

Memoria project

3306 / S306



NATUZZI
ITALIA

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.

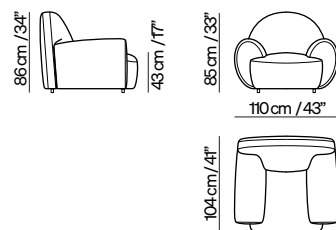


Choose your Memoria

The Memoria project is extremely versatile, thanks to its 11 SKUs, which allow for unlimited configurations suitable for any space, from retail stores to the homes of our customers.

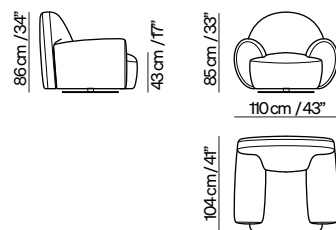
Armchair

003



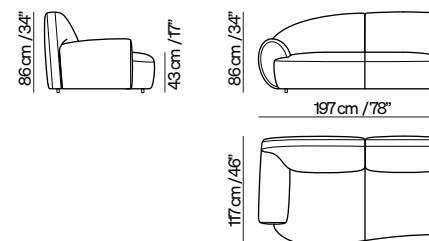
Armchair
with swivel base

066

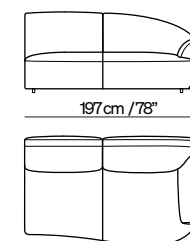


double depth sofa
with arm

216

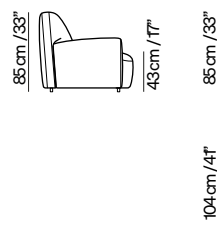


217

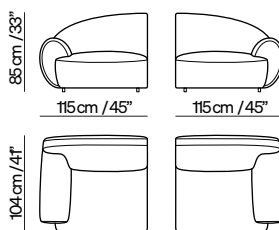


chair
with arm

272

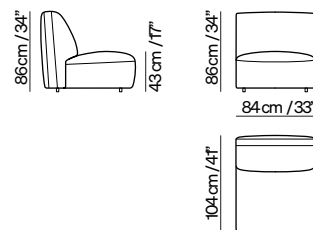


274



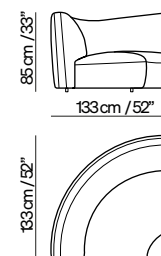
armless
chair

291



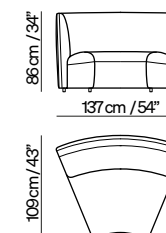
round
corner

029



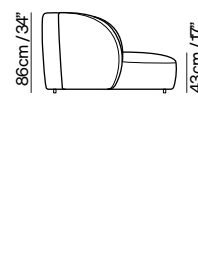
45° wedge
corner

045

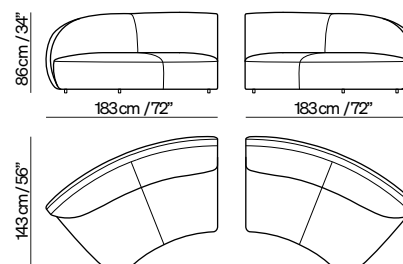


armless
sofa

220



221

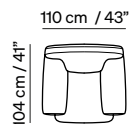


Versatility and Configurations

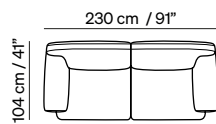
The “Versions and Compositions” chart is designed to demonstrate the full versatility of the project. In particular, Memoria offers seating solutions with different depths, as shown in the following examples:



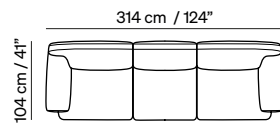
003 / 066



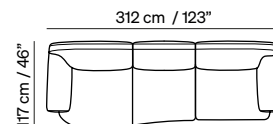
272+274



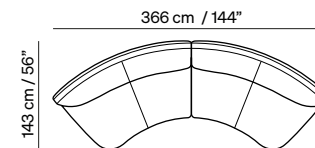
272+291+274



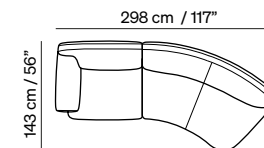
216+274



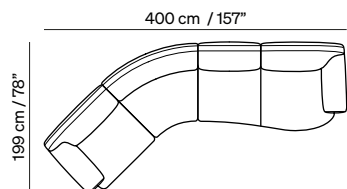
220+221



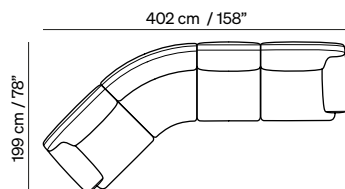
272+221



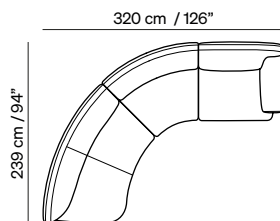
272+045+217



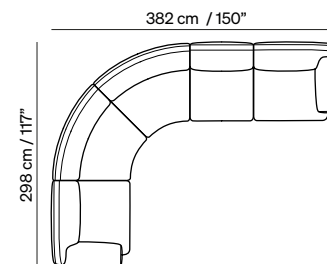
272+045+291+274



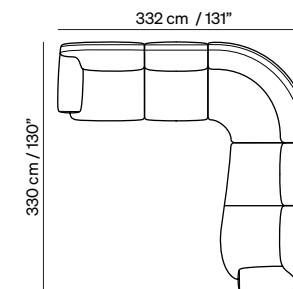
220+045+274



272+045+045+291+274



272+291+029+217

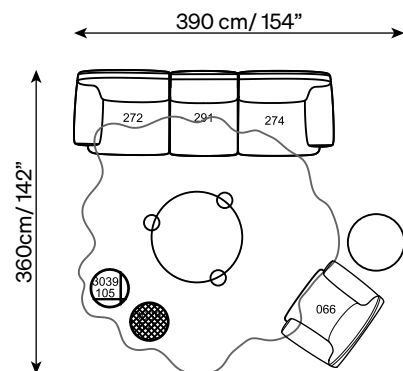


Thanks to the configurator, this versatility can be customized according to the client's needs.

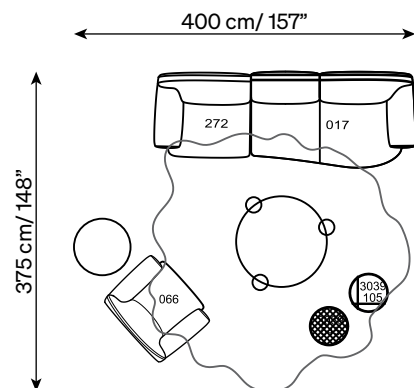
Layout Examples

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.

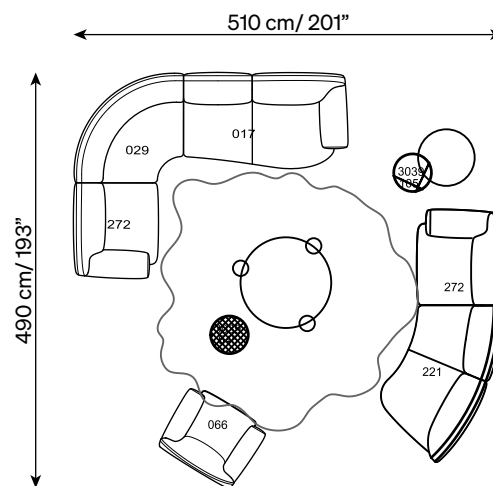
DIM: 14 SQM



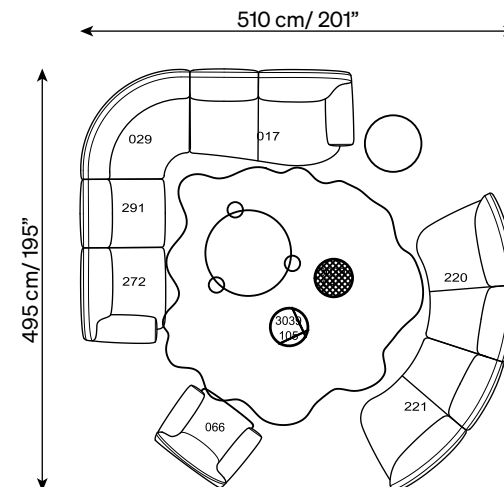
DIM: 15 SQM



DIM: 25 SQM

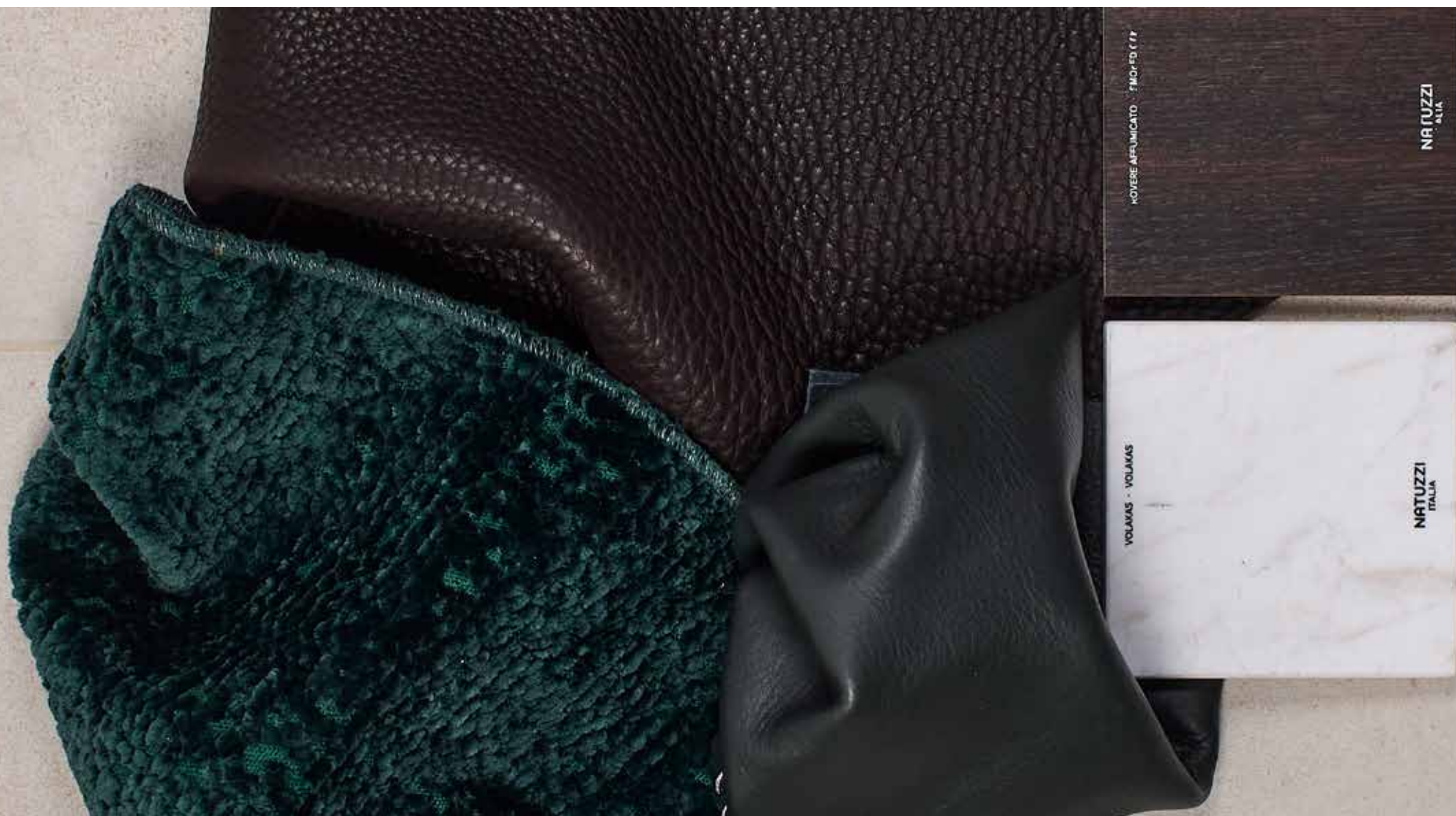


DIM: 26 SQM



Moodboard green

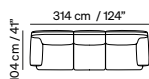
To ensure harmony in the projects, the Natuzzi Style Center carefully selects materials and coverings, creating a dialogue between them. In this case, Cassidy leather in Dark Brown has been paired with Galleria velvet in Bottle Green, along with Siena leather in Blue Green. The harmonization of these 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.



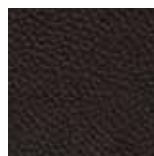
Moodboard green

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

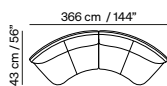


Memoria linear sofa

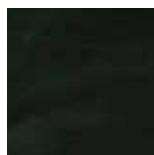


60DA CASSIDY

220+221

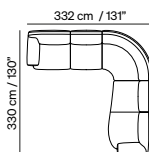


Memoria round sofa



SIENA 40B4

272+291+029+217

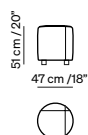


Memoria sectional

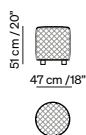


GALLERIA
99.0030.05

105



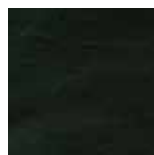
545



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

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.



Moodboard blue

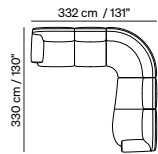
To ensure harmony in the projects, the Natuzzi Style Center carefully selects materials and coverings, creating a dialogue between them. In this case, Status leather in White has been paired with Galleria velvet in Powder Blue, along with Stromboli leather in Blue Jeans or, alternatively, Laguna velvet 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

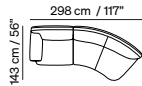


Memoria sectional



2509 STATUS

272+221



Memoria round sofa

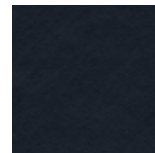


GALLERIA
99.0030.02

066

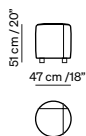


Memoria armchair

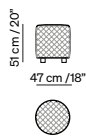


30IM STROMBOLI

105



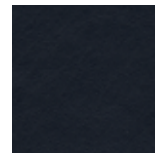
545



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

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.



NATUZZO
ITALIA

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

Moodboard earth tone

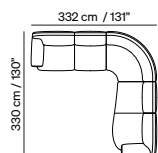
To ensure harmony in the projects, the Natuzzi Style Center carefully selects materials and coverings, creating a dialogue between them. In this case, Cassidy leather in Dark Brown has been paired with Parioli bouclé in Red Sand, along with Laguna velvet in Dark Grey or Setteculli fabric in Taupe. The 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

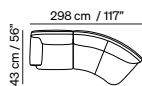


Memoria sectional

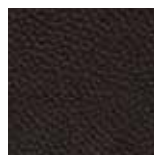


PARIOLI
86.0066.02

272+221



Memoria round sofa



CASSIDY 60DA

066

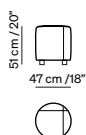


Memoria armchair

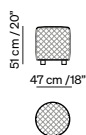


COVERING OPZ. 1:
LAGUNA
99.0020.05

105



545



Melpot Ottoman



COVERING OPZ. 2:
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

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.



Accessories Collection

Natuzzi's harmony extends into the world of accessories. Even decorative objects are crafted within the five Harmony Codes. Shapes and colors come together to enhance Living, Dining and Bedroom projects, all in the name of harmony.

Accessories blue family

Pumo Delft and Urchin Vases **by Marcel Wanders**.
Dysidea Cushions **by Elena Salmistraro**.
Germoglio Lamp **by Marcantonio**.
Pumi, Kashmir throw and Trullini **by Natuzzi Design Center**.



Pumo
D24 H35 Glass A12801X
D10 H15 Glass A12806X



Pumo
D17 H25 Transparent Glass
A12809X



Pumo
D11 H15 Platinum Ceramic
A890C60



Pumo
D8 H10 Platinum Ceramic
A890C6V



Pumo
D24 H35 Blue Glass
A12802X



Pumo Delft
D22 H30 White/Blue Ceramic
O074001XNA



Pumo
D20 H30 Blue Ceramic
A12910X



Pumo
D9 H15 Lilac Ceramic
A12903X



Decorative Cushion Dysidea
52x52 Grey/Lavander
O888001XNA



Decorative Cushion Dysidea
34x52 Grey/Mint
O888003XNA



Decorative Cushion Dysidea
34x52 Grey/Gold
O888002XNA



Throw Kashmir
130x180 Grey
A12302X



Vase Urchin
D16 H8 White Ceramic
A14201X



Vase Urchin
D22 H15 White Ceramic
A14202X



Vase Urchin
D20 H24 White Ceramic
A14203X



Scent Trullini
D14 H22,5 Light Blue A22601X
Candle Trullini
D15 H20,5 Light Blue A22201X



Scent Trullini
D14 H23 Blue A22602X
Candle Trullini
D15 H21 Blue A22202X



Rechargeable Lamp Germoglio
6x25 H30 Gold Metal
N942001XNA

Wall Decor blue family

Portraits Wall Decors **by Gino Donvito.**
Abstract Wall Decors **by Novocuadro.**



Wall Decor Notaio
73x73
O596001XNA



Wall Decor Una Donna
73x93
O199001XNA



Wall Decor Sueno I
113x83
O928001XNA



Wall Decor Sueno II
113x83
O928002XNA

Accessories green family

Pumo Bee by **Massimo Iosa Ghini**.
 Urchine Vases by **Marcel Wanders**.
 Pumo Gili by **Elena Salmistraro**.
 Pumi by **Natuzzi Design Center**.



Pumo
D24 H35 Transparent Glass
A12801X



Pumo
D17 H25 Transparent Glass
A12809X



Pumo
D10 H15 Transparent Glass
A12806X



Pumo
D11 H15 Platinum Ceramic
A890C60



Pumo
D8 H10 Platinum Ceramic
A890C6V



Pumo Bee
D15 H26 White/Gold ceramic
0075001XNA



Vase Urchin
D16 H8 White Ceramic
A14201X



Vase Urchin
D22 H15 White Ceramic
A14202X



Vase Urchin
D20 H24 White Ceramic
A14203X



Pumo
D23 H25 Lime Green Glass
A12804X



Pumo
D9 H15 Lime Ceramic
A12901X



Pumo Gili
D20 H30 White/Green glass
0077001XNA

Accessories green family

Dandy Candle Holders **by Marcel Wanders.**
Ciambotte Tray and Dysidea Cushions **by Elena Salmistraro.**
Germoglio Lamp **by Marcantonio.** Trullini **by Natuzzi Design Center.**



Candle Holder Dandy
D12,5 H25 Travertine Stone
A22901X



Candle Holder Dandy
D17,6 H19 Travertine Stone
A22902X



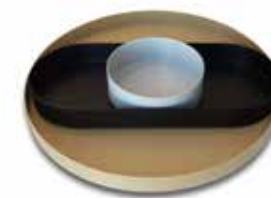
Candle Holder Dandy
D12,5 H25 Travertine Stone
A22903X



Candle Holder Dandy
D19 H13,6 Travertine Stone
A22904X



Candle Holder Dandy
D12,5 H25 Travertine Stone
A22905X



Tray Ciambotte
D48 H9 Gold/Black/Silver Metal
O885001XNA



Scent Trullini
D14 H22 Green Ceramic
A22605X



Candle Trullini
D15,5 H20 Green Ceramic
A22205X



Decorative Cushion Dysidea
52×52 Greige/Mastic
O888007XNA



Decorative Cushion Dysidea
34×52 Greige/Mastic
O888009XNA



Decorative Cushion Dysidea
34×52 Greige/Resin
O888008XNA



Rechargeable lamp Germoglio
6×25 H30 Gold Metal
N942001XNA

Wall Decor green family

Portraits Wall Decors **by Gino Donvito.**
Abstract Wall Decors **by Novocuadro.**



Wall Decor Biancalancia
73×73
O600001XNA



Wall Decor Road II
113×83
O930002XNA



Wall Decor Road I
113×83
O930001XNA



Wall Decor Costanza D'Altavilla
73×93
O198001XNA



Wall Decor Sueno I
113×83
O928001XNA



Wall Decor Sueno II
113×83
O928002XNA

Accessories cold neutral family

Pumo Wadi **by Mauro Lipparini**. Urchin Vases **by Marcel Wanders**.
Dysidea Cushions **by Elena Salmistraro**. Germoglio Lamp **by Marcantonio**.
Pumi, Kashmir Throw and Trullini **by Natuzzi Design Center**.



Pumo
D24 H35 Transparent Glass
A12801X



Pumo
D17 H25 Transparent Glass
A12809X



Pumo
D10 H15 Transparent Glass
A12806X



Pumo
D11 H15 Platinum Ceramic
A890C60



Pumo
D8 H10 Platinum Ceramic
A890C6V



Pumo Wadi
16x20H22 Lavagna Ceramic
O078001XNA



Vase Urchin
D16 H8 White Ceramic
A14201X



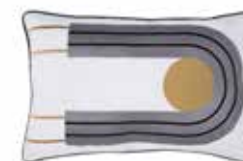
Vase Urchin
D22 H15 White Ceramic
A14202X



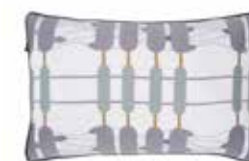
Vase Urchin
D20 H24 White Ceramic
A14203X



Decorative Cushion Dysidea
52x52 Grey/Lavander
O888001XNA



Decorative Cushion Dysidea
34x52 Grey/Gold
O888002XNA



Decorative Cushion Dysidea
34x52 Grey/Mint
O888003XNA



Scent Trullini
D14 H25 Black Ceramic
A22612X



Candle Trullini
D15,5 H22 Black Ceramic
A22206X



Scent Trullini
D15,5 H20,5 Neutral Ceramic
A22614X



Candle Trullini
D15,5 H20,5 Neutral
A22208X



Throw Kashmir
130x180 Grey
A12302X



Rechargeable lamp Germoglio
6x25 H30 Gold Metal
N942001XNA

Wall Decor cold neutral family

Portraits Wall Decors **by Gino Donvito.**
Abstract Wall Decors **by Novocuadro.**



Wall Decor Donna a Teatro
73x73
O981001XNA



Wall Decor Mia
73x73
O192001XNA



Wall Decor Sueno I
113x83
O928001XNA



Wall Decor Sueno II
113x83
O928002XNA

Accessories warm neutral family

Dandy Candle Holders by **Marcel Wanders**.
Pumo Bee by **Massimo Iosa Ghini**.
Pumi by **Natuzzi Design Center**.



Pumo
D24 H35 Transparent Glass
A12801X



Pumo
D17 H25 Transparent Glass
A12809X



Pumo
D10 H15 Transparent Glass
A12806X



Pumo
D23 H25 Whiskey Glass
A12803X



Pumo
D11 H15 Gold Ceramic
A12915X



Pumo
D8 H10 Gold Ceramic
A12916X



Pumo Bee
D15 H26 White/Gold ceramic
O075001XNA



Candle Holder Dandy
D12,5 H25 Travertine Stone
A22901X



Candle Holder Dandy
D17,6 H19 Travertine Stone
A22902X



Candle Holder Dandy
D12,5 H25 Travertine Stone
A22903X



Candle Holder Dandy
D19 H13,6 Travertine Stone
A22904X



Candle Holder Dandy
D12,5 H25 Travertine Stone
A22905X

Accessories warm neutral family

Germoglio Lamp **by Marcantonio**. Urchin Vases **by Marcel Wanders**.
Dysidea Cushions and Ciambotte Tray **by Elena Salmistraro**.
Kashmir Throw and Trullini **by Natuzzi Design Center**.



Rechargeable lamp Germoglio
6×25 H30 Gold Metal
N942001XNA



Vase Urchin
D16 H8 White Ceramic
A14201X



Vase Urchin
D22 H15 White Ceramic
A14202X



Vase Urchin
D20 H24 White Ceramic
A14203X



Scent Trullini
D14 H22,5 Gold Ceramic
A22615X



Candle Trullini
D15,5 H20 Gold Ceramic
A22209X



Decorative Cushion Dysidea
52×52 Greige/Mastic
O888007XNA



Decorative Cushion Dysidea
34×52 Greige/Mastic
O888009XNA



Decorative Cushion Dysidea
34×52 Greige/Resin
O888008XNA



Tray Ciambotte
D48 H9 Gold/Black/Silver Metal
O885001XNA



Throw Kashmir
130×180 Beige
A12303X

Wall Decor warm neutral family

Portraits Wall Decors **by Gino Donvito.**
Abstract Wall Decors **by Novocuadro.**



Wall Decor SL...
73×93
O197001XNA



Wall Decor PUGLIA
73×93
O196001XNA



Wall Decor Donna Bilancia
73×73
O601001XNA



Wall Decor Triptico Jarra III
113×83
O927002XNA



Wall Decor Triptico Jarra III
113×83
O927001XNA

Accessories earth tone family

Pumo Pop **By Patrick Norguet**
Pumi and Trullini **by Natuzzi Design Center.**



Pumo
D24 H35 Transparent Glass
A12801X



Pumo
D17 H25 Transparent Glass
A12809X



Pumo
D10 H15 Transparent Glass
A12806X



Pumo
D23 H25 Whiskey glass
A12803X



Pumo
D11 H15 Platinum Ceramic
A890C60



Pumo
D8 H10 Platinum Ceramic
A890C6V



Scent Trullini
D14 H20 Bordeaux Ceramic
A22613X



Candle Trullini
D15,5H20 Bordeaux Ceramic
A22207X



Pumo
D10 H15 Violet Glass
A12805X



Pumo Pop
D14 H20 Multicolor Ceramic
O076001XNA



Pumo
D13 H20 Wine Ceramic
A12909X



Pumo
D9 H15 Pink Ceramic
A12902X

Accessories earth tone family

Pumo Lukki **by Lorenza Bozzoli.**
Germoglio Lamp **by Marcantonio.**
Pumi and Trullini **by Natuzzi Design Center.**



Pumo
D11 H15 Gold Ceramic
A12915X



Pumo
D8 H10 Gold Ceramic
A12916X



Pumo
D11 H15 Bronze Ceramic
A890CB0



Pumo
D8 H10 Bronze Ceramic
A890CBV



Pumo Lukki
D14 H21 White/Camel Rope
0079001XNA



Rechargeable lamp Germoglio
6x25 H30 Gold Metal
N942001XNA



Scent Trullini
D14 H22,5 Brown Ceramic
A22604X



Candle Trullini
D15,5 H20 Brown Ceramic
A22204X



Scent Trullini
D14 H25 Grey Ceramic
A22603X



Candle Trullini
D15,5 H22 Grey Ceramic
A22203X



Scent Trullini
D14 H22,5 Gold Ceramic
A22615X



Candle Trullini
D15,5 H20 Gold Ceramic
A22209X

Accessories earth tone family

Dandy Candle Holders and Silo Vase **by Marcel Wanders.**
Dysidea Cushions **by Elena Salmistraro.**
Kashmir Throw **by Natuzzi Design Center.**



Candle Holder Dandy
D12,5 H25 Travertine Stone
A22901X



Candle Holder Dandy
D17,6 H19 Travertine Stone
A22902X



Candle Holder Dandy
D12,5 H25 Travertine Stone
A22903X



Candle Holder Dandy
D19 H13,6 Travertine Stone
A22904X



Candle Holder Dandy
D12,5 H25 Travertine Stone
A22905X



Vase Silo
D35 H55 Terracotta A14102X
D30 H26 Terracotta A14101X



Throw Kashmir
130x180 Brown
A12301X



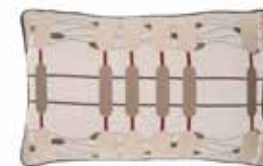
Throw Kashmir
130x180 Dark Beige
A12304X



Throw Kashmir
130x180 Grey
A12302X



Decorative Cushion Dysidea
52x52 Beige/Camel
O888004XNA



Decorative Cushion Dysidea
34x52 Beige/Camel
O888006XNA



Decorative Cushion Dysidea
34x52 Beige/Bordeaux
O888005XNA

Wall Decor earth tone family

Portraits Wall Decors **by Gino Donvito.**
Abstract Wall Decors **by Novocuadro.**



Wall Decor Totocecè
73×73
O982001XNA



Wall Decor Non colgo i fiori
73×73
O195001XNA



Wall Decor Ti do il mio cuore
73×73
O193001XNA



Wall Decor La Strega
73×73
O194001XNA



Wall Decor Imperatore Federico II
73×93
O200001XNA



Wall Decor Silueta I
120×90
O931001XNA



Wall Decor Silueta II
120×90
O931002XNA



Wall Decor Pica I
113×83
O929001XNA



Wall Decor Pica II
113×83
O929002XNA

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