

NATUZZI ITALIA

NATUZZI ITALIA at CLERKENWELL DESIGN WEEK 2023

Mediterranean atmospheres

Clerkenwell Design Week – from May 23rd to May 25th, 2023

Booth DF2 - stand DF10

Spa Fields, Northampton Road,
EC1R 0DF, London

For the second year a row, Natuzzi Italia, the Italian lifestyle brand synonymous with comfort, beauty and design around the world, participates to **Clerkenwell Design Week with a special set up showing its approach to the contemporary Mediterranean lifestyle**. From **May 23rd to 25th** the takes part in one of the most interesting international design events, presenting its **interpretation of a modern approach to the living spaces, mixing the colours, the materials, and** its commitment to **sustainability** through the brand's natural vocation for **durability** over time: the company's extremely high design quality, in fact, has always gone hand in hand with the creation of products designed to last decades. Through new products and the most recent best-sellers, the booth will showcase the evolution of the brand in last few years and its focus on design.

Thanks to the vision of Pasquale Junior Natuzzi, Chief Creative Officer of the brand, Natuzzi Italia has involved over the years many different designers and creatives **to interpret the company's DNA**, always following the idea of *"The Circle of Harmony"*. **2022 has been the year devoted to sustainability** with the collection *"Second Life"*, to which the **pouf Terra by Marcantonio** and the **coffee tables Adam by Marcel Wanders studio** belong. From best-sellers and iconic products, the **Infinito sofa by Marcantonio**, the **table Ombra by Claudio Bellini**, the **chairs Beat by Massimo Iosa Ghini**, the **chaise longue Dove by Marcel Wanders studio**, the **ottoman Melpot by Mauro Lipparini** together with the **bookcase Tide and the Vortex rug by Nika Zupanc**.

Each product tells one piece of the story of Natuzzi, of its commitment to **quality, comfort, and know-how**; each piece in the Clerkenwell set up speaks to the others creating a harmonic surrounding which transports the visitor in the most exquisite Mediterranean atmosphere.

INFINITO sofa – design Marcantonio

Marcantonio, one of the most interesting Italian designers of the new generation, has created for Natuzzi Italia a sofa which brings together both form and function: ***Infinito***. The sofa takes its inspiration from the homonymous mathematical symbol, one of the most powerful shapes from the collective imagination.

Perfect as a centrepiece or as a corner seat, ***Infinito*** underlines on the one hand the **strong propensity for innovation, which is typical of the brand**, and on the other it highlights the great **know-how of Natuzzi craftsmen** and their ability to develop complex projects with high added value.

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The metal tubular structure gives the sofa a dreamlike and unmistakable shape, while the elastic polyurethane padding of varying density that surrounds it gives this piece of furniture maximum comfort, combining softness and support. Thanks to the non-slip feet hidden by the structure, *Infinito* stands solidly in its space while maintaining its sculptural aesthetic.

TERRA pouff – design Marcantonio

Marcantonio, in his **second collaboration with Natuzzi Italia in 2022**, is challenged with designing a pouf: a smooth piece of upholstery, **a statement piece** representing the synthesis of the new Natuzzi design philosophy ushered by *Second Life* and based on the need to reconsider the world of furniture with greater awareness, taking into account the materials, the process, and the context. The result is **Terra (Earth)**, a project designed to have **zero environmental impact**, a **chamfered form**, rounded lines, and a softness evoking the shapes of an olive on the red soil of Puglia. The **ends of the seat and the backrest are connected by light straps** which create an unanticipated circularity and underlie the entire project. The **inner core of the product**, without structures and frames, is made of **recycled polystyrene**, considered one of the most recyclable and circular materials.

ADAM coffee tables – design Marcel Wanders studio

In **2022 Marcel Wanders studio**, in its **fourth collaboration with Natuzzi Italia**, has imagined **Adam**, a collection based on a **desire to combine sustainable materials and timeless design, drawing inspiration from the culture of Apulia**, a region where the brand has its roots and which symbolises the Mediterranean lifestyle that the brand takes all over the world.

One of the standout products are the **Adam coffee tables**, in which the studio's design philosophy is expressed, resulting in pieces of furniture with shapes that are simple, yet full of evocative power.

Characterised by its **organic and rounded shapes** with a top with bevelled edges designed to **invite socialising** the Adam table is available in two sizes and two different versions: one in **honey-coloured solid ash wood**, the other in the **smoothed Lecce stone** finish, an innovative texture made from a sustainable mixture of clay, recycled marble powder and acrylic binders that gives the table a particularly natural look. The legs, abstractions of simple, very striking geometric shapes, match the top, while a central crosspiece joins them, guaranteeing stability and providing a bold aesthetic touch.

OMBRA table – design Claudio Bellini

The collaboration and deep understanding between Claudio Bellini and Natuzzi Italia over the past twenty years has once again borne fruit with **Solar**, a collection that the designer has openly put together to pay **tribute to Puglia**. He is linked to this region by numerous childhood memories, and has been able to experience and get to know it through his passionate work with the company which is now more like a family.

Ombra is a **refinly designed sculpture table** whereby natural and industrial materials have produced a project with minimal aesthetics and a strong identity. The asymmetrical supporting curved wooden leg (which is painted with a specific bio-mortar), the **top's Tobacco Ash wood finish** and the **reflective metal base** really show off the craftsmanship

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and innovation the highly skilled craftsmen put in every single piece. Available in two different sizes, *Ombra* is a versatile project and ideal for both living rooms and contemporary working spaces.

BEAT chair – design Massimo Iosa Ghini

Beat is a chair that echoes the enveloping concept of the sofa: like a corolla of petals, it contains and supports the seat with generous padding that is both welcoming and reassuring. Available with leather or fabric upholstery, the project is designed to offer a seamless transition between living and dining areas in both large and small spaces.

TIDE bookcase – design Nika Zupanc

From the Deep collection, designed by Nika Zupanc for Natuzzi Italia in 2020 and inspired by the beauty of the Adriatic sea, the curvy lines of the modular, powder varnished light gold metal Tide bookcase: the shelves echo the wavy movement of the tides and create an ideal flowing motion around the room. The modules, available in two sizes, allow endless compositions.

VORTEX rug – design Nika Zupanc

The Vortex rug is part of the Deep collection (2020), a timelessly elegant set of products, which incorporates a retro edge reinterpreted in a contemporary and cosmopolitan tone. The Vortex rugs blur the lines between interior decoration and art with their optical graphics and the mix of gold and platinum colours, enriching the living area with a taste of the movement of the Adriatic sea which ideally links Natuzzi's Apulian roots with Zupanc's Slovenian origins.

DOVE chaise-longue – design Marcel Wanders studio

Part of the Dandy collection, developed by the Dutch design studio, Dove is a light and dynamic chaise-longue which, as the name suggests, takes its inspirations from the gentle shapes of a dove. The chrome swivel base supports an eye-catching asymmetrical look exudes cosmopolitan flair, making this piece the epitome of a cosmopolitan approach of the brand. Dove is honoured with the Red Dot Award, one of the biggest and most important design awards.

MELPOT ottoman – design Mauro Lipparini

Melpot is a wide collection of products designed by Mauro Lipparini which takes its inspiration from the mix of cultures that have characterised the history of the Mediterranean area. Starting from a modular sofa, Melpot has been enriched over the years with many different products, among which the ottoman: a cylindrical clean shape highlighted by the contemporary reinterpretation of the classic *capitonné*.

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Natuzzi S.p.a

Founded in 1959 by Pasquale Natuzzi, Natuzzi S.p.A. is one of the most renowned brands in the production and distribution of design and luxury furniture. With a global retail network of 651 mono-brand stores and 563 galleries as of December 31, 2021, Natuzzi distributes its collections worldwide. Natuzzi products embed the finest spirit of Italian design and the unique craftsmanship details of the "Made in Italy", where a predominant part of its production takes place. Natuzzi has been listed on the New York Stock Exchange since May 13, 1993. Always committed to social responsibility and environmental sustainability, Natuzzi S.p.A. is ISO 9001 and 14001 certified (Quality and Environment), ISO 45001 certified (Safety on the Workplace) and FSC® Chain of Custody, CoC (FSC-C131540).

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