

Project Identity
Memphis

C286



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.

Memphis

Memphis sofa is welcoming at first glance. With soft armrests and a generous backrest, high and supported, it allows to rest your back and neck perfectly. The CUBICOMFORT™ Triple-Motion Technology* guarantees total relaxation: an easily accessible three-button power switch - that also includes a USB port - activates separately and independently the different functions, to adjust the seat, the lumbar support and the headrest, allowing you to personalize your comfort as desired. Available in leather or fabric, with a wide choice of options.



Design by Natuzzi Design Center

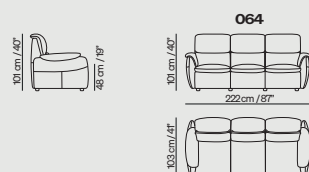
In the Natuzzi Headquarter in Puglia, the Design Center preserves the balance between design and functionality, values rooted in the brand's DNA.



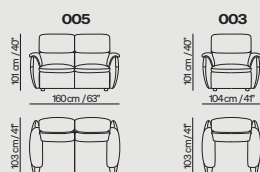
Choose your Memphis

The Memphis project is extremely versatile thanks to its 27 SKUs that allow us to create unlimited configurations suitable for any space, from the stores to our customers' homes.

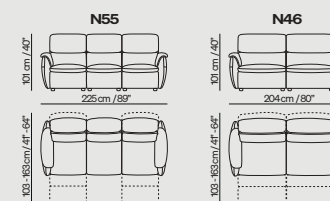
Sofa



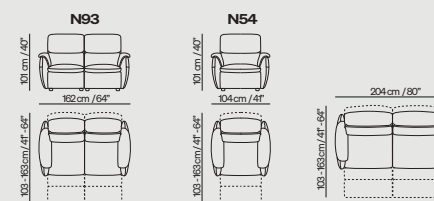
Armchair



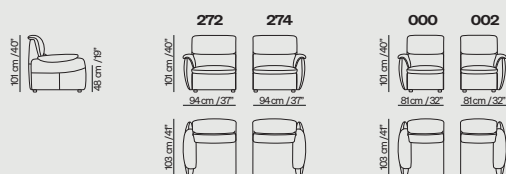
Triple power motion sofa



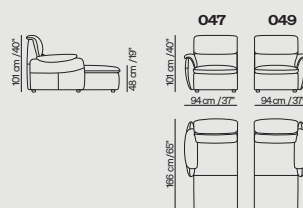
Triple power motion armchair



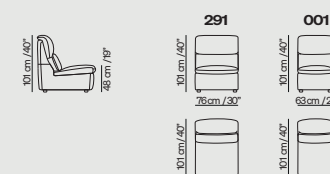
Chair with arm



Chaise longue with arm



Armless chair



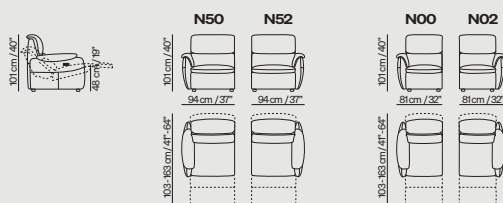
Round corner



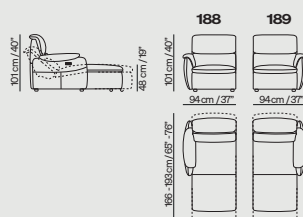
45° degree corner



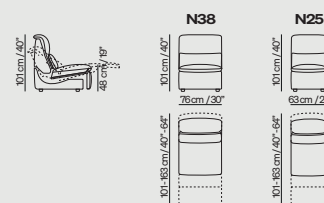
Triple power motion chair with arm



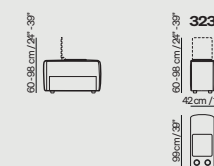
Power sliding chaise longue with arm



Triple power motion armless chair



Console with storage and cup holders



Optional battery pack

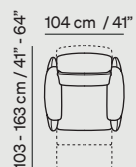


Versatility and configurations

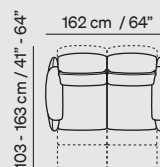
The abacus «Versions and Compositions» shows all the versatility of the project. In particular, as in the examples below:



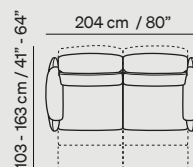
N54



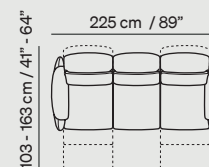
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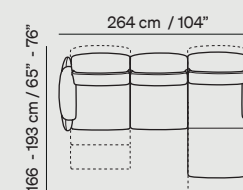
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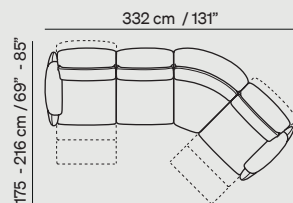
N55



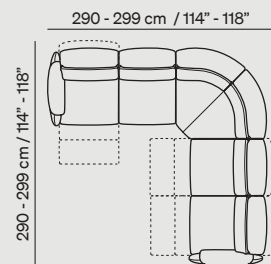
N50+291+189



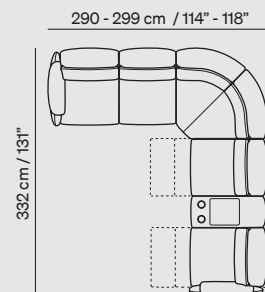
N50+291+045+N52



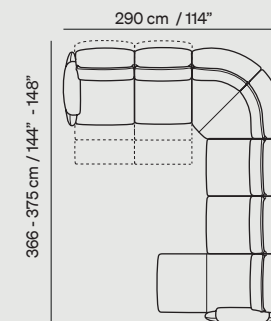
N50+291+029+N38+N52



272+291+029+N38+323+N52



N50+N38+029+291+291+049



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

Features & Benefits



Triple Power Motion mechanism



USB Port



2 seats widths available



Multiple configurations



Available in Leather and Fabric



Optional battery pack available



«Triple Power Motion» Mechanism

You can independently adjust the headrest, lumbar support and recliner footrest allowing you to deeply customize your relaxing experience.



Power adjustable headrest

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



Power adjustable lumbar support

Pressure to the lumbar zone of the backrest can be increased or decreased to adapt your posture and relieve back stress.



Power sliding chaise-longue

The mechanism allows you to slide the chaise longue forward and independently adjust the headrest for maximum support and relaxation.



USB Port

to comfortably charge your devices.

Triple-Motion Technology

Experience customized comfort like never before. With Triple Motion, control the headrest, lumbar, and footrest independently, tailoring your comfort to your exact needs. Adjust the headrest for better neck support, align the lumbar cushion to release daily stress, or activate the footrest to achieve a weightless feel.



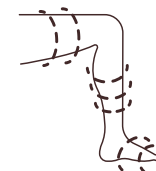
Head Support Designed for Your Perfect Escape

Effortlessly adjust the headrest to find your ideal position for watching, reading, or unwinding. Experience tailored comfort that cradles your head and neck, making every moment of relaxation truly rejuvenating.



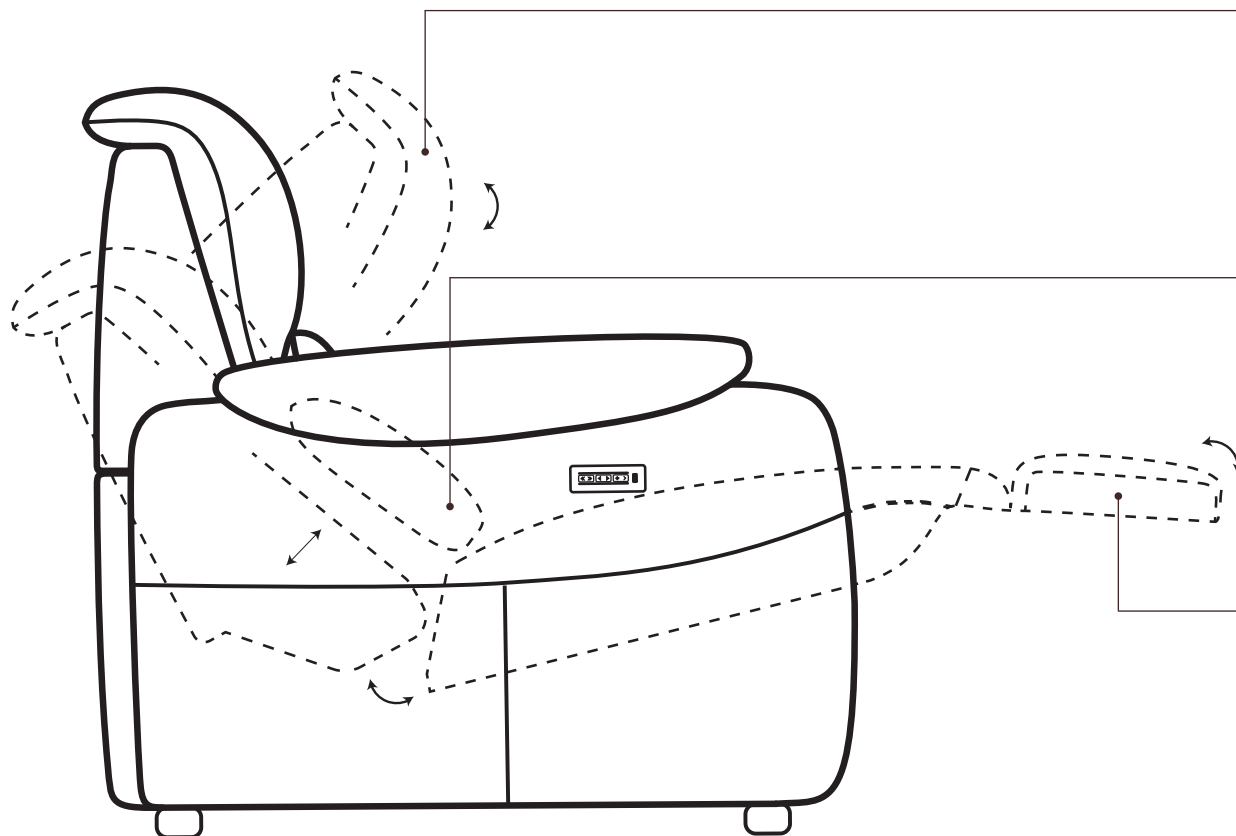
Customized Lumbar Support for Ultimate Comfort

Effortlessly adjust lumbar pressure to match your posture, reducing back strain and enhancing relaxation. Enjoy personalized support that relieves tension and promotes lasting comfort.



Effortless Relaxation, Space-Saving Comfort

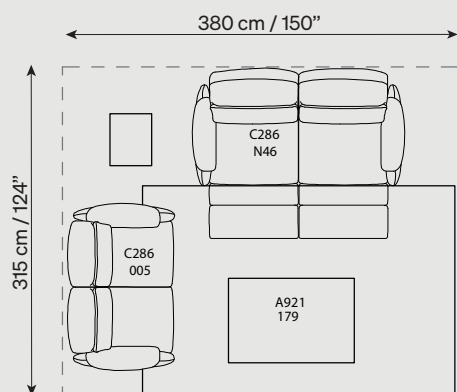
Extend your comfort with a fully adjustable footrest that transforms your seat into a chaise lounge—without taking up extra space. Customize your perfect recline and enjoy a deeply relaxing experience, tailored just for you.



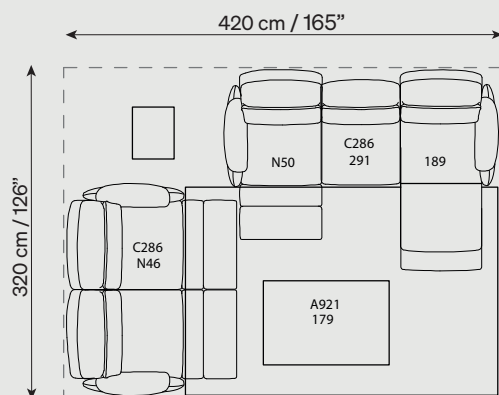
Layout examples

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.

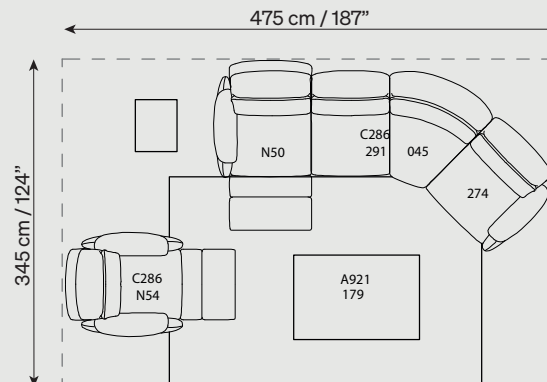
DIM: 12 sqm / 129 sq ft



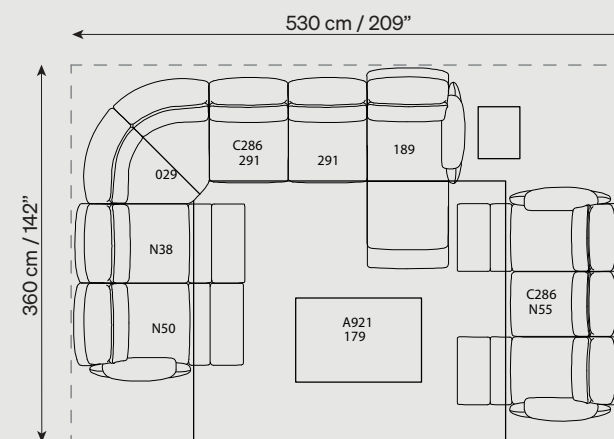
DIM: 13,5 sqm / 145 sq ft



DIM: 15 sqm / 161 sq ft



DIM: 19 sqm / 205 sq ft



Moodboard warm neutral

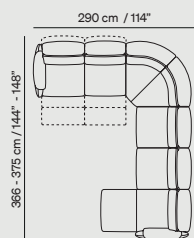
The Natuzzi Style Center carefully selects materials and coverings, putting them in dialogue with each other. In this case, the Le Mans leather in the Greige color was paired with the Jupiter fabric in the Dark Rope color. The combination of these coverings together with the ceramic & wood, will give 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

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

N50+N38+029+291+291+189

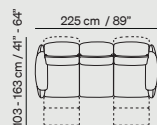


Sofa sectional: Memphis C286



LE MANS 15C3

N55



Sofa: Memphis C286



JUPITER
78.0189.05

179

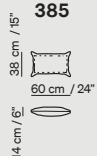


Ottoman: Gaia A921

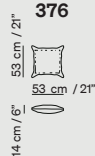


CUPIDO
78.0179.07

385



376



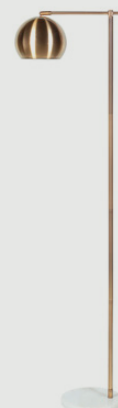
Pillow: A800



JUPITER
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CUPIDO
78.0179.07



Accent table: Como
50cm/20" x 40cm/16"
gold metal/brown ash/arabescato
statuario ceramic Q832005XOF



Floor lamp:
Virginia Brass N096005UOF
(available for U.S. market)



Rug: Arizona
274cm/108" x 366cm/144"
charcoal V109009XOF
(available for U.S. market)

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.

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