

NATUZZI ITALIA

PRESS RELEASE

Natuzzi Italia's Furrow sofa has been selected for the ADI Design Index 2019

Santeramo in Colle (Bari), 16 ottobre 2019 - Furrow, designed by Marcel Wanders for Natuzzi Italia, has been selected for the ADI Design Index 2019, the yearbook published by ADI - Italian Association for Industrial Design - that collects the best of Italian design, selected by the ADI Permanent Design Observatory. The selection comes with the submission in 2020 to the international jury of the XXVI ADI Compasso d'Oro, the oldest and most influential international design award.

Marcel Wanders' work excites, provokes, and polarises, but never fails to surprise for its ingenuity, daring and singular quest to uplift the human spirit. Marcel Wanders interpreted the DNA of Natuzzi Italia transforming the shapes, colours, textures and aromas of Puglia into a rich collection, Agronomist, whose star is the Furrow sofa. *"I felt it was truly an honour and also our responsibility to really bring the parts of the surrounding areas into the design. When we are able to incorporate the local culture and natural beauty of a region it allows the furniture to then create a sense of place"*, said Marcel Wanders.

Furrow has a natural, warm, welcoming, cosy, contemporary, rustic and elegant look. A sofa with striking details as the contrasting seams, buttons and raw cut along the profile that enhance the model's rounded design.

According to Pasquale Junior Natuzzi, Creative Director and Sylist, *"the challenge with Wanders was to instill in each piece of the collection the mark of our land, which is exactly what makes it unique. The many distinctive natural elements and the region's rich artisanal history gave the designer freedom in color palette, working techniques and shapes. A vision that is confirmed by the ADI Design Index selection, who recognized the essence of this project."*

A few weeks later from the Red Dot Award 2019 for *Ergo* collection, designed by Ross Lovegrove for Natuzzi Italia, the ADI's recognition confirms the company's ongoing commitment for design and the excellence of made in Italy craftsmanship.

About Natuzzi S.p.A.

Founded in 1959 by Pasquale Natuzzi, Natuzzi S.p.A. is Italy's largest furniture brand 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 best-known Italian lifestyle brand in the upholstered furnishings sector worldwide (Brand Awareness Monitoring Report - Ipsos 2018) and has been listed on the New York Stock Exchange since 13 May 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).

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