



# Natuzzi Brand Chronicles

*A Brand Evolution Journal Vol. 5*

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2 N D L I F E

**N**



# "We need a new ecology of actions and emotions."

Eliminating  
the superfluous,  
rethinking  
our priorities  
and directing  
our energy  
towards  
progressive  
improvement.  
Living  
a second life  
in harmony."

**PJ Natuzzi,**  
*Chief Creative Officer,  
Natuzzi Italia*



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# Standing in a circle. Finding a new Harmony

**The Circle of Harmony**, which marked a new cycle in the brand's history, has now been enriched with its latest chapter. Today we are going to stand in a circle, side by side, sharing our common values. Looking at ourselves and at each other, as they used to do in the agoras of Magna Grecia's cities, where everyone shared visions and ideas, discussing issues of common interest. And we know just how much we need the same thing today.

We need to understand how to reinvent ourselves, to breathe new life into our lives. In order to redesign the unique style of Natuzzi Italia even more clearly, we listened to who we are, combining it with the ideas of designers who then translated it into surprising new creations. In doing so, we came up with solutions designed to benefit both our lives and the planet's. Seeking to live in Harmony.





# Second life. A pathway to consciousness

We all need to start again, each from our own perspective, but aiming to achieve a shared sense of harmony. Let us take the opportunity to approach **a new ecology by acting different and feeling different.**

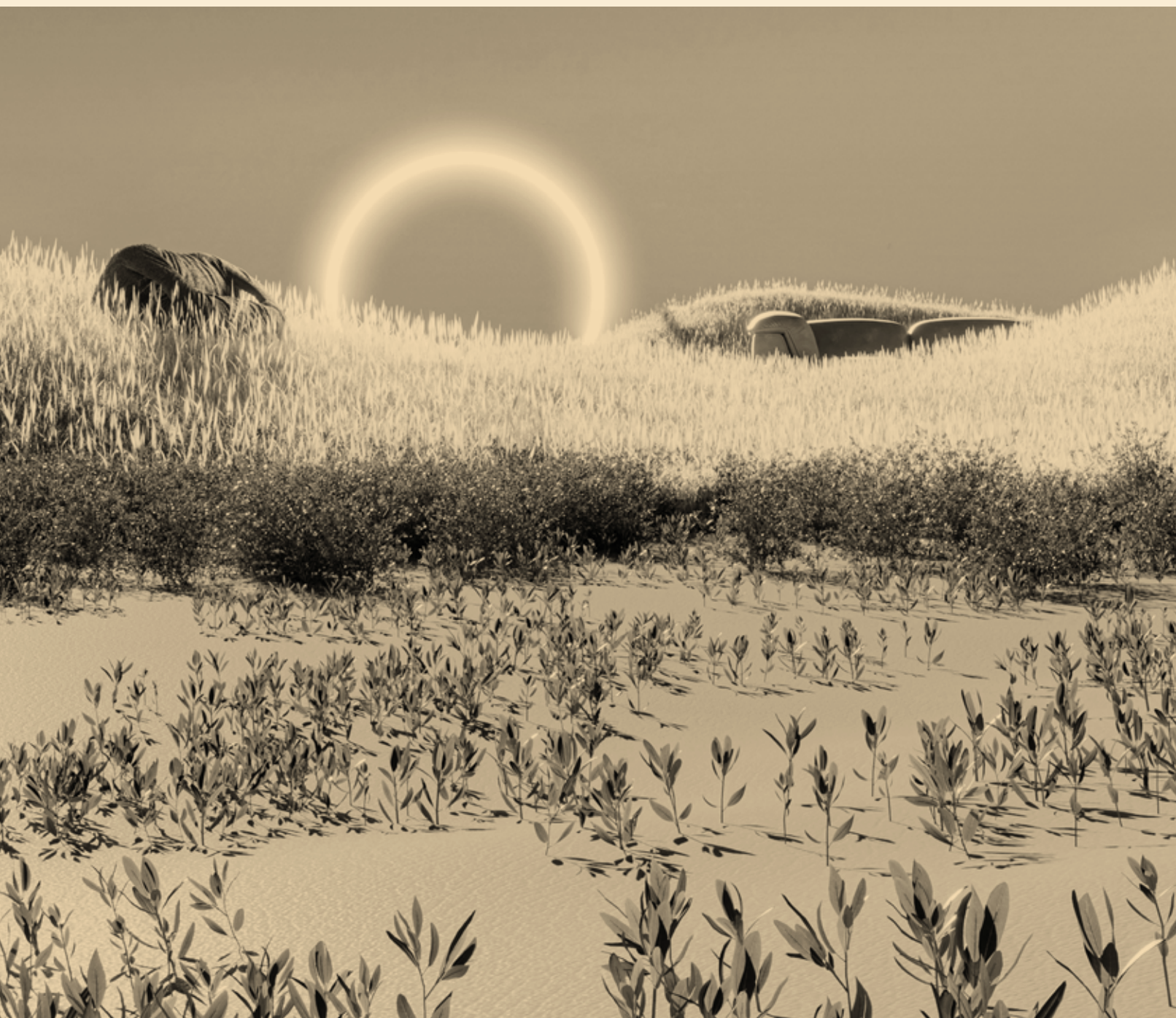
Our approach to this new ecology has its origins in a reflection on the value of time, on how crucial it is in defining what impact a design piece can have on an environment. That is why we believe that the first requirement of this commitment is for our pieces to live a series of second lives in decades to come, without creating waste – the first major driver of environmental destruction.

In order to achieve this, we are striving to satisfy some basic requirements: designing timeless lines and shapes distinguished by beauty and visual comfort; designing pieces that follow our long- standing manufacturing tradition that makes quality its mission. We continue to do this by innovating in processes, materials, and technologies, thus raising the level of well-being on offer and reducing our impact on the planet. By presenting fewer collections and with a greater awareness.

This reflection contains our whole philosophy of seeking to create a synergy between the second lives we want to describe. ▶







# The hymn to the power of rebirth

A second life for our deepest DNA, for our inimitable style that seeks to come back to life again in new contemporary interpretations. A second life also for our materials, and for waste, ennobled through highly complex modern transformation processes into breathing life into new raw materials that create both stylistic and ecological value.

And this hymn to the power of rebirth is enshrined in all Natuzzi's initiatives. A second life that, in addition to the collection, is reflected in our retail spaces, which have been completely redesigned to narrate and relive the experience of the Circle of Harmony as conceptualized by Natuzzi. ■



# Save the Olives. United for Mediterranean

**"Olea prima omnium arborum est."** The olive tree is the first among all trees. That is how it was described in Antiquity. It was a gift from the goddess Minerva to humankind and, according to legend, was harvested at the ends of the Earth by Hercules.

In our land, as throughout the Mediterranean, the olive tree has become a symbol of culture, custom and economy. The olive tree has its roots in human history and today, they lie deep within us.

**Xylella**, a bacterium causing the greatest plant health emergency in Europe, is affecting olive trees in various areas across the Mediterranean. Once it first appeared in Puglia, Xylella spread to over 230,000 hectares in just two years, causing our olive trees to wither and die. And it is estimated that in a decade it will destroy every olive tree in Puglia, and will go on to devastate neighboring regions too.

We felt the need to take action in order to understand the scale of the disaster. The real risk is no longer having a landscape, a resource, a value that has been part of our cultures for millennia. We simply had to put ourselves on the front line and present this disaster to the widest possible audience, using the sounding board of Milan Design Week to reach as many people as we could. Not only those who love Natuzzi, but also those who love Puglia, Italy, the Mediterranean and its culture. Its nature. ▶







"Olea prima  
omnium  
arborum  
est."

"The olive tree is  
the first among all trees."

**Columella,**  
*Ancient roman writer,  
De Re Rustica*

We took that action **by supporting Save the Olives**, a non-profit organization founded by agronomists, farmers, engineers, researchers, and students.

They are combining information and scientific research, measuring our ability to save diseased olive trees and help farmers manage their land more sustainably.

Together with Save the Olives activists, we want to provide support for the research activities which will lead to cures and solutions that will be able to stop the spread of the epidemic and give those trees a second life. ■

Discover more at  
[savetheolives.com](https://savetheolives.com)





# Another step forward for the Planet. Eco-Fiber Collection

Craftsmanship and innovation, driven by uniqueness. Made from bio-based and recycled materials, our **Eco-Fiber Coverings** Collection is a step towards a more responsible future. Another milestone on Natuzzi's sustainability journey.

Made from plants, paper, boiled wool, recycled materials, to reduce the impact on the environment. Made with passion, a powerful sense of responsibility and our in-depth knowledge of technology to make these eco-fibers at a level of quality that is on a par with everything else we produce. ▶



1 low impact  
2 breathable  
3 long-lasting  
4 handcrafted  
in italy  
5 comfortable  
6 animal free

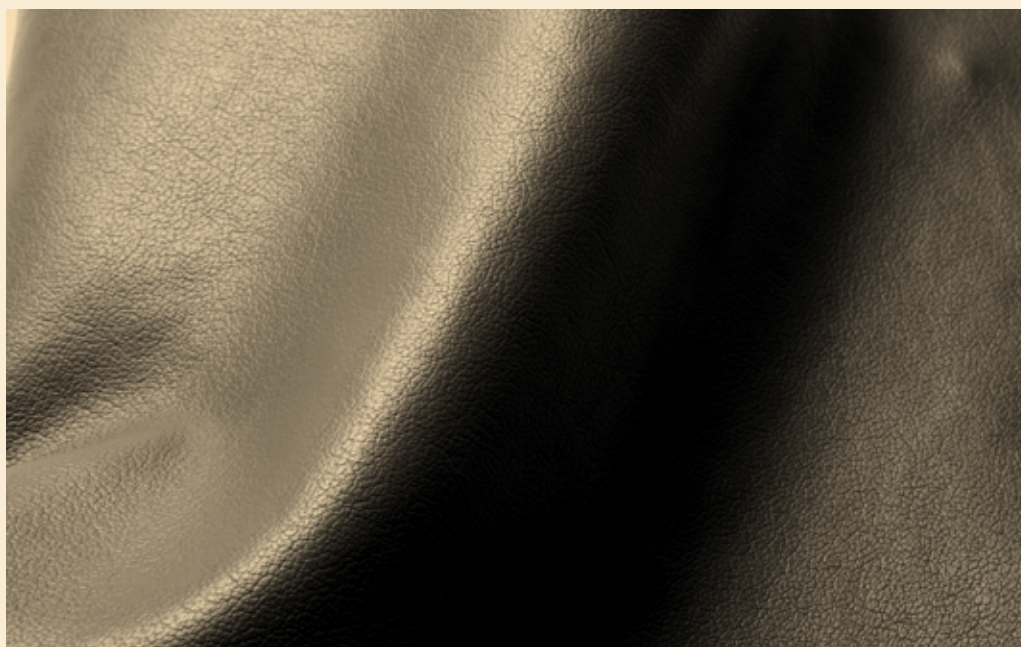


# Gaia. An Ethical Vision

For our eco-fiber collection, we took the best of Coronet's technology and combined it with our knowledge of craftsmanship. From this encounter was born Gaia, an innovative, **bio-based material derived from plant sources**, used to upholster your design piece. This cutting-edge compound has helped us reduce our CO<sub>2</sub> emissions and water consumption.

A responsible choice to enhance this animal-free, PETA-approved, long-lasting and low environmental impact coating, hence the name Gaia - the Ancient Greeks' name for the Earth - symbolizing the commitment which Natuzzi wishes to extend to everyone so that we can all protect our Planet.

Our long history of working with tanneries, together with our notable craftsmanship, ensures that the Gaia manufacturing process combines distinctive, long lasting performance with a luxury finish.



## The Technology behind Gaia

Unlike its fossil fuel-based alternatives, Gaia uses bio content, deriving from plant-based sources. A result obtained through the judicious use of bio-polyols, derived from - and GMO-free cereals and other foodstuffs underpinned by textile substrates of natural origin or recycled materials.

All raw materials are guaranteed by specific certification, such as FSC certified viscose from sustainably managed forests. Other ingredients are added to make sure that the new material achieves the required quality standards and aesthetics. ■

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**1 m<sup>2</sup>** of biovegan materials saves  
**1 kg** equivalent of CO<sub>2</sub> emissions

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**100%** impact on global warming by traditional product  
**-13%** impact by bio vegan product

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# Perpetual Beauty.

No fashion can eclipse it, no time can erase it - true beauty can be recognized by how it transcends time and taste.

The Natuzzi collections continue to express values of sharing and blending, of thoughts enriched by the sensitivity of designers with whom we have built up profound relationships. For our new collection, **we have focused on a few timeless items, designed to last a lifetime and not create pollution.**

We use materials that are recycled, reused, rethought, and given a second life, where functionality and aesthetics coexist in perfect harmony.

A life that teaches us to rid ourselves of the superfluous, to rethink our priorities and to direct our energies towards constant improvement.



“Nature, origins, earth:  
this collection not only reflects  
Puglia’s ancestral style  
and rich artisanal history,  
but is capable of

living  
a second life  
by being  
timeless.”

**Gabriele Chiave,**  
*Creative Director,  
Marcel Wanders studio*







# New life to our origins. Adam collection

by Marcel Wanders studio





Like the first inhabitant of that ancestral pristine Earth, Adam is the name of the furniture collection that Natuzzi has created in collaboration with the Marcel Wanders studio.

The Adam collection includes furniture made with soft leather and wood, featuring rounded edges and natural colors. A new interpretation of the iconic Natuzzi style, enhanced to make it into an archetype for its later evolutions. Its shapes recall our restful Mediterranean countryside. **Its design has resisted passing trends, being handed down from generation to generation** as a precious object within an Italian family. Furniture that enjoys a second life precisely because it is durable. ▶





Bringing humans back to the center of the universe and its design, in a primordial Circle of Harmony. And bringing to light the close relationship that has always **connected us with nature, with our origins and therefore with our land.** This is the guiding thought behind our work. ■





# All-round Harmony. Campus collection

by **Mauro Lipparini**





A complete family of day and night solutions with distinct stylistic features. Great concreteness, absolute modernity.

A timeless language: **Campus stands as a true example of circular harmony.** Campus interprets the home in keeping with our times, through the elegance of its features and its sense of proportion, avoiding excess. Post-modern lines are balanced with more contemporary trends. Details of masterfully-styled leather, the finest metal and wood parts, enlivening combinations of material and color. ▶



The Campus bed draws on its aesthetic roots in the Campus sofa collection, with its trademark rhythmically intertwining the leather straps that exemplify **Natuzzi Italia's high-quality craftsmanship and close attention to tailoring details.** An emblematic bed and a distinguished protagonist in the stage-like setting of the carefully conceived home and its furnishings. ■









# An embrace with our land. Terra pouf

by **Marcantonio**







“**Nomen omen**”, the Latins said. In the name, its destiny. Terra means Earth and right from its name we wanted to emphasise the close bond that binds it to it. Terra was created to rest directly on the ground, without any other filter or structural barrier. And it **has been produced from the earth and for the earth**, being composed only of biobased materials and eco-friendly coatings, with the utmost respect for the planet. ▶







A soft, enveloping forms, a padded piece with its flexible identity and compact dimensions, **the nature and warmth of the Apulian countryside:** Terra by Marcantonio reflects the need for a more sensitive approach to the use of materials and processes in a planet-friendly manner.

The interior of the product has no structures or frames, being made of an alternative to polystyrene produced from wheat, while the upholstery is made of a natural fabric.

Marcantonio once again brings his research into the world of Natuzzi Italia: his constant attention to the relationship between man and nature, which characterizes his works, manifests in a new declination, that extends to the different stages in the production of a furniture item. ■

# The Place of Light. New Concept Store

by **Fabio Novembre**

Light reveals. Puglia is the realm of light, the place of conviviality: its timeless rituals, its festivities in the piazza, its hospitality. **A place to enjoy the true taste and intense bonds of friendship.**

In the Natuzzi showroom, designed by Studio Novembre, we wanted to celebrate life in harmony. We wanted all this to become substance, a tangible, physical sign: a house that would welcome our guests, by introducing them to our world, Puglia.

In our new concept store, **everything evokes the atmosphere of Mediterranean environments** while the lighting celebrates local traditions. This dream comes true in Palazzo Durini, in the heart of Milan, along a path that knows no boundaries, between the sky and the olive trees, on a single horizon of harmony. ▶





“When the Natuzzi family called me to ask me to design their new showroom in Milan,

it was like  
hearing the  
call of my  
homeland.

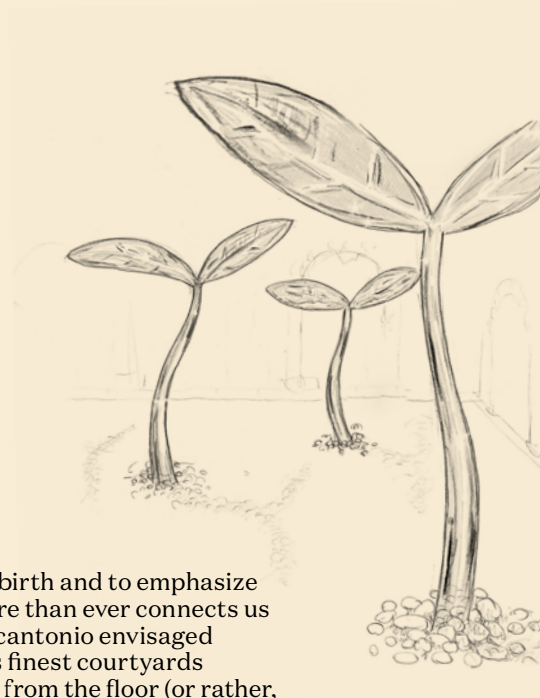
Even though  
I've travelled the world,  
that's the place  
I call home.” ■

**Fabio Novembre,**  
*Architect and Founder,  
Novembre studio*



# Art feeds new lives. Germogli

by **Marcantonio**



Starting from the idea of rebirth and to emphasize the close bond that now more than ever connects us with our environment, Marcantonio envisaged transforming one of Milan's finest courtyards into a fairytale world where from the floor (or rather, from the soil), sprout giant olive shoots. **Germogli is a tribute to the rebirth of nature.**

With its huge golden leaves sprouting from the floor, the art installation turns **the spotlight onto the Xylella epidemic**, which is plaguing olive trees across Apulia and threatens to ruin harvests all around the Mediterranean. In order to provide support for research, the artist conceptualized the idea of giving a second life to dying olive trees affected by Xylella.

*A striking installation in the courtyard of **Palazzo Durini Caproni**, home to the Natuzzi brand's Milan showroom.*





# “From beauty arises a new sensitivity

towards people  
and the environment —  
a sensitivity  
made to last.”



**Pasquale Natuzzi,**  
*President and Founder*



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ITALIA



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