

re- vive

designed by
Formway Studio

hi-tech,
hi-relax.

We have always been innovators. It is just the way we are wired and Re-vive epitomises this aspect of our nature, as if it were a symbol or an icon of who we really are. Our instincts led us to look beyond our horizons and push the envelope until we completely turned around the concept of a reclining armchair and the way it is used. A total game changer, just like the one in the '80s when Pasquale Natuzzi transformed the image of the leather sofa for ever. And much like then, it all stemmed from an idea that is as simple as it is ...well, revolutionary: find a way to make the armchair adapt to the shape and movement of the body, rather than the body adapting to the armchair. When you try Re-vive, you experience a never-felt-before sensation. It is as if the armchair were alive and had a soul. Actually, it does have one. A technological soul that is the result of top-level ergonomic engineering bringing together as many as 120 main components, 80 of which are made using exclusive moulds. A project for which we put together a real dream team, pooling Natuzzi's know-how with the knowledge of the Formway Design Studio, the most advanced centre for performance-seating research and design in the world.



We hatched the idea for Re-vive and developed it with Kent Parker, the studio's project director. It took over two years to finish the various phases of experimentation and research. We began by looking at the multi-dimensional movements found in nature which combine strength and flexibility, from the branch of a tree to the human spinal column. This helped us to identify a model that would be our base for the perfect armchair - one that would evenly distribute the weight of the body and keep it balanced in a neutral way. What ensued is an armchair equipped with innovative technology and unique features, such as the Responsive Recline - a weight-compensation mechanism that intuitively detects changes in body posture - the adaptive armrests, complete movements that reach 360 degrees from the base and a tilting footrest. But that's not all. Re-vive is like nothing you have known before. Striking a perfect balance between aesthetics and design, it bears witness to the sheer excellence of Italian design - in this case, Natuzzi design.



Watch Re-vive
in motion





an experience that is unique 9 times over

Honoured with the Trophée de l'Innovation at the Espritmeuble Furniture Fair of Paris, a gold at the Best Design Awards and other prestigious international accolades, Re-vive is an experience that is not easy to describe in words. It is like entering another dimension in which you unplug from the rest of the world and reconnect with the deepest part of yourself. A restorative regenerating respite - from the world and its hectic pace.

1 You move, and Re-vive moves with you.

Automatically, without any need for external levers or mechanisms.

2 You forget about the force of gravity.

Re-vive kicks in with a gentle rocking movement.

3 You lean back, you stretch out or you curl up.

Re-vive's spinal column moves with you and provides constant support.

4 You choose the position. Re-vive follows your lead, turning in a circular fashion, twisting around in the lower-back region and reclining.

5 You are totally free to relax. The adaptive armrests follow your movements, effortlessly sliding back and forth.

6 You turn, and turn and turn. Re-vive moves with you, naturally and safely at 360°.

7 You are lulled into a state of relaxation. Re-vive supports you with a filling that adapts to your body.

8 You rest, you become drowsy and you fall asleep. The footstool provides your feet with support, adapting to all your movements.

9 You sit however you want. Re-vive accompanies you fluidly and naturally, without any clunkiness or jolts.





innovation meets natuzzi stylishness

By bringing together the finest Italian workmanship and the most advanced technology in the field of lounging systems, Re-vive raises the bar in terms of comfort, something that has always underpinned Natuzzi's design philosophy. But what makes Natuzzi style so unique is the fact that it gives you the pleasure of personalising each single piece of furnishing down to the tiniest detail. Re-vive is no exception to this rule.

Personalization starts with design and our Centro Stile has seven different options for you which suit all settings, tastes and personality. More comfortable, more contemporary, softer, more pristine... more yours. What is more, you can now choose between two sizes and dimensions (King and Queen) as well as a huge array of coverings (in leather and fabric) with many different combinations and a colour palette that includes over 80 variations for leather only.



quilted

Re-Vive quilted shown
in Essential leather. (735)

King
H 111 - W 90 - D82/115 cm
H 44" - W 35" - D32/45"

Queen
H 105 - W 85 - D80/113 cm
H 41" - W 33" - D31/44"

In the Quilted version, Re-vive conveys a sensation of sumptuous softness accentuated by an elegant decorative trim along the edges which highlights the beauty of its silhouette and bears witness to the outstanding quality of the artisanal workmanship. A plush layer of padding (even on the footrest) means that Re-vive effortlessly bears the weight of the body while you sink into a state of ineffable relaxation.



casual

Re-Vive casual shown
in Essential leather. (733)

King
H 112 - W 90 - D82/115 cm
H 44" - W 35" - D32/45"

Queen
H 106 - W 85 - D80/113 cm
H 42" - W 33" - D31/44"

Boasting a minimalist aesthetic, Re-vive Casual scores high on comfort. The large wraparound backrest becomes one with the headrest and merges harmoniously with the sleek-looking arms. It has been crafted from extremely hardwearing environmentally-friendly materials for a sense of well-being that ensures harmony in the broadest sense possible.

club



Re-Vive club shown
in Premium fabric. (733)

King
H 111 - W 90 - D82/115 cm
H 44" - W 35" - D32/45"

Queen
H 106 - W 85 - D80/113 cm
H 42" - W 33" - D31/44"

The large and invitingly comfortable backrest of the Re-vive Club armchair also features embellishments on the built-in headrest and footrest. Like all items from the Re-vive range, Club combines the exclusive signature comfort of Natuzzi Italia armchairs with the most advanced ergonomic technology.

lounge



Re-Vive lounge shown
in Essential leather. (734)

King
H 111 - W 90 - D82/115 cm
H 44" - W 35" - D32/45"

Queen
H 105 - W 85 - D80/113 cm
H 41" - W 33" - D31/44"

Refined and modern, Re-vive Lounge bears the unmistakable hallmark of Natuzzi artisans, as can be seen by the delicate padded quilting on the backrest which has been done by hand and repeated on the footrest too. A soft embrace that pampers you and helps you to relax.

wing back



Re-Vive wing back shown in Premium fabric. (736)

King
H 115 - W 95 - D85/117 cm
H 45" - W 37" - D35/46"

Queen
H 110 - W 90 - D80/115 cm
H 43" - W 35" - D31/45"

With its comfortable protective shape and invitingly generous backrest, Wing Back offers unsurpassed comfort, further boosted the highly distinctive design of the headrest which looks like a pair of wings opening out to embrace you and lifting you upward into flight until you reach a plane of relaxation that allows you to leave all your worldly worries behind.

myway



Re-Vive myway shown in Stylish leather. (734)

King
H 110 - W 99 - D97/130 cm
H 43" - W 39" - D38/51"

Queen
H 108 - W 92 - D91/124 cm
H 43" - W 36" - D36/49"

Mauro Lipparini revisits Re-vive - his way, of course - and puts his own stylish and instantly recognisable stamp on an armchair that boasts outstanding visual comfort and beckons you to sink into its soft silhouette. Superlative Natuzzi workmanship is showcased by the quilting on the backrest and seat which not only testifies to the sheer skill of the upholstery work but also elevates this item with a decorative inflection. A sartorial piece of prêt-à-porter which will fit seamlessly into a contemporary lifestyle and suit any setting, however tricky, and any customer, however discerning, because it is in a league of its own in terms of craftsmanship and design concept.

shuttle



Re-Vive shuttle shown
in Essential leather. (735)

Queen
H 106 - W 89 - D95/128 cm
H 42" - W 35" - D37/50"

Floating in space like an astronaut, free of gravity. The Shuttle version of Re-vive has been designed to give you that same sense of lightness and letting go. Elevated by the artistry of Mauro Lipparini, this armchair raises the bar in terms of individualised comfort. Its large trademark side wings convey a sense of welcoming and protection. The sumptuous unstructured padding comes as close to deep and intimate as you could expect from an armchair so you can claim your own space, dive into your favourite book or music and just enjoy your own personal universe.

610



Re-vive 610 shown
in Essential leather. (736)

King
H 111 - W 90 - D82/115 cm
H 44" - W 35" - D32/45"

Queen
H 105 - W 85 - D80/113 cm
H 41" - W 33" - D31/44"

Ergonomic comfort, cutting-edge technology and functional design are combined to give the best relaxing experience. The large comfortable backrest is a continuous invitation to relax and enjoy the ultimate comfort of the Re-vive technology, while its linear design makes it suitable for any style of furniture. The chair is covered with superior quality leather or fabric in a wide variety of colours.

re-thinking re-vive.

Re-vive has smashed many records, but there is one we are especially proud of: it is the first “performance recliner” in the world. The Re-thinking Re-vive project sprung up around Natuzzi Italia’s iconic product. This basically uses the armchair as a “blank canvas” upon which the creativity and different viewpoints of great international artists are unleashed.

This project pushes back the boundaries of design because it sees Re-vive as an object/space turned over to art which is then left free to express itself in keeping with the values that identify the brand - its visual codes which draw inspiration from Mother Nature and Apulia.

This project has graced the most important places and events for design, including the London Design Festival, the New York X Design festival and the Salone del Mobile Milano-Shanghai.

