

NATUZZI ITALIA

NATUZZI AND FABIO NOVEMBRE SIGN ONE OF THE ROOMS WITHIN THE EXHIBITION *ROOMS. NOVEL LIVING CONCEPTS*

Rooms. Novel living concepts

curated by Beppe Finessi

Palazzo dell'Arte, viale Alemagna 6

Milan

from April 2nd to September 12th, 2016

from Tuesday to Sunday 10.30 am – 8.30 pm

In the setting of the **XXI Triennale International Exhibition**, within the ***Rooms. Novel living concepts*** exhibit, **Natuzzi** will announce its collaboration with **Salone del Mobile** and **Fabio Novembre**, participating in his new project ***Intro***.

Curated by Beppe Finessi and supported by Salone del Mobile. Milano, *Rooms. Novel living concepts* will be hosted in **the Triennale in Milan from April 2nd to September 12th, 2016**.

Intro is an abstract uterus, an egg-shaped alcove that literally swallows the visitor, to then return them back to the world, reborn and more aware. **Fabio Novembre** worked on the idea of a **bedroom**, integrating it into the most perfect and ancestral shape: the egg. A source of life and transformation, the outer layer made of mirrored metal conceals a **warm leather room, intensely red in color**. The installation's interior depicts a **negative of a face** which, thanks to the play of the *chiaroscuro*, seems to protrude into the interior of the room.

The anthropomorphic shapes, a distinguishing marker in the designs of Fabio Novembre, are also found outside the room, where two feminine figures guard the entrance to the space.

Natuzzi immediately accepted the invitation to be a partner in this dreamy, visionary installation. In the words of **Pasquale Jr. Natuzzi**, Communication and Creative Director of the brand: *"Fabio's project captured my attention immediately. His strong, decisive style had an intense impact on me. **Intro** represents a virtuosity which allows us to impart on visitors the know-how and craftsmanship that has always distinguished the company"*.

In fact, **Natuzzi** will produce the entire installation using above all the materials which are used to produce sofas like wood, to create the base of the installation and leather, the main character in this creation. **Intro** is a complex puzzle of different material, all assembled by hand: thermoformed acrylic panels covering a wooden nesting, giving life to an sloping spherical structure composed of 12 elements. The interior, on the other hand, required all of the brand's and its craftsmen's know-how for covering in leather the inner walls in anthropomorphic shapes so to create an intimate and sensual alcove.

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Fabio Novembre points out: “*Figlio di N.N.*’ (child of N.N.) was an expression used for children whose father was unknown and which was discriminatory in respect to presumed respectability criteria.

So, I like to think of N.N. as Natuzzi-Novembre, to give double paternity to every project that needs a history and a home.

We share both Apulia, our land, and the interest in telling stories, and these are the common grounds where projects like INTRO are born, children of N.N.”



**XXI
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Exhibition
Milan 2016
02.04–12.09
21st Century.
Design
After Design**



**Salone
del Mobile
Milano**

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NATUZZI

ITALIA

NATUZZI S.P.A.

Founded in 1959 by Pasquale Natuzzi, Natuzzi S.p.A. designs, manufactures and sells a broad collection of couches, armchairs, home furniture and home accessories. With consolidated revenues of €461.4 million in 2014, Natuzzi is Italy's largest furniture house and the player with the greatest global reach in its sector, with eight manufacturing plants, twelve commercial offices and more than 1,100 points of sale worldwide. Ethics and social responsibility, innovation, industrial know-how and integrated management of its value chain represent the points of strength that have made the Natuzzi Group a market leader and established Natuzzi as the most recognized furniture brand in the world among consumers of luxury goods. Natuzzi S.p.A. has been listed on the New York Stock Exchange since May 1993. The Company is ISO 9001, ISO 14001 (Quality and Environment) and OHSAS 18001 (Safety in Working Places) certified.

XXI TRIENNALE INTERNATIONAL EXHIBITION, MILAN "21ST CENTURY. DESIGN AFTER DESIGN"

In 2016, after a twenty-year break, the International Exhibition of the Triennale di Milano comes back to life. It had started in Monza in 1923, and moved to Milan in 1933, its purpose to explore the urgent and topical issues facing society.

Its historic headquarters, the Palazzo dell'Arte, is today one of the beacons in Milan's cultural life: it houses the Triennale Design Museum, temporary exhibitions of international significance, a specialized library, a theatre and entertainment spaces for visitors all ages.

The XXI Triennale is a **Bureau International des Expositions (BIE)** recognised exhibition

The exhibition: 21st Century. Design after Design

The last few decades spanning the 20th and the 21st centuries have seen the steady spread of design as a skilled added-value tool in a constantly growing global market. The role and status of designers have become increasingly recognised, both inside and outside large companies and by the general public, because of the importance of the services they have to offer. This applies even more in the case of design-driven companies, or companies that have made design one of the essential factors in their competitive tenders.

The consolidation of new communication technologies, the marked reduction in related costs, the rise in individual mobility, the presence of a common language and the presence of an alternative market thanks to the web, all allow designers to give free rein to their most ambitious and innovative solutions for themselves, free from production constraints. In this context, research becomes a circular activity encompassing different skills and cultures, art, science, philosophy, technology and design.

In choosing this theme, the Triennale is throwing down an ambitious challenge to the apparent collapse of the contemporary world, its contradictions and inconsistencies. Its aim is to determine new "cardinal points", to explore the foundations of culture to come. Design, as the realm of the spiritual and the behavioural, is its chosen medium and the designers its agents