

Project Identity **Houston**

C280



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.

Houston

Houston is also known as the “Space City”, with its Space Center from where dozens of NASA missions departed. The perfect inspiration for our first sofa with the revolutionary “Zero Gravity” Dual Power mechanism, which recreates the posture experienced by astronauts in a zero gravity environment.



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.

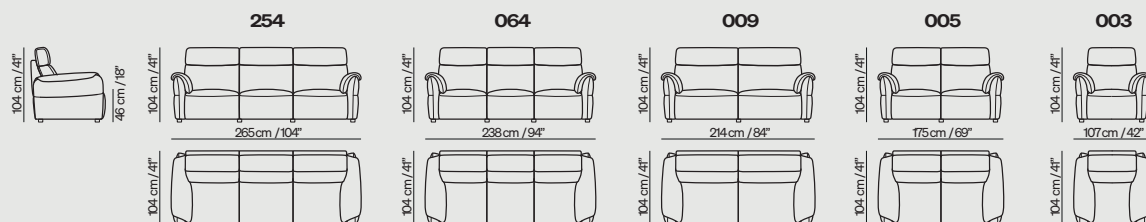


Embrace a new philosophy of Comfort.
Feelwell combines physical relaxation
and mental balance, offering a tailor-made
wellness experience.

Choose your Houston

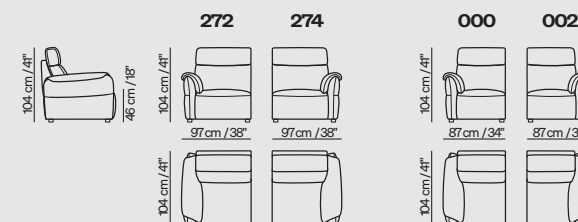
The Houston project is extremely versatile thanks to its 25 SKUs that allow us to create unlimited configurations suitable for any space, from the stores to our customers' homes.

Sofa

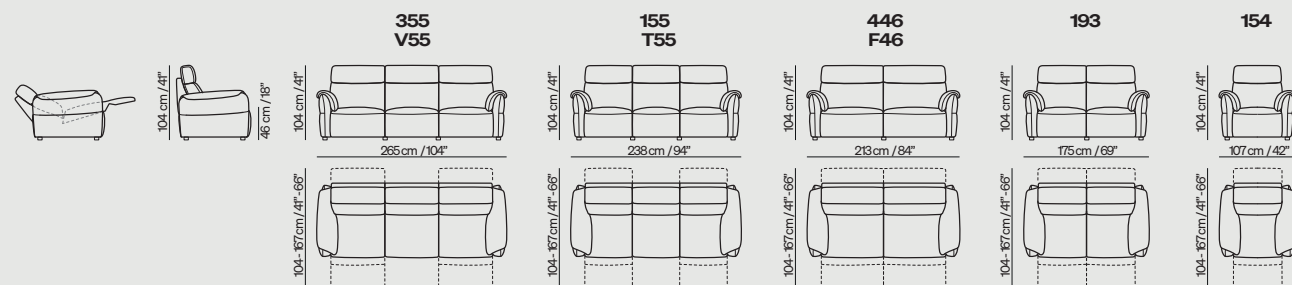


Armchair

Chair with arm



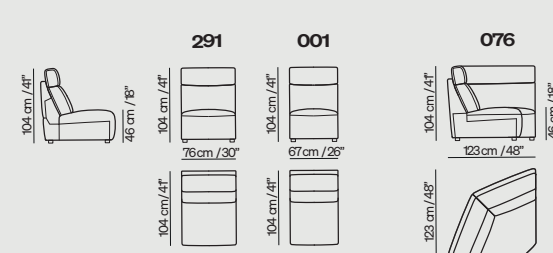
Dual power motion sofa



Dual power motion armchair

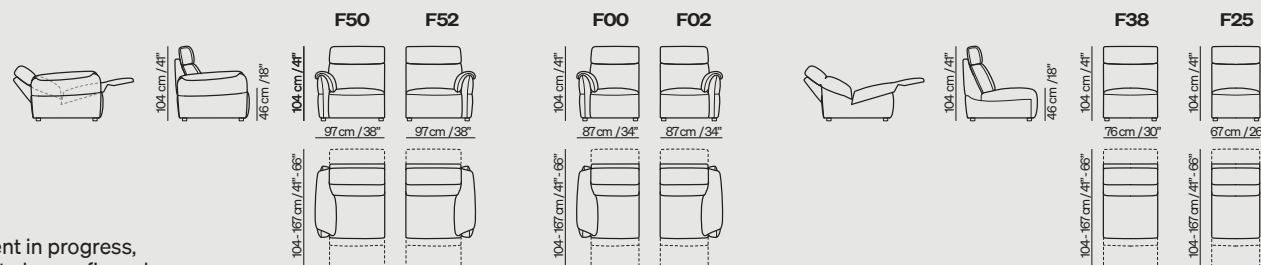
Armless chair

Wedge corner



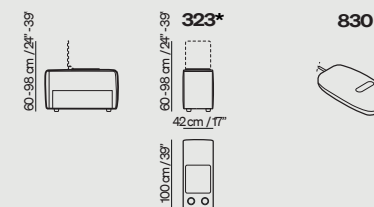
Dual power motion chair with arm

Dual power motion armless chair



Console with storage and cup holders

Optional battery pack



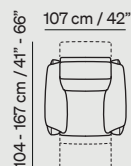
*Development in progress, dimensions to be confirmed

Versatility and configurations

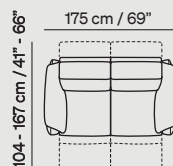
The abacus «Versions and Compositions» shows all the versatility of the project, as in the examples below:



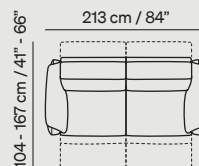
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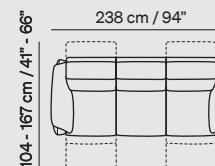
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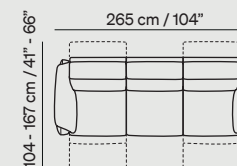
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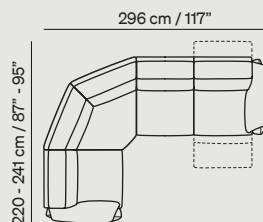
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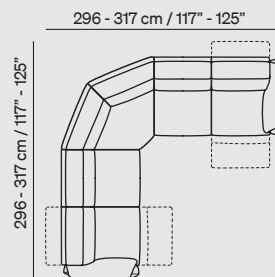
355



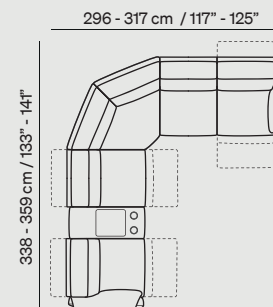
272+076+291+F52



F50+291+076+291+F52



F50+323*+F38+076+291+F52



*Development in progress,
dimensions to be confirmed

Thanks to the Configurator, it's possible to customize this versatility according to the customer's needs.

Features & Benefits



Dual Power Motion mechanism



Zero-Gravity



Ergocert Certification



USB Port



Multiple configurations



2 seat widths available



Available in Leather and Fabric



Optional battery pack available



«Dual Power Motion» Mechanism

The mechanism allows you to recline the entire seat and independently adjust the headrest in order to customize your desired position.



«Zero Gravity» Technology allowing you to reach a correct posture with proven health benefits.



Power adjustable headrest

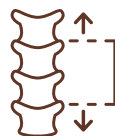
The headrest inclination can be adjusted separately for optimum head support.



USB Port to comfortably charge your devices.

Features & Benefits

By distributing weight evenly across all pressure points, the zero-gravity power motion system makes you feel weightless. It takes the pressure off your spine and can promote circulation in the legs. The definition of Zero Gravity Reclining is the ability for your legs and feet to be resting at the same level of your heart which provides proven health benefits.



Reduces pressure on the spinal column

The design of a zero-gravity seating ensures the body stays in the correct natural curvature of the spine.



Improves blood flow and circulation.



Reduces emotional stress

Zero-gravity seating lets you take a relaxing posture, allowing you some quiet time alone. This can be a useful meditation tool.

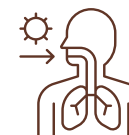


Promotes proper posture

It may be hard to maintain the right posture when reading a book for example or watching TV. Fortunately, it is possible to do this with a zero-gravity system because it is designed to take the natural curvature of your spine while still offering full back support.



Reduces muscle tension.



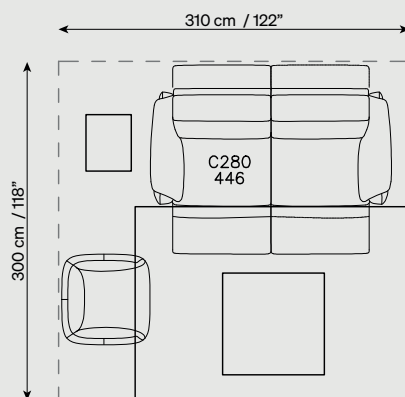
Improves lung function over time

The lung muscles become fully expandable when you use a zero-gravity relaxing mechanism. This means that blood can oxygenate the body with less energy.

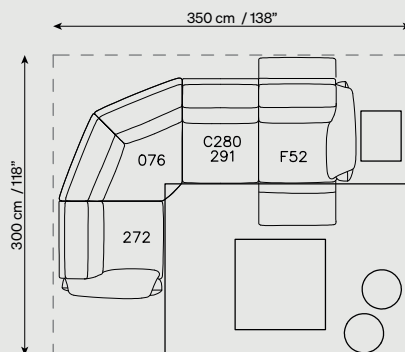
Layout examples

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.

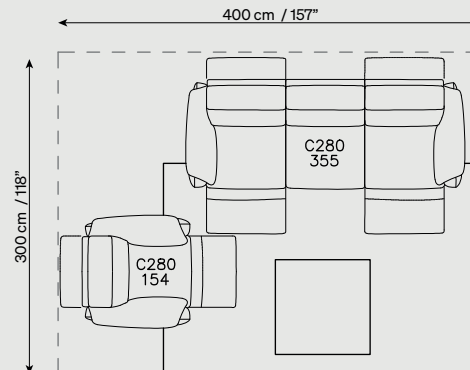
DIM: 9 sqm / 97 sq ft



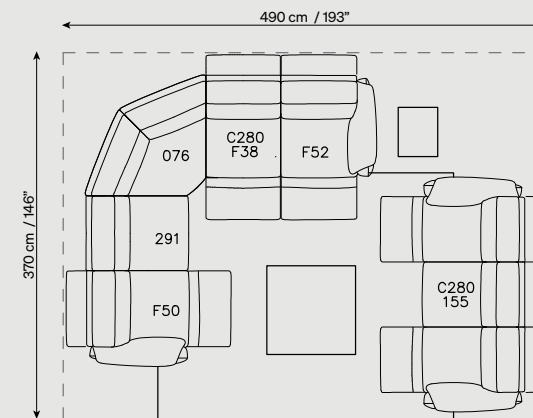
DIM: 10,5 sqm / 113 sq ft



DIM: 12 sqm / 129 sq ft



DIM: 14 sqm / 151 sq ft



Moodboard warm neutral & green

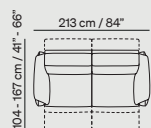
The Natuzzi Style Center carefully selects materials and coverings, putting them in dialogue with each other. In this case, the Lemans leather in the Light Grey color was paired with the Jupiter fabric in the Raw Linen color. The combination of these coverings together with the wood and ceramic, will 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.



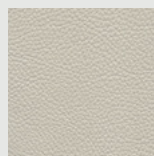
Moodboard warm neutral & green

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

446

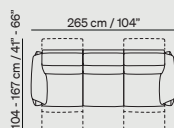


Sofa: Houston C280



1581 LE MANS

355



Sofa: Houston C280

JUPITER
78.0189.03

376



385



Pillow: A800

CUPIDO
78.0179.02
CUPIDO
78.0179.07Central Table: Como
90 x 90 H35 cm / 35" x 35" x H14"
Ceramic Statuario/Brown Ash/
Champagne Q832001XOFSide Table: Como
50 x 40 H52 cm / 20" x 16" x H21"
Ceramic Statuario/Brown Ash/
Champagne Q832005XOFRug: Whisper
250 x 300 cm / 98" x 118"
Sage Green V823027XOF

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.



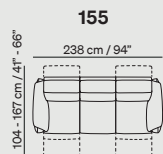
Moodboard warm neutral

The Natuzzi Style Center carefully selects materials and coverings, putting them in dialogue with each other. In this case, the Arizona leather in the Mastic color was paired with the Jupiter fabric in the Apulian Stone Beige color. The combination of these coverings together with the wood and 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 warm neutral

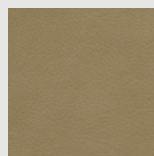
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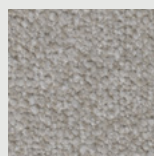
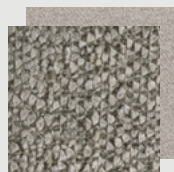
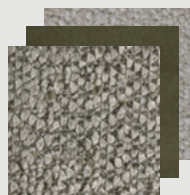
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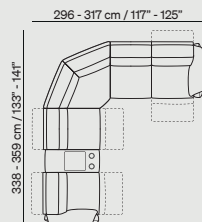
Sofa: Houston C280



15B1 ARIZONA

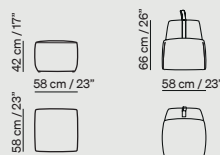
JUPITER
78.0189.02BREZZA
70.0077.22
REMO
78.0188.02JUPITER
78.0189.02
TERME
78.0184.04
REMO
78.0188.02

F50+323+F38+076+291+F52



Sofa Sectional: Houston C280

243+231



Ottoman: Gaia A921



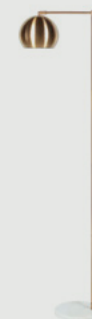
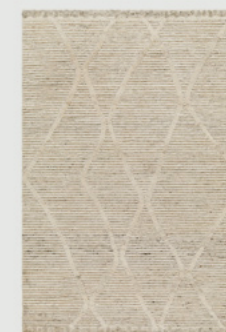
376



385



Pillow: A800

Side Table: Como
50 x 40 H52 cm / 20" x 16" x H20,5"
Ceramic Statuario/Brown Ash/Champagne
Q832005XOFCentral Table: Como
90 x 90 H35 cm / 35" x 35" x H14"
Ceramic Statuario/Brown Ash/Champagne
Q832001XOFDecorative Object: Object Vase S/M
White and Gold Glazed
O977001XOF / O977002XOFFloor Lamp: Virginia Brass
N096005UOF
160 cm x 48 cm x 25 cm / 63" x 19" x 10"Rug: Illinois
274 x 366 cm / 108" x 144"
Cream V'111004XOF

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