate, personal: once found, it will be a valuable companion in life. Comfort is the new luxury.

We are the perfect result of our long history and precious heritage, made by the skilled hands of artisans who, day after day, have melted functionality and design to give us timeless comfort.

Calvino used to say to always put ourselves in the most comfortable position: no matter whether sitting, lying down, upside down, on the side or on the stomach.

The comfort zone is our home and we do like to furnish it.

Shades of comfort Designers have their say on comfort

“An object is comfortable when it is comforting.”



Marcantonio



“Comfort brings you closer.”

**Nika
Zupanc**

“Comfort is pleasure and beauty, it is not relative.”



**Massimo
Iosa Ghini**



“Comfort is a peaceful state of mind.”

Simone Bonanni

“Comfort is an experience. An emotion that combines shapes and colors, past and contemporary.”



Marco Piva

“What's the pleasure without comfort?”



Lorenza Bozzoli



Elena Salmistraro

“Comfort is the gentle embrace between aesthetics and function, an experience that enraptures the senses and nourishes the soul.”

“Comfort is feeling that there is nowhere else you want to be.”



Enrique Martí





Time passes, comfort stays The continuous evolution of comfort

Relaxing, breathe new life, taking possession of one's time is the first step to relaxation, to embarking on the road to total comfort. That's why we believe that technical knowledge is not the only key to comfort. Shapes, fabrics and creativity must be accompanied by a deep awareness: not only do **we need to build new comfort zones**, but we need to defend them in order to protect within it, the most precious good we have: our time.

And speaking about time, there is nothing more valuable than our past, our history that has brought us this far, collection after collection. **Comfortness carries with it all this heritage**, essential to overcoming the comfort challenges of tomorrow.

Comfort is more precious than ever. Colle sofa

by **BIG** — Bjarke Ingels Group









Colle draws inspiration from the first Natuzzi models recognised worldwide for their soft and hospitable style. It's a key feature of this model that **harmoniously portrays the relaxation typical of the Mediterranean life**, a physical and mental place that welcomes the most intimate and social moments by hosting quality time with ourselves and others.



On the sofa's internal structure, which recalls a natural and friendly world, the seat and back cushions lie gently, in an informal and comfortable way. An additional cushion rests on the side structure and becomes an armrest soft that increases the surface area for lounging. The design is distinguished by the pleasant "wrinkles" that are created on the upholstery, which enhance the softness of the design and the sense of visual comfort that the entire collection wants to communicate.

Tempio Coffee Table
by **Fabio Novembre**

An unexpected coffee table that easily becomes the absolute centerpiece of spaces.

Just like a modern Parthenon, Tempio dominates the scene and like a precious sculptural complement, proudly displays all its grandeur and elegance. And just like the ancient Greek structures, the pure geometric forms that define it, give rise to an object of timeless architectural aesthetics.









Radice Bookcase by **Sebastiano Tosi**

A modular wood and metal system designed to be versatile, light and adaptable to different needs and spaces.

Its metal elements, which descend vertically throughout the bookcase, look like **many roots of one big tree, firmly anchored in the ground** and dispensing wisdom, thanks to its branches that will contain pages and pages of knowledge. A modular system that knows no limits to its versatility.





An ode to spontaneity. Melody sofa

by **Simone Bonanni Studio**







There are ideas that are born from subtraction, simplification and spontaneity. **Their essence comes to life from the materials they are made of** and the air that surrounds them. Here, between matter and space, takes shape Melody, the new modular sofa designed for Natuzzi Italia by Simone Bonanni Studio.

Melody is a sofa with a linear structure, a design conceived to convey a perception of ease and comfort. The result of a punctual study not only in the careful definition of the volumes, which appear spontaneous, but above all in the emotions that the sofa can arouse, even visually. With its pure and reassuring silhouette, Melody infuses an effect of relaxing calm and encloses anyone who sits down as if in a comforting embrace.



Germoglio lamp
by Marcantonio

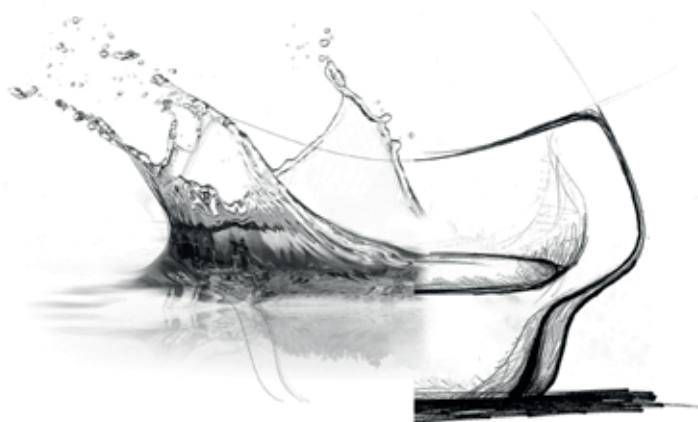
The lamp is a tribute to the rebirth of nature, **it seems to come straight out of the pages of a fairy tale** and, as in any self-respecting fairy tale, it also has a moral: the bond between man and nature is more important today than ever, and it is worth safeguarding the planet in order to always have small shoots of rebirth.





A dive into comfort. Splash collection

by Enrique Martí







Splash is about stopping time, that moment of rest in which absolutely nothing happens but gives us a moment of great well-being. As if one presses the pause button at the precise moment when a drop of water falls on a surface and jumps; this creates curved upward arms, as if enveloping or embracing those who sit on it.

Essential lines and simple volumes follow one another to ensure a feeling of relaxation and continuous envelopment that refers to the movement of water, source for all life and symbol of the strong bond that has always united man and nature.



Splash is accompanied by coffee tables of different sizes that with organic and decisive structures create a sinuous two-tone effect thanks to the use of natural materials.





A never ending relax. Wellbe sofa

by Natuzzi Design Center

The quintessence of design in the service of relaxation,
a hymn to joy, a shout that rips through the din of modern life
for the benefit of physical and mental well-being.



Natuzzi design and comfort technology combine in “triple-motion” functions, enveloping design and a lot of details all conceived to give rest to every single part of the body. Wellbe brings the value of Natuzzi research and development to every living area.

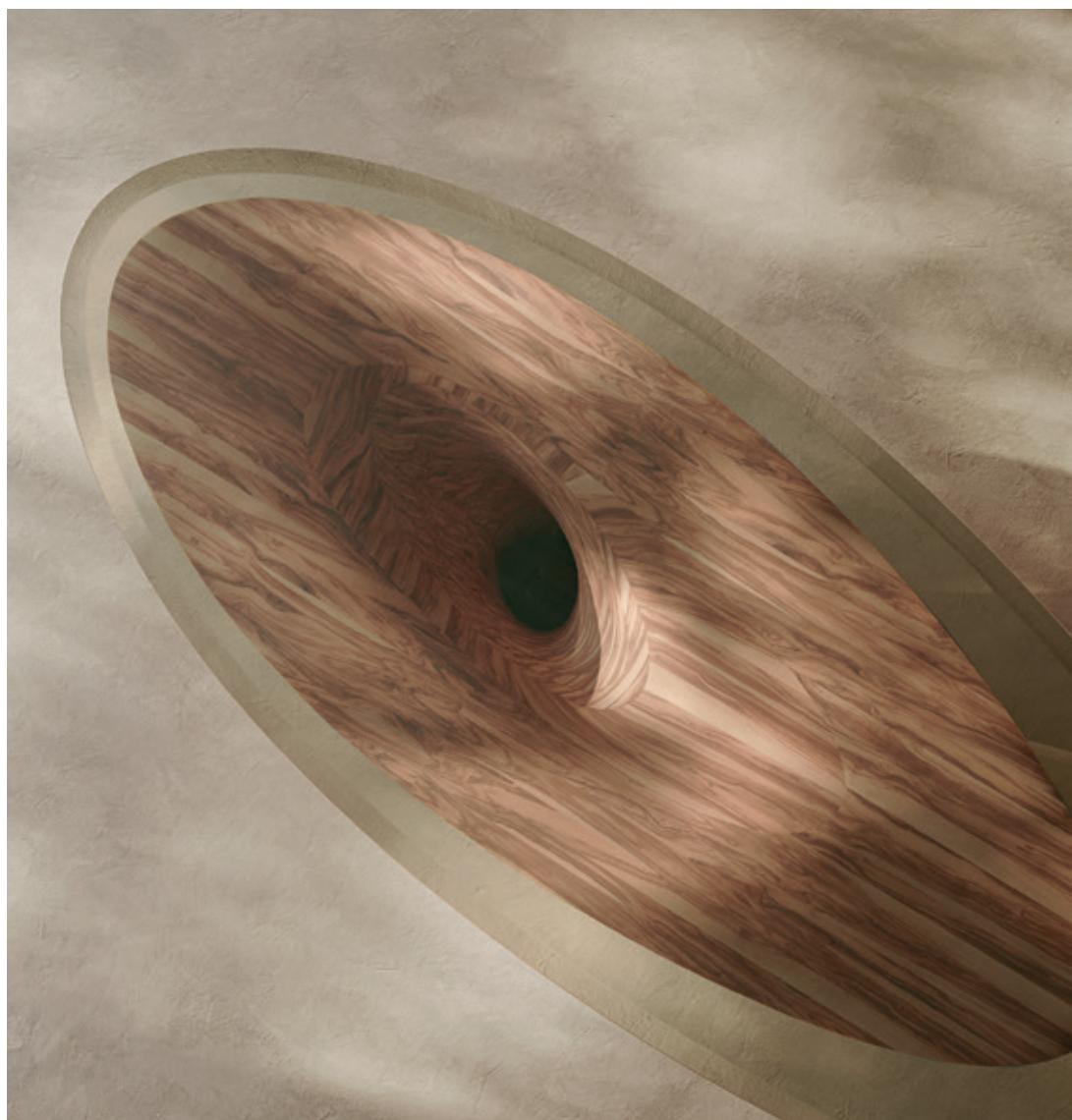




Uragano Table
**by Natuzzi Design
Center**

Uragano is a dining table that pays homage to **the beauty and natural richness of the Apulian territory**. The large oval-shaped glass plate is supported by a majestic olive wood base, which seems to develop in space like the trunk of a centuries-old olive tree that starts from the earth and its strong roots and grows upward to benefit from the sun and breeze that give color to Puglia.

Uragano almost seems to wrap itself in its own support, and thus creates an asymmetrical effect that makes the dining table a moving sculpture. The imposing dimensions make Uragano the ideal complement for all those who love the conviviality typical of the Mediterranean.



The visual comfort of Art. Sculptures

by **Renzo Buttazzo**

Comfort is not a purely physical sensation; on the contrary it is a total experience, which can involve all the senses, even more than one at a time. Whether it is touch, sight or even smell, there is no sense that overrides the other but the focal point is the sensation felt: **a magical mix of physical and mental comfort.**

Proof of this is the work of Renzo Buttazzo, a master sculptor in **working with Pietra Leccese, an ancient limestone rock typical of Salento** and famous for its ease of working. Thanks to more than 25 years of experimentation, the artist manages to give, to an apparently hard and unbreakable material, an aspect of lightness and harmony that give the observer, a unique feeling of peace and mental relaxation. No one would have guessed that the hard stone would be so comfortable.



The Green Rabbit's hole. Armchair

by **PJ Natuzzi, Negramaro
and Fabio Novembre**

Lewis Carroll taught us that to imagine fantastic worlds, one need only fall down a rabbit hole. Twenty years ago, Negramaro, like Alice, chased their green rabbit by unveiling unexplored musical scenarios, frescoing them with notes and words that have marked the collective imagination. On the stroke of twenty years, Negramaro felt the need to give a body to that guiding spirit that had caught their attention, so the green rabbit took shape through the creative and realizing ability of fellow travelers such as **Fabio Novembre and Pasquale Junior Natuzzi, friends born under the same Apulian sky.**

Making the best use of their expressive potential, the project developed into an enveloping cocoon, an armchair that took inspiration from "Sound," Natuzzi's first experience in sonic comfort, becoming a microcosm for listening to suggestions, developing a hearing that transcends the noise pollution of our times, tuning in to frequencies that only a rabbit could pick up. **The rich symbolism associated with the rabbit figure and the coincidence with the year of the Chinese horoscope** make it a unique opportunity to let ourselves slip into that comfortable den while everything flows before our enchanted eyes.



"Comfort has always been present in our heritage. A design idea that becomes a movement, a school of thought. We believe that the comfort of furniture is an essential part of laying claim to our quality of life. Comfort for Natuzzi comes not only from an unrivaled tradition of craftsmanship and continuous research in terms of materials and innovation, but also and above all from

a way of understanding life.”

PJ Natuzzi,
*Chief Brand Officer,
Natuzzi Italia*



3D rendering by **Suprema Unlimited reality**[®]
Illustrations by **Marta Signori**[®]

All illustrations and descriptions of products contained in this catalogue are for indicative purposes only. We have tried our best to reproduce models, colors and finishings as faithfully as possible. However, we cannot guarantee their exact correspondence with those of real product. The representation of colors is limited and may vary according to print settings. Natuzzi S.p.A. reserves the right to amend and/or change aesthetics and/or functions and/or structures of products without any prior notice and as soon as any of the aforementioned are deemed necessary for commercial or manufacturing purposes. Some products shown in this catalogue may not be available in your Country. Contact the nearest store for more information. Natuzzi S.p.A. declines all liability for any printing errors or omissions. Any unauthorised reproduction, even partial, copying, distribution, modification or use of contents (in any way) is strictly forbidden.

NATUZZI
ITALIA



Scan and
discover more
at [natuzzi.com](https://www.natuzzi.com)