

Memoria project

3306 / S306



NATUZZI
ITALIA

Index

- The inspiration behind the project
- Dimensions and configurations
- Harmony design proposals

The inspiration
behind the project

Memoria

Memoria was born from the shared vision of Karim Rashid and Pasquale Natuzzi to create a project characterized by a “transitional” design, with soft, contemporary forms that simultaneously evoke past ergonomics. Originally conceived by the designer, the project was refined, curated, and developed through synergy with the internal Design Center, resulting in an iconic model that represents the Natuzzi style.



Design by Karim Rashid

Karim Rashid is one of the most unique voices in design today. With over 4,000 projects in production, Karim's ability to go beyond the ordinary continues to make him a prominent figure among the designers of his generation.



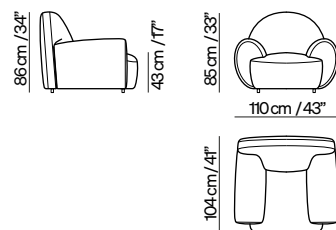
Dimensions and configurations

Choose your Memoria

The Memoria project is extremely versatile, thanks to its modules, which allow for unlimited configurations suitable for any space.

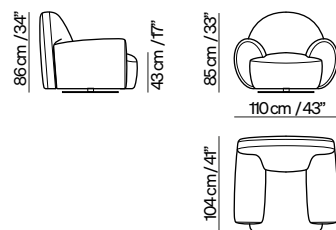
Armchair

003



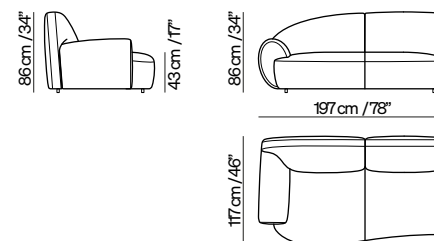
Armchair
with swivel base

066

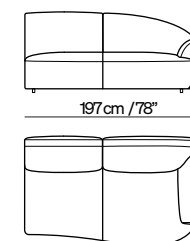


double depth sofa
with arm

216

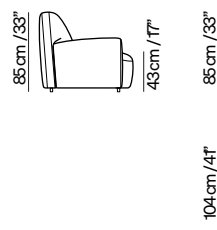


217

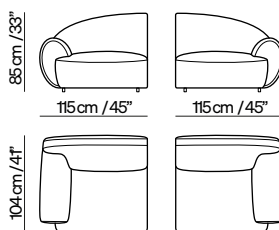


chair
with arm

272

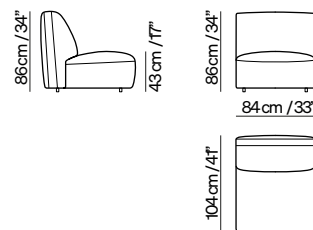


274



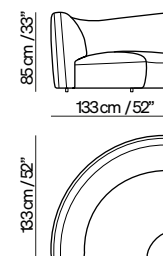
armless
chair

291



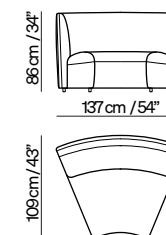
round
corner

029



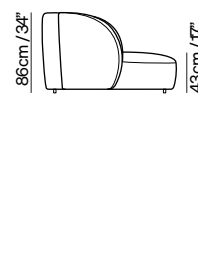
45° wedge
corner

045

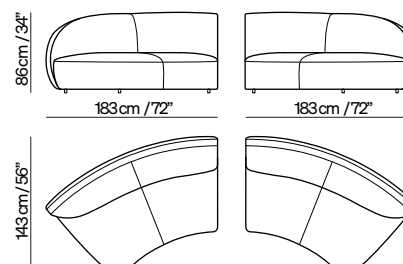


armless
sofa

220



221

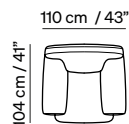


Versatility and Configurations

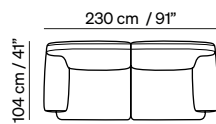
The “Versions and Compositions” chart is designed to demonstrate the full versatility of the project. In particular, Memoria offers seating solutions with different depths, as shown in the following examples:



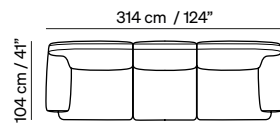
003 / 066



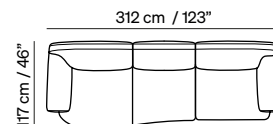
272+274



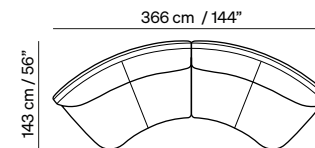
272+291+274



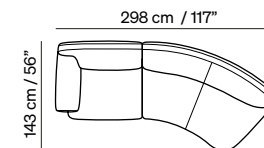
216+274



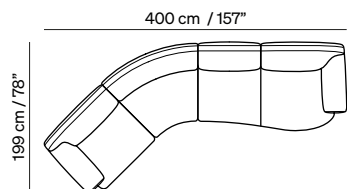
220+221



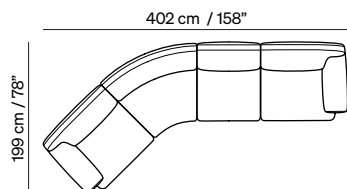
272+221



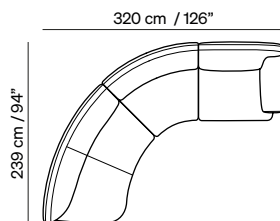
272+045+217



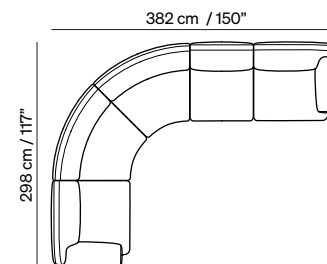
272+045+291+274



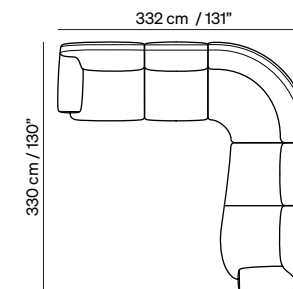
220+045+274



272+045+045+291+274



272+291+029+217

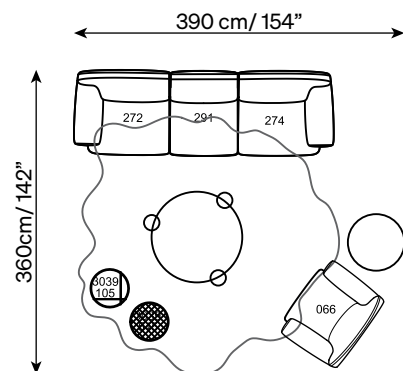


Thanks to the configurator, this versatility can be customized according to the client's needs.

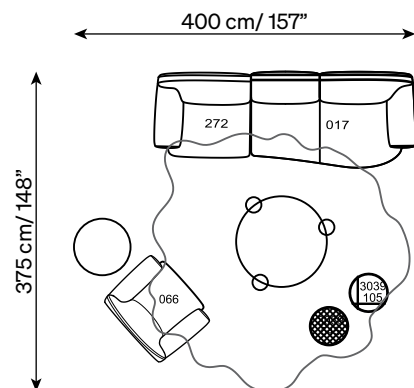
Layout Examples

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.

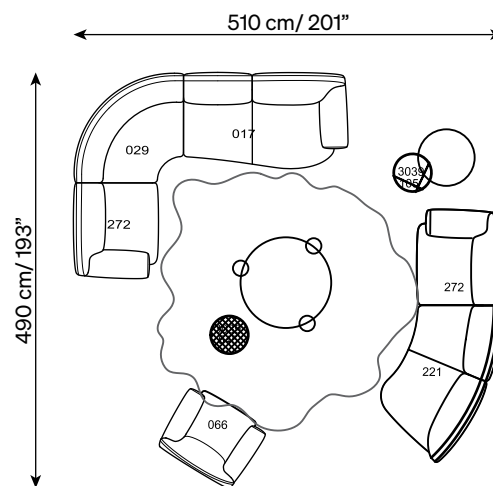
DIM: 14 SQM



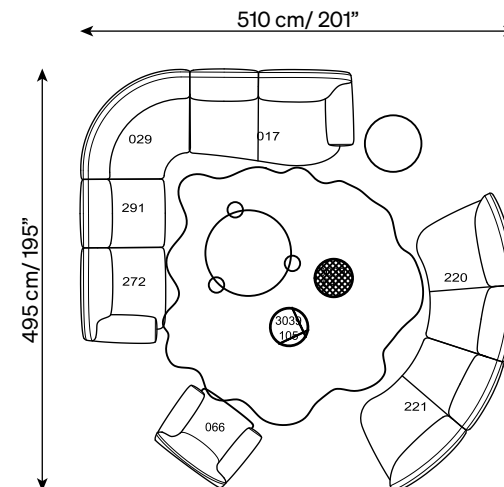
DIM: 15 SQM



DIM: 25 SQM



DIM: 26 SQM

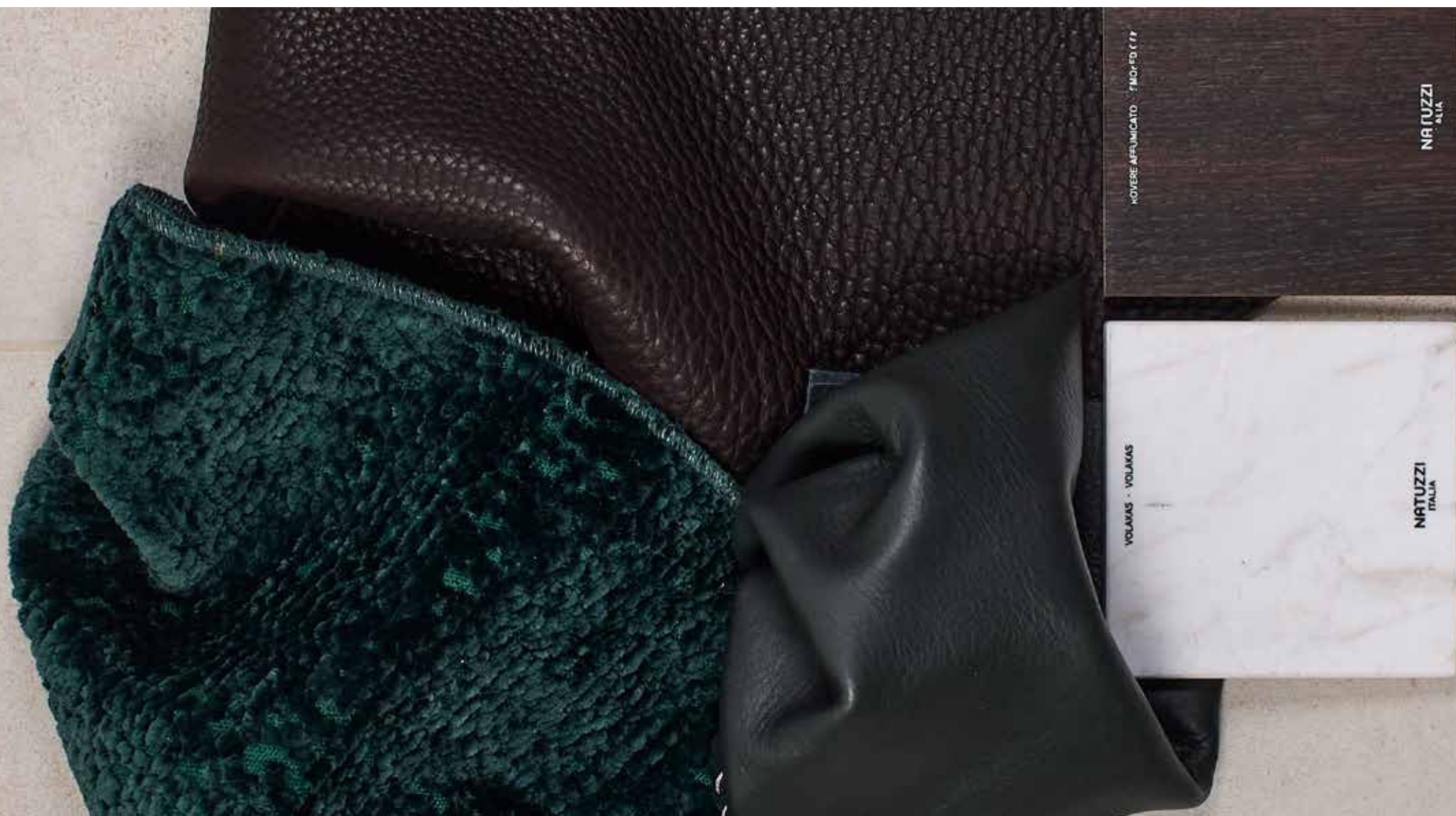


Harmony Design Proposals

Let yourself be inspired by the Total Looks selected by our Style Center. Personalize your project at Natuzzi Italia stores with the help of free interior design consultation.

Moodboard green

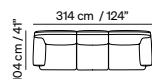
To ensure harmony in the projects, the Natuzzi Style Center carefully selects materials and coverings, creating a dialogue between them. In this case, Cassidy leather in Dark Brown has been paired with Galleria velvet in Bottle Green, along with Siena leather in Blue Green. The harmonization of these coverings with woods and marbles will result in a moodboard that defines the final total look of the project. Each collection model offers multiple moodboards to adapt to various market geographies.



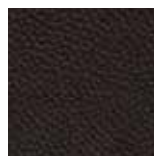
Moodboard green

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.

272+291+274

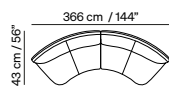


Memoria linear sofa

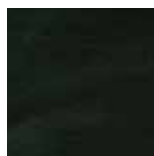


60DA CASSIDY

220+221

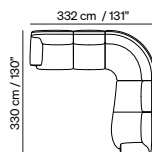


Memoria round sofa



SIENA 40B4

272+291+029+217

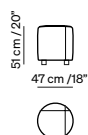


Memoria sectional

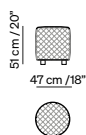


GALLERIA
99.0030.05

105



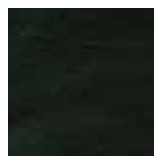
545



Melpot Ottoman



GALLERIA
99.0030.05



SIENA 40B4



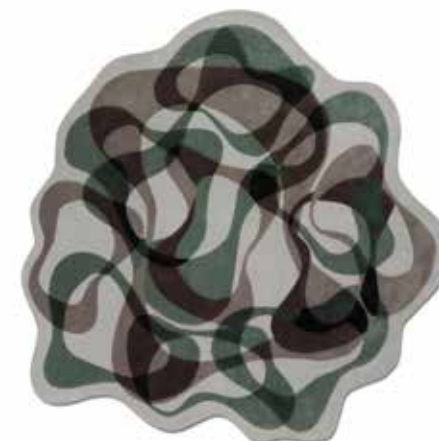
Accent Table: Tempio
66×66 H45 in Smoked Oak
Q123009XNA



Central Coffee Table: Tempio
100×155 H34 in Smoked Oak
Q123002XNA



Central Coffee Table: Tempio
130×130 H34 in Smoked Oak
Q123008XNA



Rug: Memoria
300×297 Grey-Green
V980003XNA



Moodboard blue

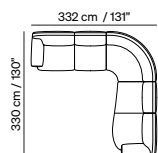
To ensure harmony in the projects, the Natuzzi Style Center carefully selects materials and coverings, creating a dialogue between them. In this case, Status leather in White has been paired with Galleria velvet in Powder Blue, along with Stromboli leather in Blue Jeans or, alternatively, Laguna velvet in Blue Jeans. The harmonization of these coverings with woods and marbles will result in a moodboard that defines the final total look of the project. Each collection model offers multiple moodboards to adapt to various market geographies.



Moodboard blue

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.

272+291+029+217

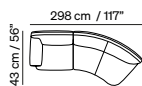


Memoria sectional



2509 STATUS

272+221



Memoria round sofa

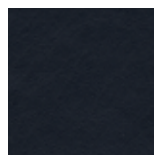


GALLERIA
99.0030.02

066

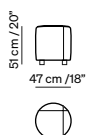


Memoria armchair

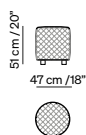


30IM STROMBOLI

105



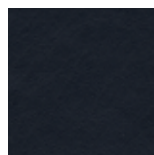
545



Melpot Ottoman



LAGUNA
99.0020.13



30IM STROMBOLI



Accent Table: Tempio
66×66 H45 in Smoked Oak
Q123009XNA



Central Coffee Table: Tempio
100×155 H34 in Smoked Oak
Q123002XNA



Central Coffee Table: Tempio
130×130 H34 in Smoked Oak
Q123008XNA



Rug: Memoria
300×297 Grey-Blue-Lilac
V980001XNA



NATUZZI
ITALIA

The pursuit of Harmony
is the dream
has inspired
our actions since

Moodboard earth tone

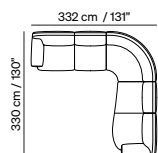
To ensure harmony in the projects, the Natuzzi Style Center carefully selects materials and coverings, creating a dialogue between them. In this case, Cassidy leather in Dark Brown has been paired with Parioli bouclé in Red Sand, along with Laguna velvet in Dark Grey or Setteculli fabric in Taupe. The harmonization of these coverings with woods and marbles will result in a moodboard that defines the final total look of the project. Each collection model offers multiple moodboards to adapt to various market geographies.



Moodboard earth tone

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.

272+291+029+217

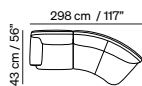


Memoria sectional

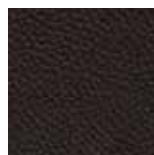


PARIOLI
86.0066.02

272+221



Memoria round sofa



CASSIDY 60DA

066

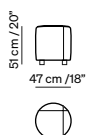


Memoria armchair

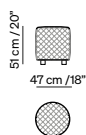


COVERING OPZ. 1:
LAGUNA
99.0020.05

105



545



Melpot Ottoman



COVERING OP2:
SETTECOLLI
88.0090.03



Accent Table: Tempio
66×66 H45 in White Travertine
Q123005XNA



Central Coffee Table: Tempio
100×155 H34 in Smoked Oak
Q123002XNA



Central Coffee Table: Tempio
130×130 H34 in Smoked Oak
Q123008XNA



Rug: Memoria
300×297 Beige-Brown
V980002XNA



NATUZZI

ITALIA

All illustrations and descriptions of products contained in this catalogue are for indicative purposes only. We have tried our best to reproduce colours and finishings as faithfully as possible. However, we cannot guarantee that they correspond completely with those of the actual product. The colours shown are limited and may vary according to print settings. Natuzzi S.p.A. reserves the right to amend and/or change aesthetics and/or functions and/or structures of products without any prior notice and as soon as any of the aforementioned changes are deemed necessary for commercial or manufacturing purposes. Some products shown in this catalogue may not be available in your Country. Contact your nearest store for more information. Natuzzi S.p.A. declines all and any liability for any printing errors or omissions. Natuzzi S.p.A. All rights reserved. Any unauthorised reproduction (including partial) copying, distribution, modification or use of contents (in any way whatsoever) is strictly forbidden.