



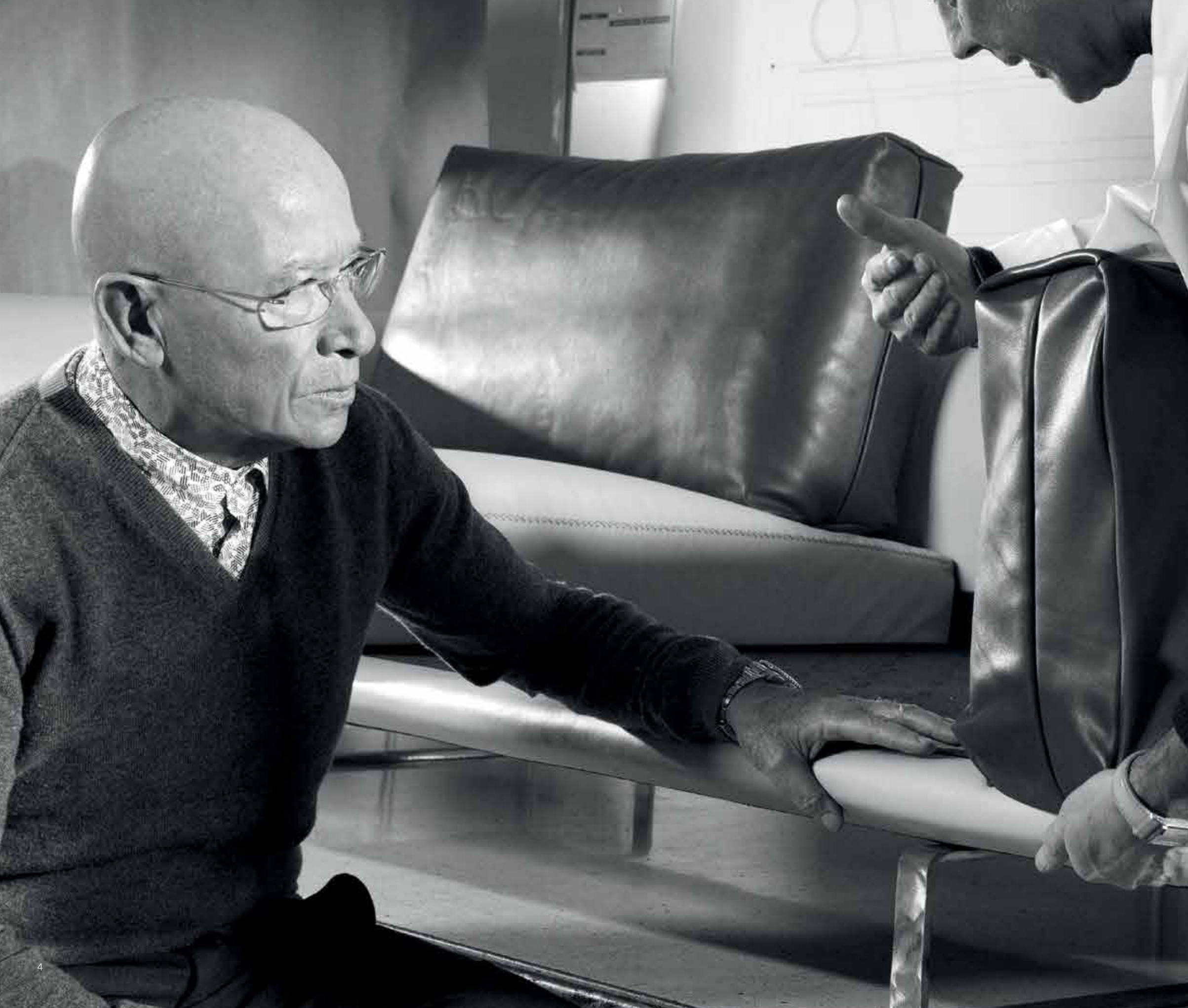
NATUZZI
ITALIA

Benvenuti a casa.



The land we come from is our first home. Italy - and in particular our region, Apulia - is the source of inspiration that has always guided our choices and our success throughout the world. The colours of the sun and the olive trees, the hospitality and warmth of the people, the value of ancient traditions: these are the roots of our story and the foundations of our Italian heritage. A heritage that is authentically “Made in Italy”, which can be seen in our actions and our commitment to our customers: certified quality, direct control over the entire production chain and a code of ethics for our partners and suppliers. This is what we call the value chain. A chain of quality and passion for what we do, a voyage that has taken us all over the world but which starts here, in our land, every day.





“Each model comes from our Style Centre, the group’s creative heart. The search for harmony is our mission and inspires every move we make.”

A team of over 100 architects, designers, colourists and interior decorators work within the Natuzzi Style Centre. Every sofa, lamp, piece of furniture and accessory begins here. First come the shapes, the sizes and the proportions, then the colours and materials, selected only after carefully studying the latest trends in fashion, design and customers’ needs.



“The most emotional moment is when the idea takes shape and what we had imagined finally unfolds before our eyes.”

It is the moment of truth in the prototypes area. This is where skilled craftspeople transform ideas into reality. Expert hands work the wood, shape the padding, cut the leather, sew the fabrics. The prototype is ready for those indispensable further refinements before the item goes into production.





“In manufacturing,
we never forego the
expert attention of our
technicians, who identify
the most advantageous
process for our
customers.”

The engineering stage
makes it possible to produce
the selected models on an
industrial scale. Only with
sensitivity and experience
can the ideal production
process for every individual
prototype be developed, while
maintaining the highest quality
standards and attention to
detail for each model.



“The search for beauty is not just an aesthetic choice, but also a promise of quality - that’s why our materials are rigorously tested, free of toxins and environmentally friendly.”

Leather, wood, fabric, padding: all the materials used must pass the strictest international compliance tests. Natuzzi leather, for example, is subjected to 23 different processes in the group’s tannery. Wood comes from areas that have reforestation programs and padding is always goose feathers - hypoallergenic and never recycled - or freon-free ecoflex polyurethane.

This is why the Natuzzi Group has been awarded the prestigious ISO 9001 certification for quality control and ISO 14001 for commitment and attention to the environment.



“‘Made in Italy’ means having direct control over every stage of production. Our manufacturing is authentically Made in Italy, thanks to the passion of our craftspeople in the group’s Italian factories.”

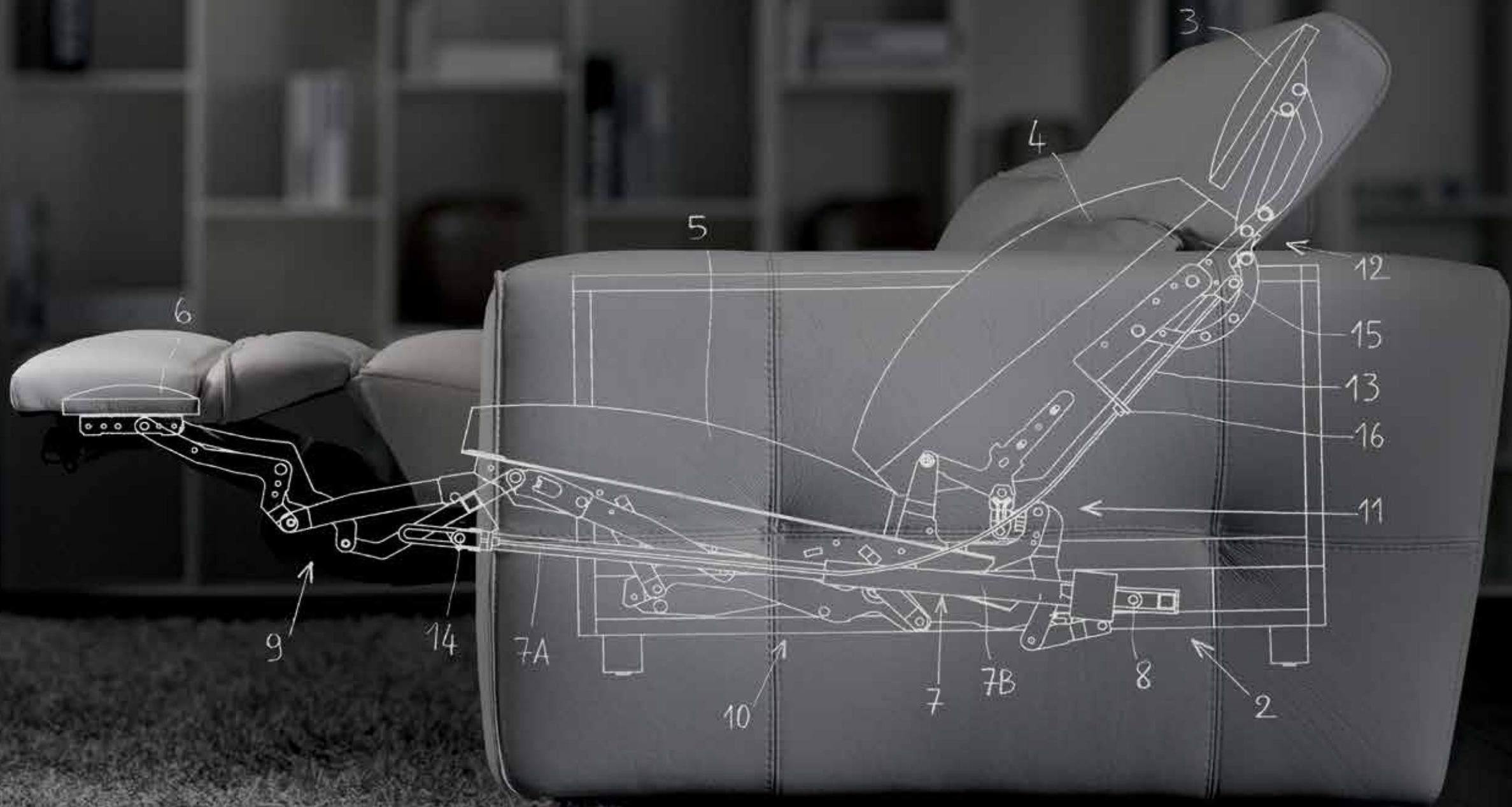
The entire production chain is under the direct control of the Natuzzi Group. Design, leather tanning, assembly, selection of wood and fabrics, padding production: the whole process occurs entirely within the group’s plants. And the group controls 92% of the raw materials and semi-finished products. Clear commitments protect the quality of Natuzzi’s creations while guaranteeing respect for the law and workers’ rights.

“I believe that quality is the most best response we can give our customers. That is why every single part of every single creation is inspected before it leaves our factories. ”

Every last detail of every sofa, armchair, piece of furniture or accessory is inspected and checked by quality control technicians. Cushions, feet, upholstery, stitching and inner workings must all pass careful examination by skilled specialists. Only after this meticulous inspection are Natuzzi products ready to enter people's homes around the world.



“High-tech functions,
multi-sensory comfort:
our passion for what we do
has always been demonstrated
by our incredible ability to
innovate. In design,
materials and functions.”



Innovation is a dynamic concept that the group applies to technology, but also to lifestyles in the home: products such as audio sofas or soft touch mechanisms are just a few examples of this ability to evolve and anticipate customers’ needs. That’s why the Natuzzi Group has become a global leader in furnishings.

“Our exclusive stores are a laboratory for beauty and a calling card for everything we do. Our sales points are not just about selling, they are about transforming every home into somewhere unique and special.”

A widespread network of stores and showrooms allows Natuzzi creations to enter a home in any part of the world and make it unique. Designs can be personalized to a high degree, thanks to the professional skills of decorators and personal consultants and the technologically advanced tools available to them. First and foremost, Your Design by Natuzzi, the exclusive 3D planner that makes it possible to create a virtual rendering of your living space in real time.





“Beauty makes us happy,
especially when it
surrounds us in the place
where we feel most
protected, relaxed and
free. In our own home.”

Giuseppe Notuppi





*Photo in the previous and this page: **Tenore** 3 seater sofa in leather with chaise longue. **Marlene** armchair and **Ginger and Grace** side tables designed by Paola Navone. **Bis** ottoman. **Cabaret** coffee table. **Wisdom** floor lamp. **Giasone** rug. On the central table: **Cubistic** glass vases.*

Tenore is a compact size sofa that still offers ample space for sitting. The moccasin stitch details on the arms are an extra touch that can be done tone on tone or highlighted using a contrasting colour. It comes with an optional headrest for added comfort and decorative cushions and bolsters that highlight the urban style of this product. Design by Studio Tapinassi & Manzoni.





Photo in this page:
Fortuna sideboard,
designed by
Claudio Bellini.

The Fortuna sideboard has a weight-bearing structural frame and legs in solid European oak. Rag-applied finishes, achieved through a handmade process, are available in grey European oak veneer lacquered internally in opaque grey or smoked oak lacquered internally in coffee. Damping systems for drawers and tempered glass top with scratch-resistant acid etched effect, with extra-light back-etching for the milk white finish, or floating glass for the coffee finish.

Claudio Bellini is an Italian-born architect and designer based in Milan. His work ranges from architecture and urban planning to product and furniture design for leading Italian and international companies. In 2006, he founded Claudio Bellini Design+Design, where he mostly conducts technological research and studies potential uses for new materials. He has won many prizes, including the Red Dot and iF product design awards.







*Photo in the previous page: **Tenore** 3 seater sofa in fabric and leather. **Figaro** glass table. **Museo** leather rug. **Astra** stand lamp.*

*Photo in this page: **Tenore** sofa, armrest detail.*





Photo in the previous page:
Respiro 3 seater sofa in leather. **Novecento** wall unit. **Gemma** table lamp. **Cabaret** central table and console-bookcase. **Cosmo** table lamp. **Bacco** rug.

Photo in this page: **Respiro** sofa, detail of the armrest.





Photo in the previous page:
Metaphora modular sofa
in leather, with adjustable
headrest. **Cabaret** central
table. **Gordon** table lamp.
Sideboard from **Novecento**
collection.

Photo in this page:
Metaphora sofa, detail of the
adjustable headrest.





Photo in the previous page:
Bolero 3 seater sofa in leather
 with soft touch reclining
 function. **Cabaret** coffee table
 in Carrara marble. **Cosmo**
 floor lamp. **Giasone** Rug. On
 the central table: **Cubistic**
 glass vase.

Photo in this page: **Bolero**
 3 seater sofa in white leather.

Murano artistic glass

Every single piece of Vetro Artistico® di Murano (Murano Artistic Glass) affirms the perfect balance between quality and style, passion and tradition. True works of art, they are unique creations that bring with them all the knowledge and craftsmanship of the Master Glassworkers. The trademark Vetro Artistico® di Murano, certifying that the glass products were made on the island of Murano, provides a guarantee that this thousand-year-old tradition has been respected.





Surround is a modular sofa that can be made with the added option of speakers and an iPhone/iPod docking station. Simply touch the remote control to be surrounded by music, perfectly in sync with the moment.

Photo in the previous page:
Surround modular sofa in leather, with headrest reclining to different heights. It includes an audio kit: 2-output 25 watt amplifiers. 60 watt transformer. 2x165 mm diameter double cone speakers, 50 watt power. 4 ohm impedance. **Marta** central table with lacquered **Marta** bridge and wooden tray. **Argo** Rug. **Novecento** wall unit. **Sound** audiochair with hidden speakers.

Photos in this page: **Surround** sofa detail of the docking station and the speakers.
Drop central table. On the central table: **Philyra** plate from Natuzzi Open Art Collection by sculptor Giacomo Benevelli.







Photo in the previous page:
Preludio modular sofa in leather, with headrest and armrest reclining to different heights. **Novecento** wall unit. **Chocolat** central table. **Martini** floor lamp. **Bacco** rug. **Regia** chair. On the central table: **Cubistic** glass vases and candle holder.

Photos in this page:
Preludio 3 seater sofa in leather, detail. **Giasone** rug.



Natuzzi Open Art

Natuzzi Open Art is a project that involves working with artists of different backgrounds and experience (such as Giacomo Benevelli, the artist who created the vase in the picture), in line with the style of the company, to create works of art for the Natuzzi collections. Giacomo Benevelli (Reggio Emilia 1925 - Pavia 2011), began his initial studies in France. He graduated from the Academy of Fine Arts of Brera in Milan, where he taught in the Art School. He was an active participant in the cultural and artistic dialogue of Milanese sculpture from the Fifties. His work has been shown in countless personal and collective exhibitions in major galleries and the most important national and international museums.







Photo in the previous page:

Erasmo sectional sofa in completely removable fabric. **Marta** central table. **Bis** ottoman. **Bacco** Rug. **Wisdom** floor lamp. **Proxima** bookcase. Accessories on the bookcase: **Mythos and Belly** glass vases.

On the central table: **Cubistic** glass tealight.

Photo in this page:

Erasmo sofa detail.





Photo in the previous page:

Opera 3 seater sofa in leather. **Cammeo** armchairs. **Marta** central table. **Ginger and Doris** side tables designed by Paola Navone. **Profumo** floor lamp. **Museo** rug. **Novecento** wall unit. On the central table: accessories from **Belly** collection.

Photo above in this page:

Opera central table. **Bacco** rug. **Omar** vase.

Photo on the side in this page: **Museo** rug.

Cammeo chair.

Photo in the next page:

Opera, modular version in leather. Accessories from **Yava** collection. **Novecento** wall unit.





Marlene Living

The wing chair has never gone out of fashion. The Marlene armchair was designed by Paola Navone as a modern reinterpretation of that classic and timeless design. With its high back, Marlene is a pleasant “oasis of comfort”, perfect for both open plan lofts and more intimate environments. Marlene is available in leather and fabric. Paola Navone is an architect, designer, art direct and curator of shows and events. In 1983, she was awarded the prestigious International Design Award in Osaka and, in 2000, she was named Designer of the Year by the German magazine Architektur & Wohnen.



Photo in this page:
Marlene armchair,
designed by Paola
Navone. **Bacco** rug.
Ginger and Doris
side tables designed
by Paola Navone.







Photo in the previous page:
Domino modular sofa in
 fabric. **Proxima** bookcase.
Cosmo floor lamp.

Photo in this page:
Swing magazine holder.



Photos in this page:
Scattered pillow.
Giasone rug. **Marta**
central table.

Photo in this page:
Etoile 3 seater sofa in Cassidy leather - the top of Natuzzi leather collection with a thickness of 3,5 mm - with headrest reclining to different heights.
Marta central table. **Zen** table lamp. **Argo** rug. **Novecento** wall unit. On the central table: accessories from Murano **Vani** collection.







Photo in the previous page:
Accento 3 seater sofa in fabric. **Platea** armchair in leather. **Opera** central table. **Novecento** wall unit and sideboard. **Bis** ottoman. **Astra** abatjour. **Bacco** rug.

Photo in this page:
Accento sofa, detail of the armrest.

Proxima Bookcase

Photo in this page:
Proxima bookcases.
Charlotte armchair,
designed by Paola Navone.
Athos central table.
Gibson rug.

Combining simple design and great versatility with rich materials, Proxima is a free-standing bookcase, available in two sizes which can be mixed and matched as desired, to create a truly customized living space. A structure that is particularly stable, while still offering flexibility, makes it the perfect bookshelf for even the most demanding lifestyle.







Thanks to the versatility of the solutions offered, the Notturmo system can adapt to any type of living need: studios, small apartments, bedroom/studies or holiday homes. The combination of the bed function and the manual reclining headrest is innovative, making the model one of a kind and particularly comfortable. The bed, with the simple, rapid pull-out opening system, features backrest cushions that hold a container.



Photos at pages 88-89:
Notturmo sofa with chaise longue in leather. **Giasone** rug. **Astra** floor lamp. **Cabaret** table. **Proxima** bookcase. Accessories on the bookcase: **Cubistic** and **Omar** collection. On the central table: Murano **Vani** vase.

Photos in the previous page: **Notturmo** sofa-bed in fabric, with manually reclining headrest. **Paz** tables. **Astra** floor lamp. **Giasone** rug. **Alma** ottoman. **Platea** armchair. **Proxima** bookcase. Accessories on the bookcase: **Omar** collection. On the central table: **Cubistic** candle holder and **Belly** vase.

Photos in this page:
Notturmo sofa turns quickly into a bed. **Platea** armchair.







Photo in the previous page:
Armonia sofa with chaise
longue in mix leather and
fabric. **Cabaret** table.
Giasone rug. **Liz** chair.

Photo in this page:
Cabaret central table
detail, on top **Cubistic**
glass bowl.



Photo in the previous page:
Avana 3 seater sofa in leather. **Cammeo** armchair in leather. **Cabaret** central and side table in Carrara marble. **Cosmo** hanging lamps. **Mythos** vase. **Bacco** rug.

Photo in this page:
Avana sofa, detail of the quilted seating.





Photo in this page:
Cambrè modular sofa in
fabric. **Argo** rug. **Chocolat**
central tables.





Brio is one of the sofas with Soft Motion technology: relax and gently touch the sensor hidden in the side of the sofa. In just a few seconds, the silent electronic system extends the back of the sofa and elongates the seat. Incomparable relaxation, without sacrificing the beauty of outstanding design. Brio is also notable for its exclusive Zero Wall feature, which makes it possible to use the Soft Motion system without having to move the sofa away from the wall.

Photo in the previous page:
Brio 3 seater sofa in fabric, with soft touch reclining function. **Ray** central table. **Gordon** floor lamps. **Regia** armchair. **Novecento** wall unit.

Photo in this page:
Brio sofa, detail of the relax function.



The Novecento wall system turns every wall into a space for living. Its modular design, simple and extremely versatile, makes it possible to select a personalized composition, while also allowing for change over time, by moving the modules and assembling them in new ways. Novecento can be freely adapted to any space and any lifestyle thanks to its wide range of finishes and configurations.

Large photo in this page:

Brio 3 seater sofa in leather, with soft touch reclining function. **Bacco** rug. **Novecento** wall unit. **Cabaret** central table.

Small photo in this page:

Regia armchair in microfibre.





Photo in this page:
Nicolaus 3 seater sofa
in leather, with soft touch
reclining function. Drop
central table. **Tribeca**
extendable dining table.
Brera dining chair.

Our stores: in Italy, in Europe, around the world.



Our services.



**3D YOUR DESIGN.
BEFORE YOU BUY, SEE HOW IT WILL LOOK.**

With our new 3D Your Design configurator and the help of interior designers and architects, it will only take a minute to achieve a 3D simulation of your home complete with Natuzzi Italia's Total Living furnishings. Where? In a store or in your home. Free of charge and without obligation.

**WEDDING LISTS.
YOUR NEW HOME STARTS HERE.**

Natuzzi Italia offer all the information you need to organize your wedding list: from sofas to easy chairs, furniture and various furnishing accessories, and even delightful room fragrances, all just waiting to offer you harmony and beauty.

**BESPOKE PAYMENTS.
TO MAKE EVERYONE HAPPY.**

There are various solutions so there will be one for you. Talk to our in-store sales agents to decide which payment plan is the best for your needs.

**OUT WITH THE OLD; IN WITH THE NEW.
WHAT A COMFORT!**

We deliver purchased products free of charge and for a small extra fee we will also take your old furniture away. Our services will add to your comfort, just like our sofas do.

**THE NATUZZI WARRANTY.
YET MORE QUALITY.**

A guaranteed value that will not alter with time. Natuzzi Italia sofas and easy chairs have a ten-year warranty, and padding, mechanisms and upholstery are guaranteed for two years as are furnishing accessories.

**CLEANING KIT.
LOOK AFTER YOUR PURCHASES.**

All Natuzzi sofas and easy chairs have their own dedicated cleaning kit for care of the top-quality leather or fabric used for upholstery. Natuzzi stores carry the most suitable kit for your purchase.

**CUSTOMIZED SERVICE.
NEVER-ENDING COMFORT.**

Whatever you need, to receive information or to request product repair or replacement, simply call the Natuzzi store nearest to you. They'll give you all the answers you need and, if necessary, you'll be connected to the Group's technical team.

**EXTRA PROTECTION.
REST ASSURED WITH OUR ADDED GUARANTEE.**

For a small extra charge you can opt into the Natuzzi Italia protection plan, which offers a five-year coverage of your sofa against stains, cuts, burns, scratches, and damage of various kinds. If necessary, an expert will come to your home to resolve the problem and restore your Natuzzi sofa to its original splendour.

NATUZZI
ITALIA