

# NATUZZI ITALIA

## PREVIEW SALONE DEL MOBILE 2019

### DANDY COLLECTION – DESIGNED BY MARCEL WANDERS FOR NATUZZI ITALIA

*The Dutch design studio Marcel Wanders continues the investigation over the Puglia's traditional features, imagining a new, open-minded and passionate spirit, as his places of origin. The cosmopolitan Dandy who inevitably returns to his Mother Earth after his travels.*

Natuzzi is celebrating 60 years of design and passion returning to its roots, to the spirit and uniqueness of Puglia, where in 1959 Pasquale Natuzzi, passionate and far-sighted, began his long journey into the world of furniture. Today, like yesterday, under the direction of Creative Director Pasquale Junior Natuzzi creates a new vision of living that “starts from the land and ends by returning to the land”.

Last year Marcel Wanders designed the Agronomist and Oceanographer collections inspired by Puglia and once again in the same place the Dutch studio imagines a new protagonist of the ‘modern lifestyle’ for Natuzzi. Someone who expresses love and gratitude for his territory through the objects that surround him. Natuzzi’s charismatic and cosmopolitan Dandy is in search of relaxed elegance, wears tailored suits with casual attitude, enjoys horse riding and plays polo, he is confident with the softness and warmth of sophisticated surfaces, he plays with shapes and shades of his own land.

*“Once again we are proud to unveil the human side of design”* explains Pasquale Junior Natuzzi, Creative Director of Natuzzi Italia. *“The partnership with Marcel Wanders represents a desire to transcend the project, it is a vision which blends ideas, shapes and materials, defining the style and soul of places we live in”.*

Marcel Wanders creates a proposal for Natuzzi which is based in a “glocal” philosophy, balancing the Mother Earth with metropolitan atmospheres, laden with allusions to traditional elements and cutting-edge functionality, between the design of the soul and the tangible reality of everyday habits. The human touch and the manufacturing technique mixed with meticulous details and processings offer the taste of origins and the seduction of contemporaneity to the living interiors.

*“For this collection, we considered the richness of the design elements and patterns found within the Italian culture. This collection reflects a deep exposition of the local customs and lifestyles. In what is a noble investment for their local economy and culture we proudly team-up with Natuzzi”* says Marcel Wanders.

The **Skyline** sofa is defined by the asymmetric lines of urban skylines, enriched by the refinement of matelassé on backs and by a practical "relax & motion" function electrically operated.

*“Thanks to a combination of open and closed bases, this sofa system enhances all kinds of living room functionalities and ergonomic performances. The different combinations bring about an uneven layout at its base that playfully recalls a city’s skyline,”* adds Creative Director, Gabriele Chiave.

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The light and dynamic chaise-longue **Dove** is inspired by the dove shape and it features a backrest which can be adapted to two different seating positions. The bar furniture **Skyline** with **Shield** stools and the **Arch** bookcase, are dedicated to live moments of relaxed and reading, are matched with the **Lave** armchair, a gift for the Dandy by the Oceanographer friend, particularly sensitive to the charm of leather. The **Dami** lamp alludes to the shape of glass demijohns traditionally used for the fermentation of wine. Coffee tables feature ceramic or lava stone tops from local production.

Dandy is a complete vision, both an intimate and inclusive perspective, a collection in balance between local skill and global image, love of nature, overall harmony and attention to details. The interior is where living the multitude of present and future experiences, rediscovering on several occasions the genuine emotion of one's own origins.

### **About Natuzzi S.p.A.**

Founded in 1959 by Pasquale Natuzzi, Natuzzi S.p.A. is Italy's largest furniture house and one of the most important global players in the furniture industry with an extensive manufacturing footprint and a global retail network. Natuzzi is the Italian lifestyle best-known brand in the upholstered furnishings sector worldwide (Brand Awareness Monitoring Report - Ipsos 2018) and 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), OHSAS 18001 certified (Safety on the Workplace) and FSC® certified (Forest Stewardship Council).