

Project Identity **Carter**

C313



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.

Carter

Relaxing is easy. Carter sofa shows it with its simple design: slope armrests lean on a solid and prominent base, providing everyday comfort at home. Made for whom loves to enjoy contemporary and practical comfort, project Carter easily adapts to any home 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.



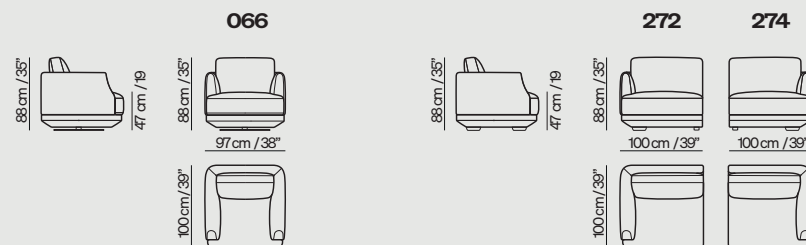
Neo *Heritage*
MADE IN NATUZZI

Shapes that have defined timeless style return reinterpreted for today enriched by an Italian design touch.

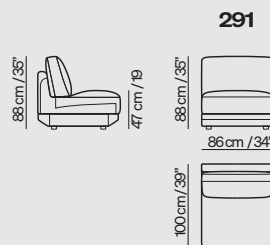
Choose your Carter

The Carter project is extremely versatile thanks to its 6 SKUs that allow us to create unlimited configurations suitable for any space, from the stores to our customers' homes.

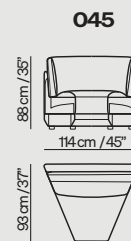
Sofa



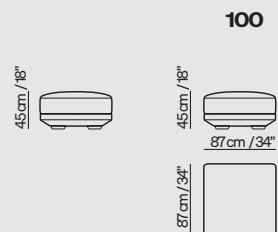
Armchair



45° degree corner



Ottoman



Versatility and configurations

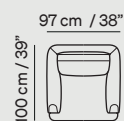
The abacus «Versions and Compositions» shows all the versatility of the project. In particular, as in the examples below:



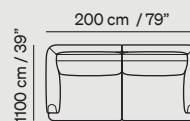
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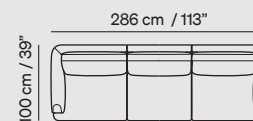
066



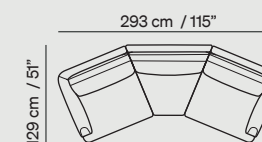
272+274



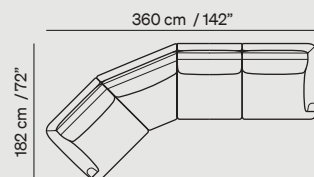
272+291+274



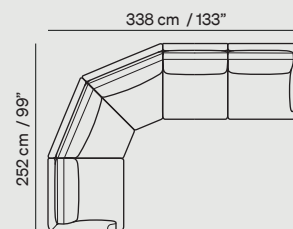
272+045+274



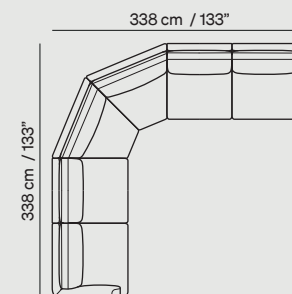
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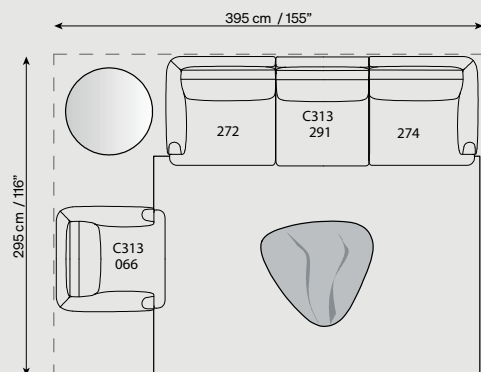


Thanks to the Configurator, it's possible to customize this versatility according to the customer's needs.

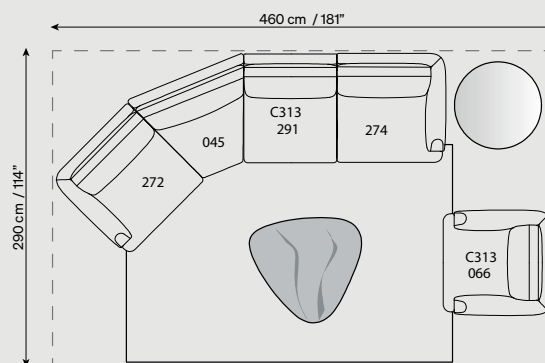
Layout examples

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.

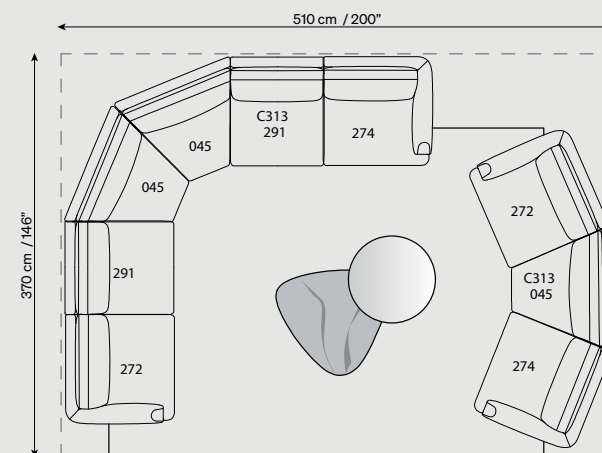
DIM: 11,5 sqm / 124 sq ft



DIM: 13 sqm / 140 sq ft



DIM: 19 sqm / 205 sq ft



Moodboard warm neutral

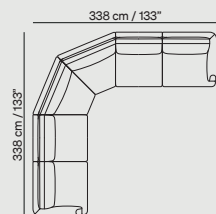
The Natuzzi Style Center carefully selects materials and coverings, putting them in dialogue with each other. In this case, the Oregon leather in the Brandy color was paired with the Brezza velvet in the Beige color. The combination of these coverings together with the wood and ceramic, will give rise 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.



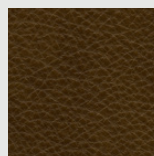
Moodboard warm neutral

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

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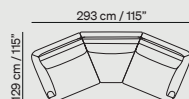


Sofa Sectional: Carter C313
Feet Finish: FT 09 Walnut

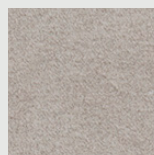


15WL OREGON

272+045+274



Sofa: Carter C313
Feet Finish: FT 09 Walnut

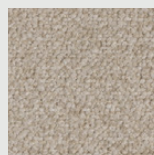


BREZZA
70.0077.22

066



Armchair: Carter C313
Feet Finish: FT 09 Walnut



JUPITER
78.0189.02



Central Table: Plettro
100 x 100 H35 cm/39" x 39" H14"
Blonde Ash/Arabescato
Statuario Ceramic E22233X



Side Table: Plettro
D80 H47 cm/D31,5" H18,5"
Blonde Ash E22235X



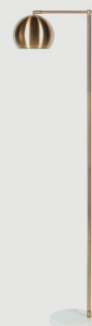
Decorative Object: Log Vase S/M
18x15,5 x H21 cm
gold glazed O976001XOF
14x11,5 x H26 cm
gold glazed O976001XOF



Decorative pillows:
Luxor 45cm/18" x 45cm/18"
pearl/tulip yellow O926001XOF
Luxor 45cm/18" x 33cm/13"
pearl/yellow O926008XOF
Sharm 45cm/18" x 33cm/13"
yellow/lilac O925005XOF



Decorative Object:
Stardust Candle
brown/clear/smoked grey



Floor lamp: Virginia
brass O96005UOF
(available for U.S. market)



Rug: Whisper
250cm/98" x 300cm/118"
light toupe V823011XOF

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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