Project Identity
Valencia

C312

NATUZZI

EDITIONS

Project Identity
Natuzzi Editions

The Project Identity purpose
is to offer a unique working method
that guarantees chromatic and stylistic
conformity and preserves the Brand's DNA.

This tool represents a guide
that goes beyond the offer of a product,
aiming at the creation of a real project
from the stores to the customers' homes.

Valencia

Valencia sofa brings with it the brightness of the Mediterranean and the liveliness of the Spanish city that inspired it, right from its name. The mix of tradition and innovation you can breathe in those streets where art and nature meet in a harmonious balance, you find in its refined lines and forms so modern, almost futuristic, inspired by the architectural complex of
the City of Arts and Sciences. operations. Available in leather, fabric or an elegant mix of both, with contrasting or tone-on-tone piping depending on the upholstery and color chosen.
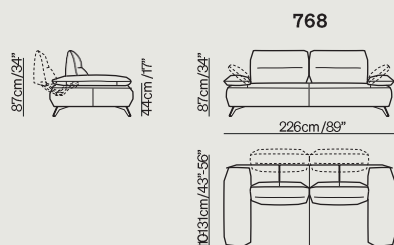

Design by Natuzzi Design Center

In the Natuzzi Headquarter in Puglia, the Design Center preserves the balance between design and functionality, values rooted in the brand's DNA.

dolcevita

MADE IN NATUZZI

The Dolce Vita Collection represents the perfect blend of design and functionality, with sofas designed for those who appreciate quality and attention to detail. It offers superior comfort, enriching your home with style.
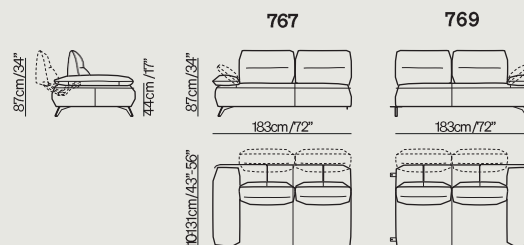
NATUZZI
EDITIONS

Choose your Valencia

The Valencia project is extremely versatile thanks to its 13 SKUs that allow us to create unlimited configurations suitable for any space, from the stores to our customers' homes.
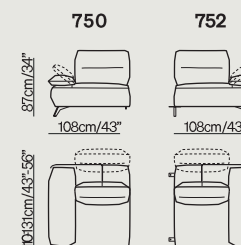
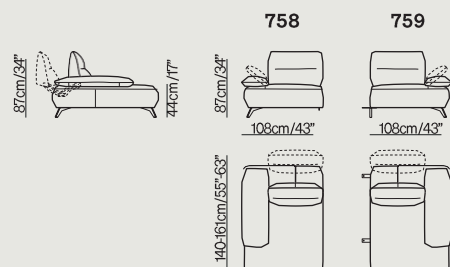### Sofa with adjustable arms and backrests

768

87cm/34" 44cm/17" 87cm/34" 44cm/17" 226cm/89" 10-131cm/43"-56"

Sofa with adjustable arm and backrests

767   **769**

87cm/34" 44cm/17" 87cm/34" 44cm/17" 183cm/72" 183cm/72" 10-131cm/43"-56"

Seat with adjustable arm and backrest

750   **752**

87cm/34" 108cm/43" 108cm/43" 10-131cm/43"-56"

Chaise longue with adjustable arm and backrest

758   **759**

87cm/34" 44cm/17" 87cm/34" 44cm/17" 108cm/43" 108cm/43" 140-161cm/55"-63"

Corner seat with terminal and adjustable backrest

765   **766**

87cm/34" 44cm/17" 87cm/34" 44cm/17" 226cm/89" 226cm/89" 10-131cm/43"-56"
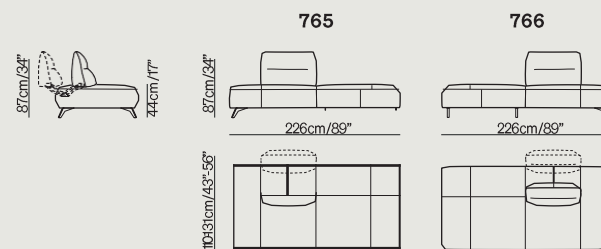
Armless seat with adjustable backrest

747

87cm/34" 44cm/17" 87cm/34" 72cm/28" 10-131cm/43"-56"
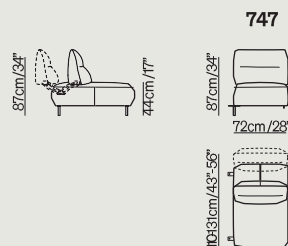
Corner without backrest

229

44cm/17" 44cm/17" 109cm/43" 109cm/43"

Self standing backrest

436

46cm/18" 46cm/18" 77cm/30" 39cm/15"

Ottoman

100
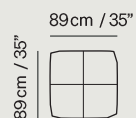
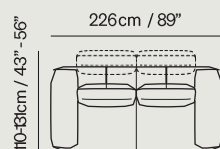44cm/17" 44cm/17" 89cm/35" 89cm/35"
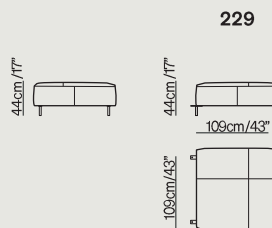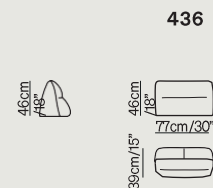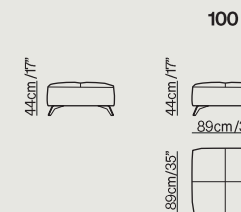
Versatility and configurations

The abacus «Versions and Compositions» shows all the versatility of the project. In particular, as in the examples below:
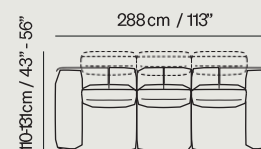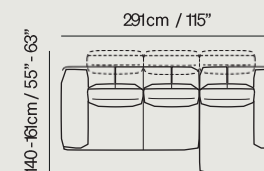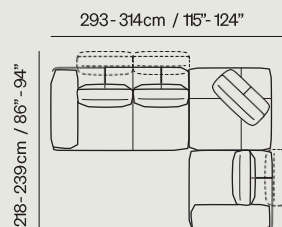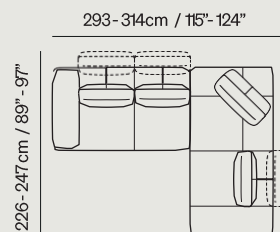
100

89cm / 35"

89 cm / 35"

768

226cm / 89"

110-131cm / 43" - 56"

750+747+752

288 cm / 113"

110-131cm / 43" - 56"

767+759

291 cm / 115"

140 - 161cm / 55" - 63"

767+229+752+436

293 - 314cm / 115"- 124"

218- 239 cm / 86"- 94"

767+766+436

293 - 314cm / 115"- 124"

226 - 247 cm / 89" - 97"

767+229+769+436

293 - 314cm / 115"- 124"

293 - 314cm / 115"- 124"
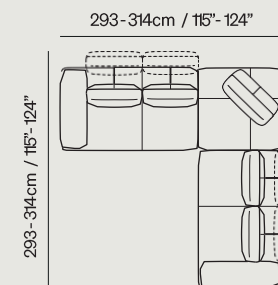
Thanks to the Configurator, it's possible to customize this versatility according to the customer's needs.

Features & Benefits

Manually adjustable backrests

Manually adjustable arms

Optional self-standing backrest

Multiple configurations

Available in Leather and Fabric

Customizable foot finishings

Manually adjustable backrests
that can be adjusted in two positions allowing a double depth seating for a personalized relaxing experience.

Manually adjustable arms

Optional «self-standing» backrest
you can feel free to move and place as needed on the seating surface to easily provide back support.
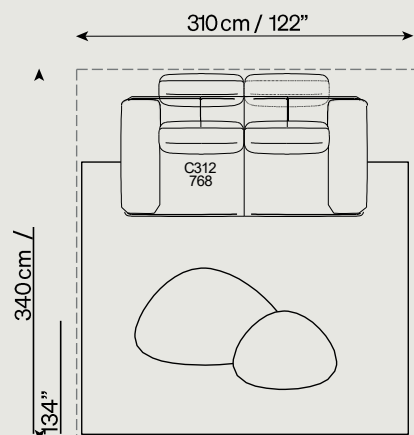

Multiple cover combinations
with the «two-tone» customizing of the piping, in leather or fabric.
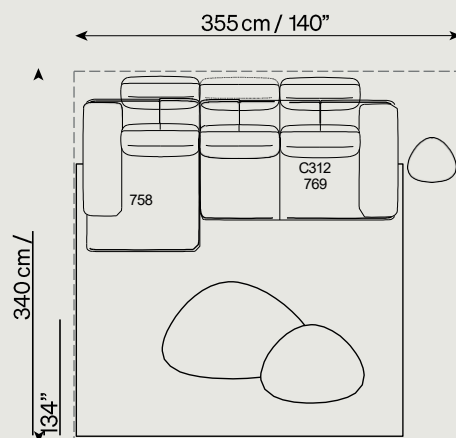
NATUZZI
EDITIONS

Layout examples

It's possible to highlight the versatility of the project even with different layouts, suggesting the creation of various roomsets to show the optimization of spaces in any living area.
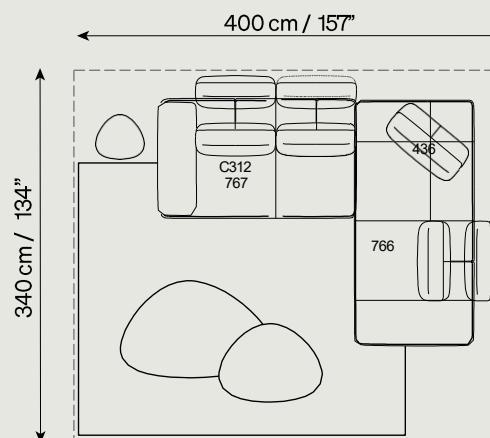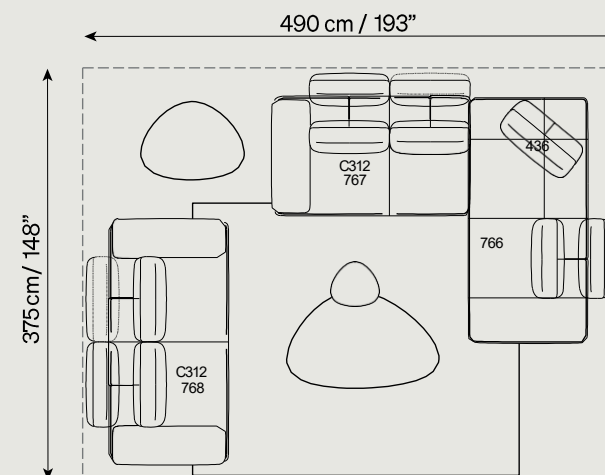
DIM: 10,5 sqm / 113 sq ft

310 cm / 122"

340 cm / 134"

C312
768

DIM: 12 sqm / 129 sq ft

355 cm / 140"

340 cm / 134"

758

C312
769

DIM: 13,5 sqm / 145 sq ft

400 cm / 157"

340 cm / 134"

C312
767

436

766

DIM: 18 sqm / 194 sq ft

490 cm / 193"

375 cm / 148"

C312
767

436

766

C312
768
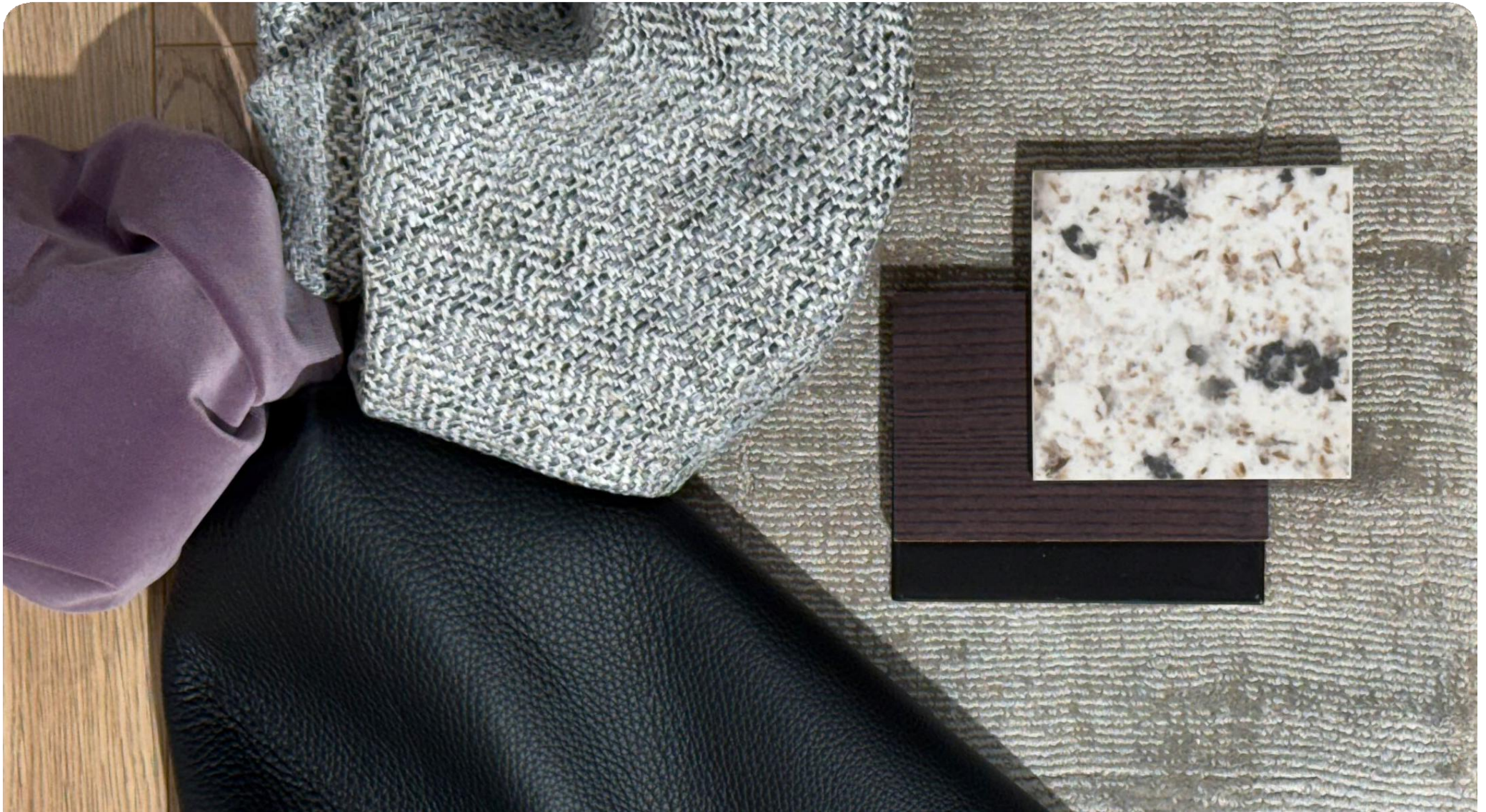
Moodboard
cold neutral

The Natuzzi Style Center carefully selects materials and coverings,putting them in dialogue with each other. In this case, the Dream leatherin the Black color was paired with the Marte fabric in the Grey Melange color.The combination of these coverings together with the wood & ceramic, will give rise to the moodboard that will create the final total look of the project. Each model in the collection is presented with multiple moodboards to adapt to homes all over the world.
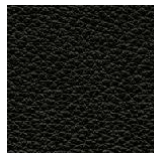
Moodboard cold neutral

Together with the moodboard of coverings and materials, the Style Centre harmonizes the sofa with furniture and accessories to complete the interior design project.

767+766+436

293- 314 cm / 115"- 124"
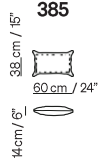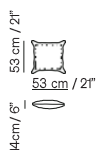
226 - 247 cm / 89" - 97"
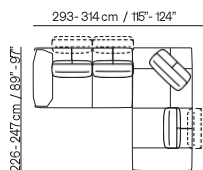
Sofa: Valencia C312

20 JF DREAM

Available for China Market

100

89 cm / 35"

89 cm / 35"

Ottoman: Valencia C312

MARTE
78018505

Central Table: Hourglass
95cm/37" x 72cm/28" x H40cm/16"
Ash brown/Metal black
Q071005XOF

Accent Table: Hourglass
44cm/17" x 40cm/16" x H50cm/20"
Ash brown/Metal black
Q071005XOF

385   **376**

38 cm / 15"

60 cm / 24"

14 cm / 6"

53 cm / 21"

53 cm / 21"

14 cm / 6"

Pillows: A800

MARTE
78018505

385

38 cm / 15"

60 cm / 24"

14 cm / 6"
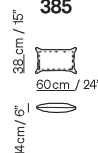
Pillow: A800

TERME
780184001

Central Table: Hourglass
140cm/55" x 89cm/35" x H29cm/11"
Patagonia ceramic/Metal black
Q071004XOF

Rug: Whisper
200cm/79" x 300cm/118"
Ice
R87522X

These products have been carefully selected to maintain the atmosphere 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.

NATUZZI

EDITIONS