

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

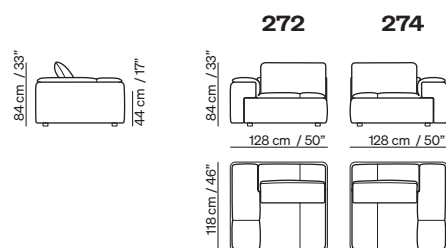
Andrea Steidl graduated in Industrial Design from the Polytechnic University of Milan in 2004, with a thesis on "Gratuity." After moving to Milan, he joined Patricia Urquiola's studio, where he took on the role of design manager. In 2016, he created his first personal project and later co-founded the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



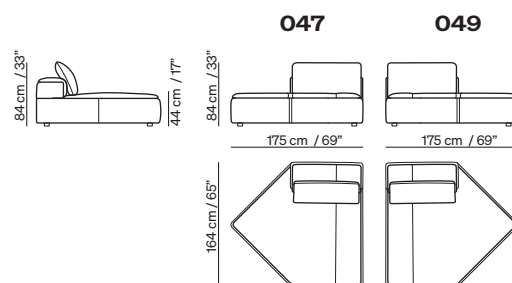
Choose your Amama

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.

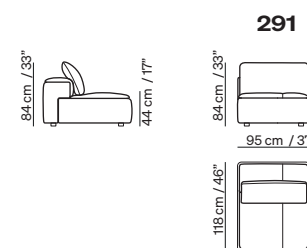
chair with arm



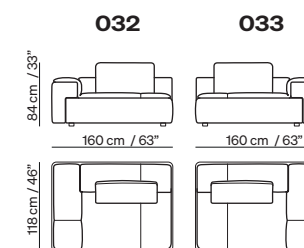
chaise longue



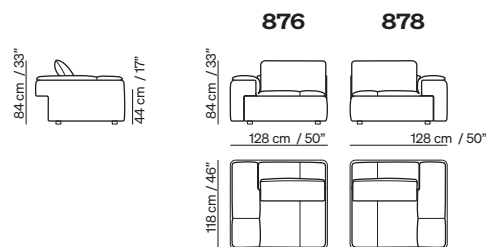
armless chair



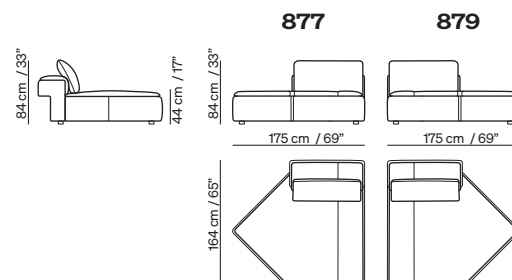
armchair with arm that can
also be used as a corner



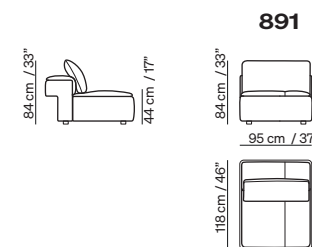
chair with arm and
recessed back



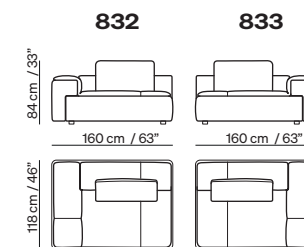
chaise longue
with recessed back



armless chair
and recessed back



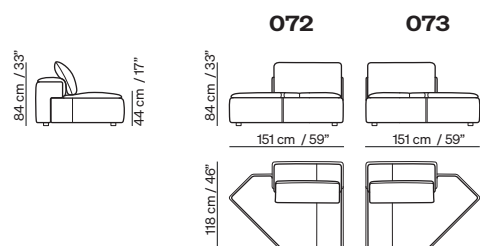
armchair with arm that can also
be used as a corner and recessed back



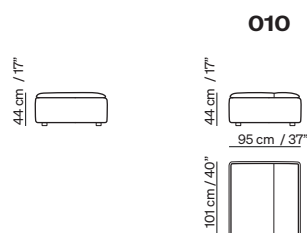
Choose your Amama

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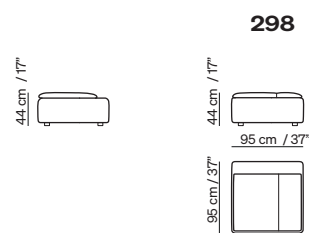
seat with terminal



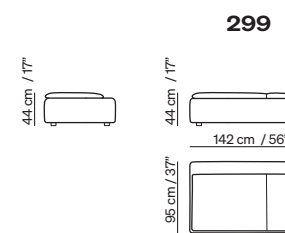
ottoman



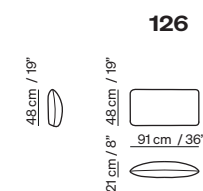
small seat
without backrest



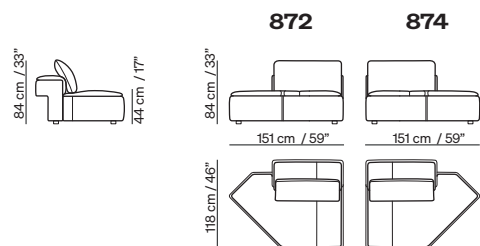
large seat
without backrest



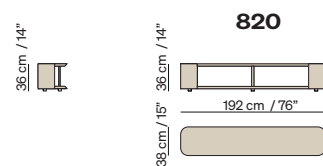
optional
back cushion



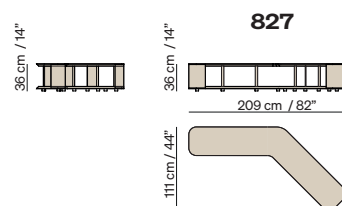
seat with terminal
and recessed back



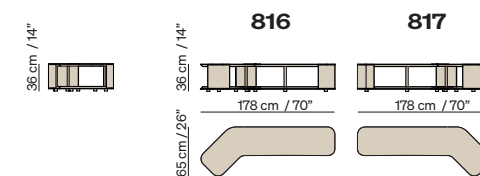
open cabinet



bookshelf



bookshelf left and right

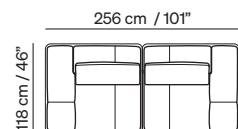


Versatility and Configurations

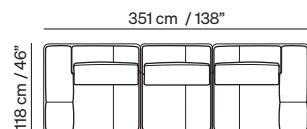
The “Versions and Compositions” chart aims to showcase the full versatility of the project. In particular, Amama offers elegant design solutions with integrated table top.



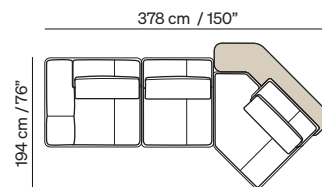
272+274



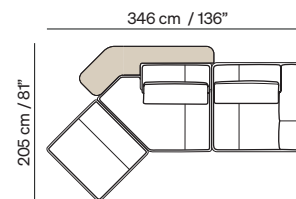
272+291+274



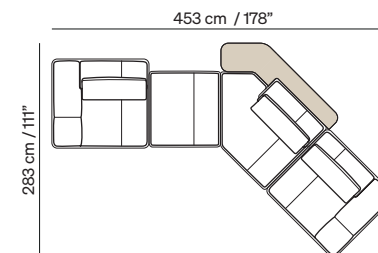
272+291+872+816



010+872+274+816



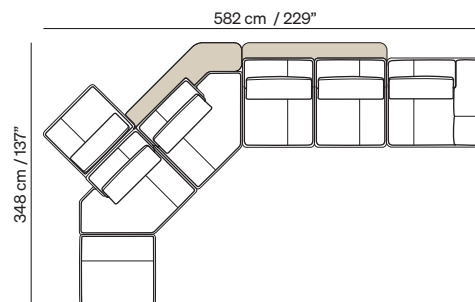
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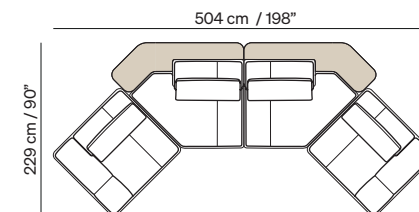
272+291+032+291+073



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



272+872+874+274+816+817



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.

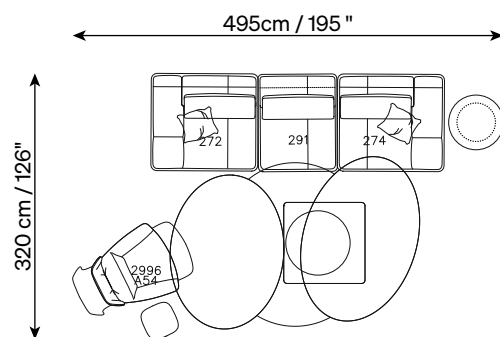
Modularity without connections: Each module is fully upholstered on all sides, with no need for connectors between the seats

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

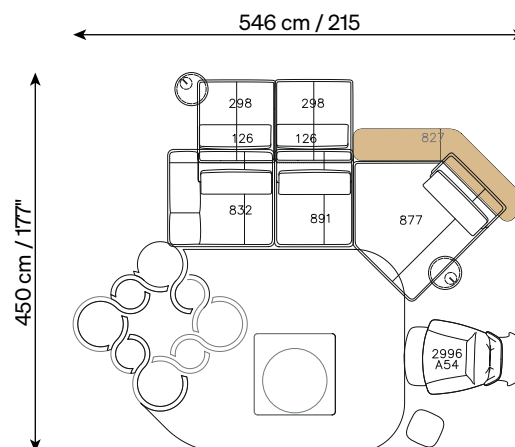
Layout Examples

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.

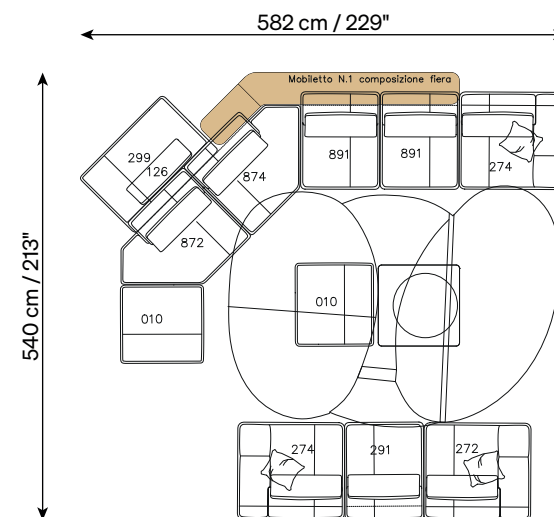
DIM: 16 SQM / 170 SQ FT



DIM: 25 SQM / 269 SQFT



DIM: 31 SQM / 334 SQFT



Moodboard green

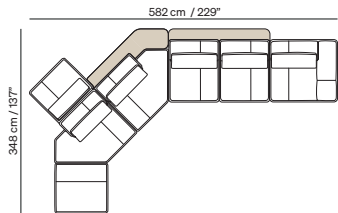
To achieve harmony in every project, the Natuzzi Style Center carefully selects materials and coverings. In this case, glossy lacquer Teal and Smoked Oak has been paired with Salina Leather and Setteculli and Marechiaro fabrics that defines the overall final look of the project. Each model in the collection 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

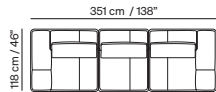


Amama sectional sofa



SETTECOLLI
88.0090.05

272+291+274

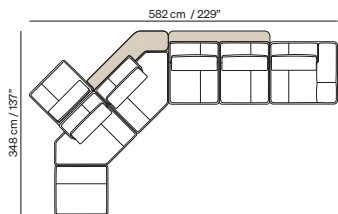


Amama sectional sofa

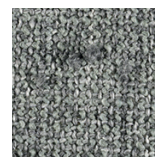


SALINA 35IE

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Amama ottoman



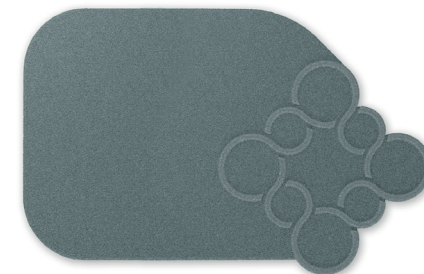
MARECHIARO
99.0036.04



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 x 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.

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