

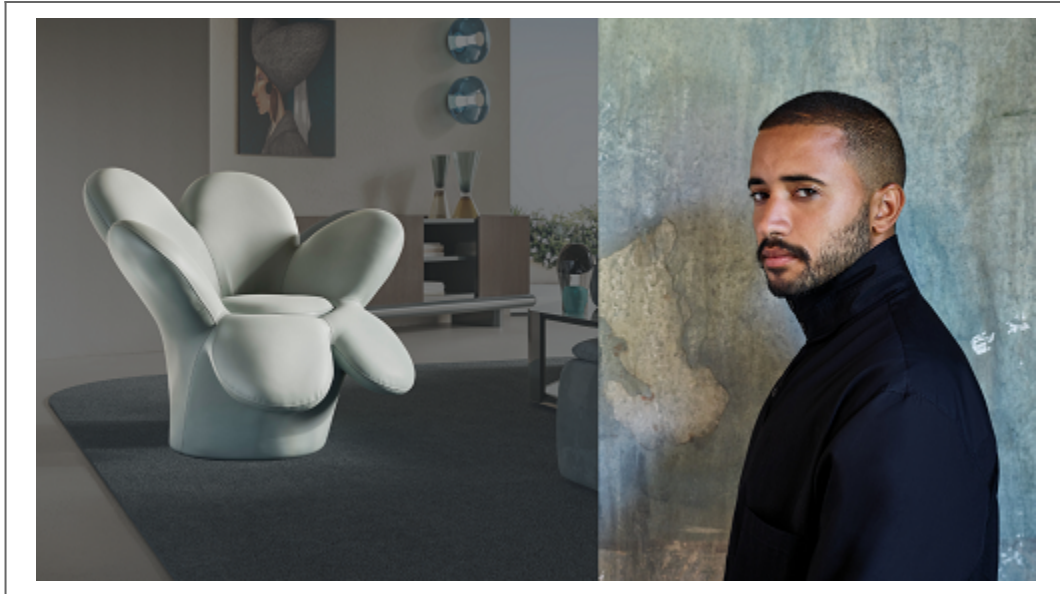
Pasquale Junior Natuzzi Brings Natuzzi Italia's Global Design Narrative to Mumbai

Category: Business

written by News Mall | November 27, 2025



[Natuzzi Italia](#) brings its global design narrative to Mumbai this November, led by Pasquale Junior Natuzzi, the third-generation voice shaping the brand's contemporary direction. His visit marks a moment of connection between the brand's Mediterranean roots and India's growing appetite for thoughtful, culturally informed design. He arrives in Mumbai to present Natuzzi Italia's latest design explorations – a convergence of material research, crafted form and the evolving meaning of home.



Pasquale Junior Natuzzi brings Natuzzi Italia's global design narrative to Mumbai

Under his direction, Natuzzi Italia has expanded beyond furniture into a wider vision of living, where space, emotion and cultural memory come together. His approach deepens the brand's dialogue with architects, designers and design-led audiences, introducing new proposals from the 2025 Collection 'Rooted in Harmony'. The pieces reflect the brand's ongoing research into heritage, spatial behaviour and contemporary living, offering a perspective shaped by place and global exchange.

As part of the ongoing dialogue with the design community, Pasquale Junior Natuzzi will join the Design Mumbai Exchange programme alongside international architects and designers, speaking on the role of design in shaping cultural and spatial futures, where Natuzzi Italia will also be presenting its showcase from November 26-29 in Mumbai.

Showcase Highlights:

AMAMA – Designed by Andrea Steidl

Following the success of the multi-award-winning Mirai, Andrea Steidl returns to collaborate with Natuzzi Italia with Amama, a modular island system that reinterprets conviviality and spatial versatility. The design offers dual-facing configurations and multifunctional components such as shelves, table elements and storage, opening new possibilities for zoning and flexible living. The collection includes a dining table and a sideboard built around the same architectural and structural approach.

FIORE – Designed by Marcantonio

In the fourth collaboration with Marcantonio, Natuzzi Italia presents Fiore, an armchair inspired by the structural language of nature. The design studies the movement and geometry of petals, translating them into a sculptural form that holds space while remaining functional within contemporary interiors.

RADICE – Rug by Giuseppe Gioia

Completing the living environment is Radice, a rug designed by Giuseppe Gioia from the Natuzzi Design Center. The piece draws from the symbolic “root” of the 2025 collection, expressed through a distinctive shape and an intertwined circular motif designed to anchor and visually connect the surrounding furniture.

Together, the three projects reflect a new chapter for Natuzzi Italia: the intersection of cultural memory, material experimentation, spatial design and collaboration with global design voices.

Visit Natuzzi Italia at Design Mumbai from November 26-29 at Jio World Garden, Mumbai.

Instagram – www.instagram.com/natuzziitaliamumbai

Website – www.natuzzi.com/in/en

