Amama project

3329

NATUZZI
ITALIA

Harmony project
Natuzzi Italia

The Harmony Project aims to offer
a unified working method that ensures
chromatic and stylistic harmony,
preserving the brand's DNA.

This tool is intended to be more than just
a product offering, aiming to harmonize
an entire interior design project.

Amama

Amama, a term that in some African languages evokes the maternal figure.In the world of furniture design recalls spaces that tell stories of generations, conveying warmth, comfort, and serenity.Its palindromic name, symmetrical in both form and sound, reflects the very essence of the project: a double-sided sofa with a harmonious, unique, and easily memorable design.
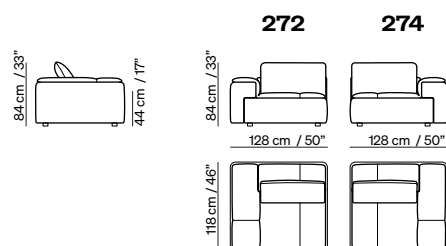

Design by Andrea Steidl

Andrea Steidl graduated in Industrial Design from the Polytechnic University of Milan in 2004, with a thesis on "Gratuity." After moving to Milan, he joined Patricia Urquiola's studio, where he took on the role of design manager. In 2016, he created his first personal project and later co-founded the studio \ar-o\ with Raquel Pacchini, focusing on product design, communication, strategic consulting, and art direction projects.
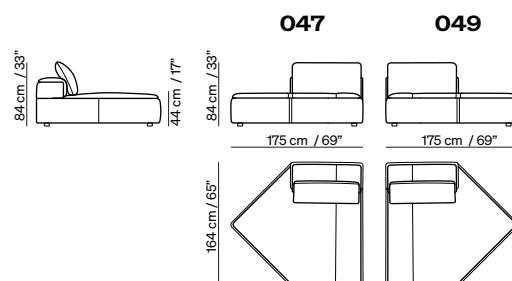
Choose your
Amama

The Amama project is extremely versatile, thanks to its 25 SKUs, which allow for unlimited configurations suitable for any space, from retail stores to the homes of our customers.
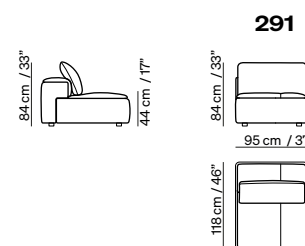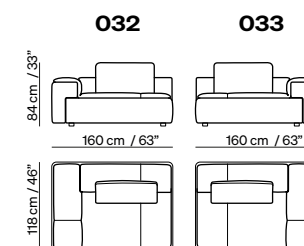
chair with arm

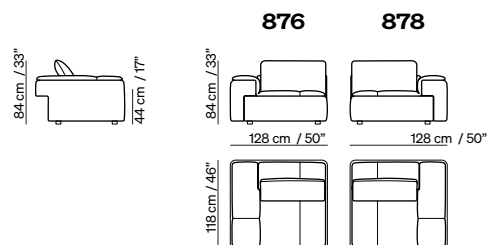**272** **274**

84 cm / 33" 44 cm / 17"
84 cm / 33" 44 cm / 17"
128 cm / 50" 128 cm / 50"
118 cm / 46"

chaise longue

047 **049**

84 cm / 33" 44 cm / 17"
84 cm / 33" 44 cm / 17"
175 cm / 69" 175 cm / 69"
164 cm / 65"

armless chair

291

84 cm / 33" 44 cm / 17"
84 cm / 33"
95 cm / 37"
118 cm / 46"

armchair with arm that can also be used as a corner

032 **033**

84 cm / 33"
160 cm / 63" 160 cm / 63"
118 cm / 46"

chair with arm and recessed back

876 **878**

84 cm / 33" 44 cm / 17"
84 cm / 33" 44 cm / 17"
128 cm / 50" 128 cm / 50"
118 cm / 46"

chaise longue with recessed back

877 **879**

84 cm / 33" 44 cm / 17"
84 cm / 33" 44 cm / 17"
175 cm / 69" 175 cm / 69"
164 cm / 65"
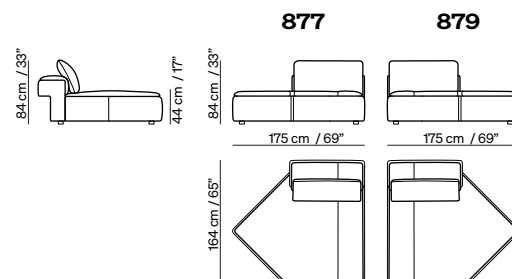
armless chair and recessed back

891

84 cm / 33" 44 cm / 17"
84 cm / 33"
95 cm / 37"
118 cm / 46"
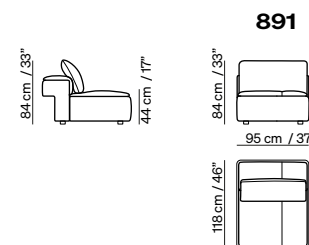
armchair with arm that can also be used as a cornerand recessed back
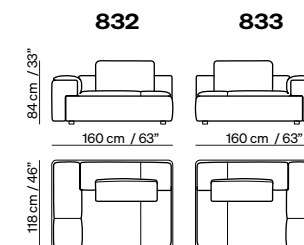
832 **833**

84 cm / 33"
160 cm / 63" 160 cm / 63"
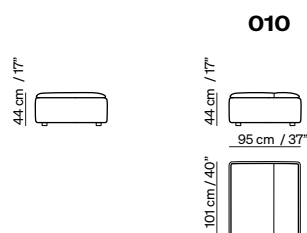118 cm / 46"

Choose your
Amama

The Amama project is extremely versatile, thanks to its 25 SKUs, which allow for unlimited configurations suitable for any space, from retail stores to the homes of our customers.
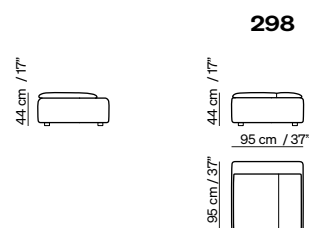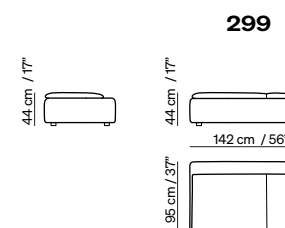
seat with terminal
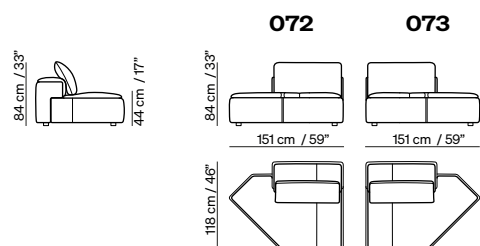
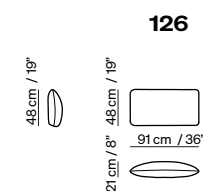**072**   **073**

84 cm / 33"   44 cm / 17"

84 cm / 33"   44 cm / 17"

151 cm / 59"   151 cm / 59"

118 cm / 46"

ottoman

010

44 cm / 17"

44 cm / 17"

95 cm / 37"

101 cm / 40"

small seat without backrest

298

44 cm / 17"

44 cm / 17"

95 cm / 37"

95 cm / 37"

large seat without backrest

299

44 cm / 17"

44 cm / 17"

142 cm / 56"

95 cm / 37"

optional back cushion

126

48 cm / 19"

48 cm / 19"

21 cm / 8"   91 cm / 36"

seat with terminal and recessed back

872   **874**

84 cm / 33"   44 cm / 17"

84 cm / 33"   44 cm / 17"

151 cm / 59"   151 cm / 59"

118 cm / 46"

open cabinet

820

36 cm / 14"

36 cm / 14"

192 cm / 76"

38 cm / 15"

bookshelf

827

36 cm / 14"

36 cm / 14"

209 cm / 82"

111 cm / 44"
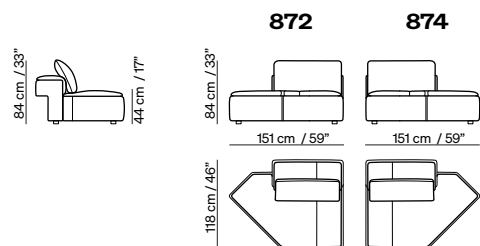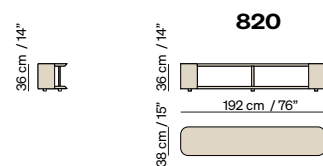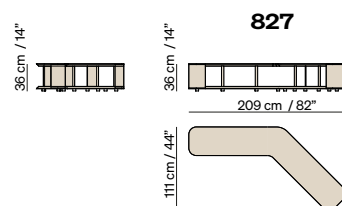
bookshelf left and right

816   **817**

36 cm / 14"

36 cm / 14"

178 cm / 70"   178 cm / 70"

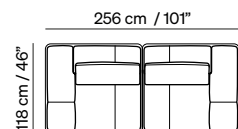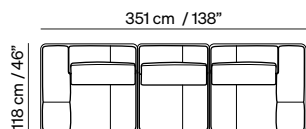65 cm / 26"
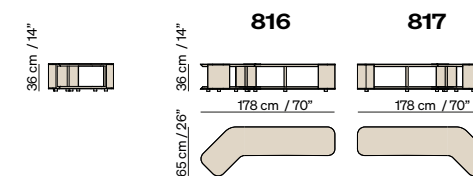
Versatility and Configurations

The "Versions and Compositions" chart aims to showcase the full versatility of the project. In particular, Amama offers elegant design solutions with integrated table top.
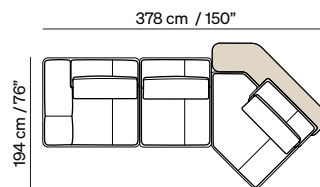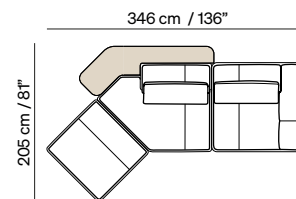
272+274

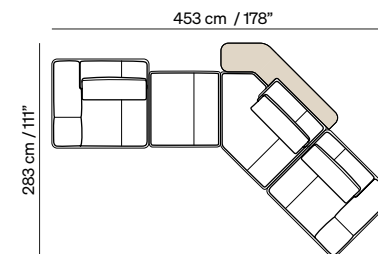256 cm / 101"
118 cm / 46"

272+291+274

351 cm / 138"
118 cm / 46"

272+291+872+816

378 cm / 150"
194 cm / 76"

010+872+274+816

346 cm / 136"
205 cm / 81"

272+010+872+274+816

453 cm / 178"
283 cm / 111"

272+291+032+291+073

341 cm / 134"
406 cm / 160"

010+872+874+891+891+274+298+089+817+820

582 cm / 229"
348 cm / 137"
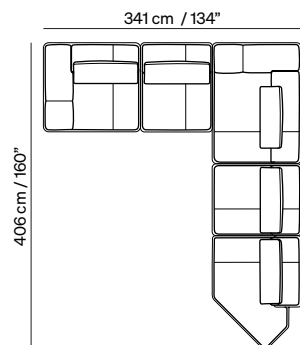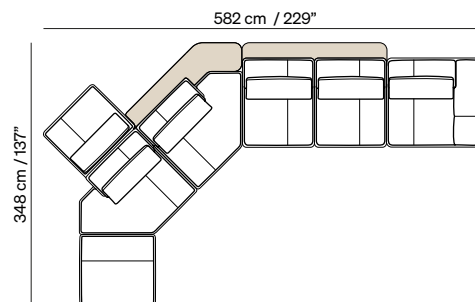
272+872+874+274+816+817

504 cm / 198"
229 cm / 90"
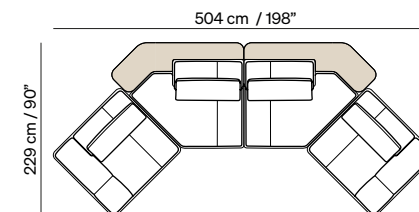
Thanks to the configurator, this versatility can be customized according to the client's needs.

Technical Features

Amama recalls spaces that tell stories of generations, conveying warmth, comfort, and serenity.

DESIGN AND VERSATILITY

The modular island sofa is a sophisticated and versatile option, ideal for modern and dynamic environments. Made up of fully upholstered modules, this system allows for countless configurations, perfectly adapting to any space. Each module is designed to provide optimal comfort and support, with an elegant and contemporary line that fits various décor styles.
The distinguishing feature of this sofa is its ability to offer bifacial solutions, perfect for placement in the center of the room. This island design allows you to enjoy the same aesthetics and comfort from both sides, creating an elegant focal point that invites conviviality.Ideal for those seeking a flexible, modern, and visually impactful solution, the modular island sofa is a distinctive and sophisticated element for any environment.

FEATURES

Coverings: The sofa is available in leather (starting from category 30 Stromboli) and fabric. Not available in Misterbianco.

High-quality padding: All padding is certified, ensuring maximum comfort, support, and durability over time.

Seat cushion: The seat cushion perfectly combines support and comfort with its innovative structure: a solid and durable base made of high-density polyurethane (40), a 2 cm layer of memory foam that molds to the body, relieving pressure points, and a feather-filled topper that provides enveloping softness and superior comfort, promoting ultimate relaxation.

Back cushions: Also padded with down for a soft and supportive feel.

Hidden metal feet: Anti-slip metal feet for greater stability and a clean design.
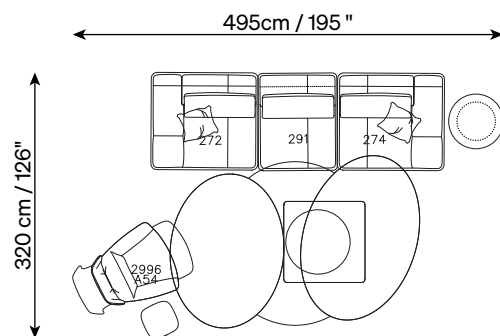
Modularity without connections: Each module is fully upholstered on all sides, with no need for connectors between the seats

Integrated system of back consoles made of glossy lacquered wood fiber, available in two finishes: teal and praline.
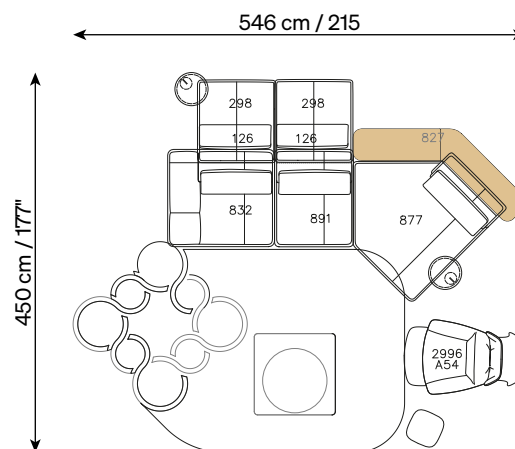
Layout Examples

It is also possible to express the versatility of the project through different layouts, suggesting the creation of various room sets to show the optimization of spaces in any living area.
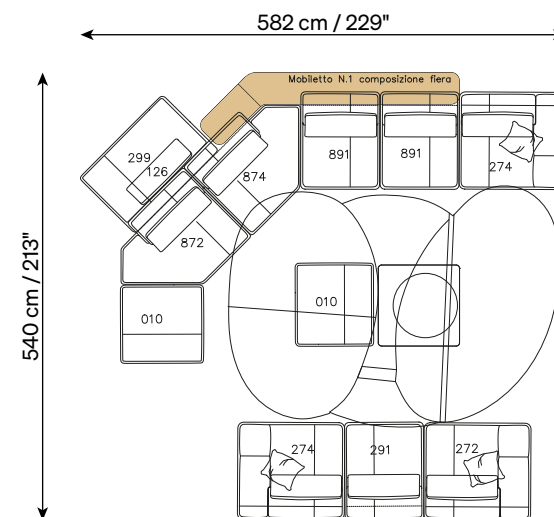
DIM: 16 SQM /170 SQ FT

495cm / 195 "

320 cm / 126"

272 | 291 | 274

2996 A54

DIM: 25 SQM / 269 SQFT

546 cm / 215

450 cm / 177"

298 | 298
126 | 126
827

832 | 891 | 877

2996 A54

DIM: 31 SQM / 334 SQFT

582 cm / 229"

540 cm / 213"

Mobiletto N.1 composizione fiera

299 126 | 874 | 891 | 891 | 274

872

010 | 010

274 | 291 | 272

Moodboard green

To achieve harmony in every project, the Natuzzi Style Center carefully selects materials and coverings. In this case, glossy lacquer Teal and Smoked Oak has been paired with Salina Leather and Settecolli and Marechiaro fabrics that defines the overall final look of the project.
Each model in the collection is presented with multiple moodboards to suit all market geographies.

Moodboard green

Along with the moodboard of coverings and materials, the Natuzzi Style Center harmonizes the living room with furniture and accessories to complete the interior design project.

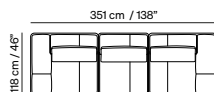**010+872+874+891+891+274+298+089+817+820**

582 cm / 229"
348 cm / 137"
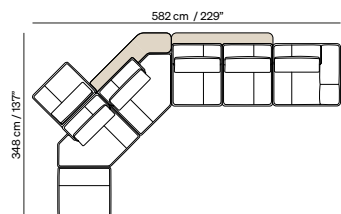
Amama sectional sofa

SETTECOLLI
88.0090.05

272+291+274

351 cm / 138"
118 cm / 46"

Amama sectional sofa

SALINA 35IE

010+872+874+891+891+274+298+089+817+820

582 cm / 229"
348 cm / 137"
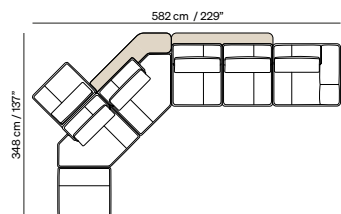
Amama ottoman

MARECHIARO
99.0036.04

Central Coffee Table HABITA Option 1
White glossy lacquer L97 P97 H38
Q987003XNA

Central Coffee Table HABITA Option 2
Smoked oak L97 P97 H38
Q987001XNA

Rug RADICE
260 × 400 JADE
V189001XNA

These products have been carefully selected to maintain the atmosphere and harmony of the design.
Therefore, while the sofa configurations can be changed to fit the space and personal needs,
the combination of colors, materials, and finishes cannot be altered.

NATUZZI
ITALIA