

# Project Identity **Roma**

C257/X257



**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.



# Roma

For the design of this model, the Natuzzi Design Center was inspired by the Italian capital and its ancient streets, whose intersections draw perfect geometries that we find on the coating to enhance its shape majestic and slender at the same time. Modular and extremely versatile, Roma is equipped with adjustable armrests for personalized comfort, while the compass opening of the backrests offers two different depths with a single seat.

## 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.



### Design by Natuzzi Design Center

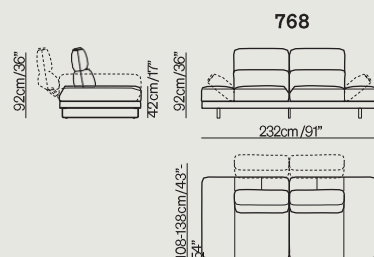
In the Natuzzi Headquarter in Puglia, the Design Center preserves the balance between design and functionality, values rooted in the brand's DNA.



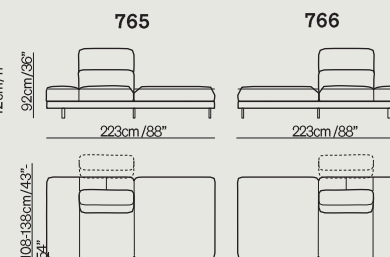
## Choose your Roma

The Roma project is extremely versatile thanks to its 17 SKUs that allow us to create unlimited configurations suitable for any space, from the stores to our customers' homes.

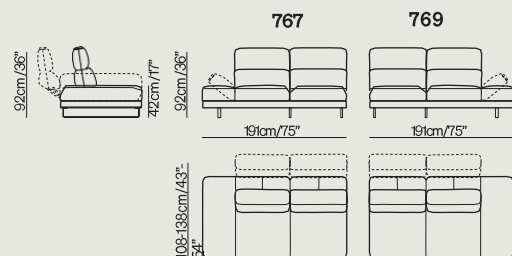
Sofa with adjustable  
arms and backrests



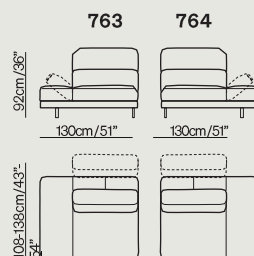
Corner seat with terminal  
and adjustable backrest



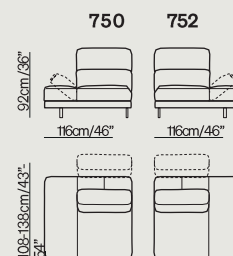
Sofa with adjustable  
arm and backrests



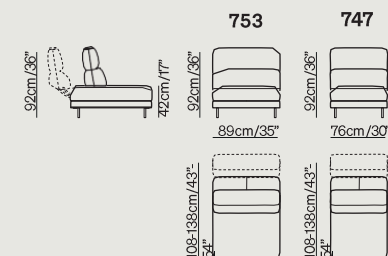
Seat with adjustable  
arm and backrests



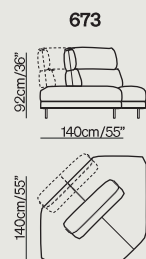
Seat with adjustable  
arm and backrests



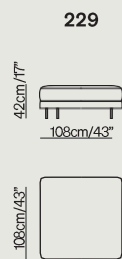
Armless seat with  
adjustable backrest



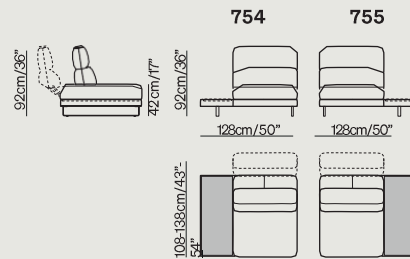
Wedge corner with  
adjustable backrest



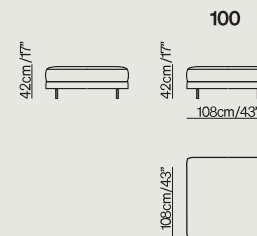
Corner without  
backrest



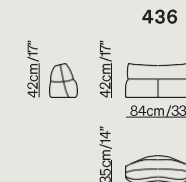
Seat with adjustable backrest  
and ceramic top terminal



Large ottoman



Self standing  
backrest

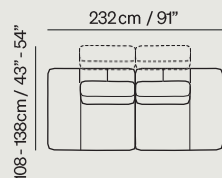


## Versatility and configurations

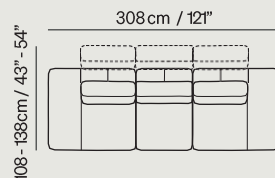
The abacus «Versions and Compositions» shows all the versatility of the project. In particular, the Roma sofa offers seating solutions of different depths as in the examples below:



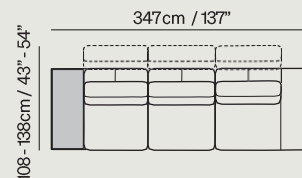
**768**



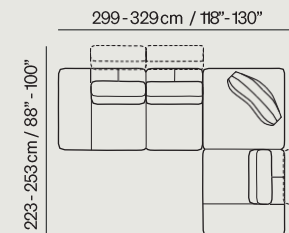
**750+747+752**



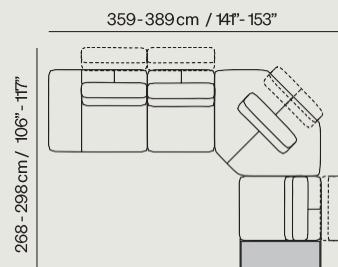
**754+753+764**



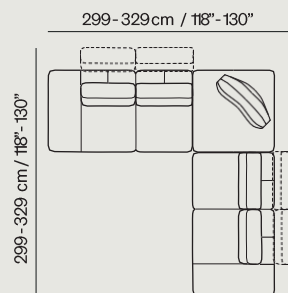
**767+766+436**



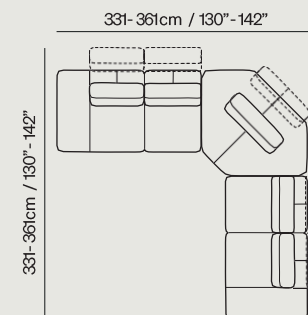
**763+753+673+755**



**767+229+769+436**



**767+673+769**



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 allow a double depth seating  
personalized and a relaxing experience.



**Manual adjustable arms.**



**Optional «self-standing backrest»**  
you can feel free to move and place  
as needed for back support.



Leather comes with «tufted» design  
and fabric comes with «plain» design.



Wedge corner module that includes the  
manually adjustable backrest.



Terminal module with side table-top  
in ceramic.

## Comfort & Visual Softness

The model features an integrated relax mechanism, which enhances comfort by allowing the seat position to be adjusted according to the desired level of relaxation. Due to the presence of soft padding, slight misalignments between seat sections may occur a physiological behavior resulting from the natural elasticity of the materials, and a sign of genuine comfort and softness.



The soft padding beneath the seat and back cushions adds a “soft-to-the-eye” appearance, conveying a sense of comfort and relaxed hospitality. This construction approach gives the sofa a warmer, more informal, and naturally “lived-in” look.

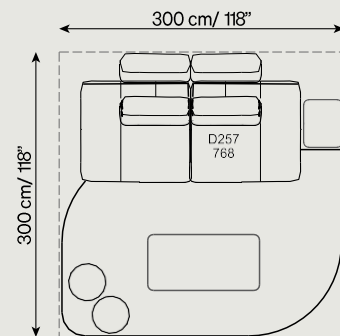


The integrated mechanism is designed to enhance comfort, allowing the seating position to be adjusted for a personalized sense of comfort. Each sofa is crafted with meticulous attention to detail, showcasing artisanal precision in every stitch and finish. Natural variations such as wrinkles or subtle marks are not flaws but distinctive traits of the fabric, that highlight the evolving beauty of each piece over time.

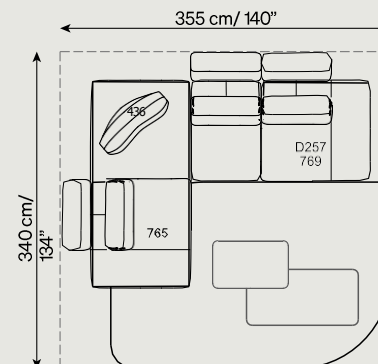
## Layout examples

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.

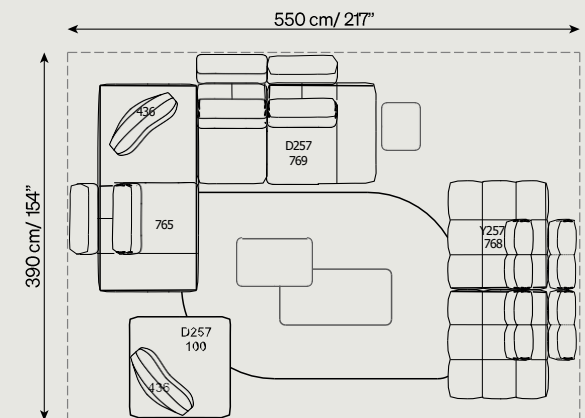
**DIM: 9 sqm / 97 sq ft**



**DIM: 12sqm / 129 sq ft**



**DIM: 21sqm / 226 sq ft**





## Moodboard green

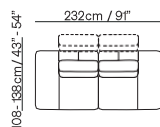
The Natuzzi Style Center carefully selects materials and coverings, putting them in dialogue with each other. In this case, the Denver leather in the Bianco Ottico color was paired with the Cupido velvet in the moss color. The combination of these coverings together with the wood, will give rise to the 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 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.

768

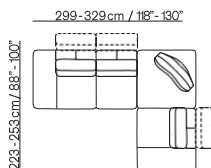


Sofa: Roma X257  
Feet finish: FT 79 matt black

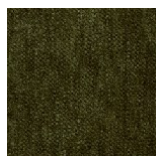


AOBY DENVER

767+766+436



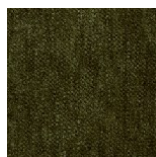
Sofa Sectional: Roma C257  
Feet finish: FT 77 glossy chrome

CUPIDO  
78.0179.02

100+436



Ottoman with self standing backrest: Roma C257  
Feet finish: FT 77 glossy chrome

CUPIDO  
78.0179.02

Central Table: Wire  
90 x 90 x H32 cm / 35" x 35" x H13"  
Ash Brown/Brown Matt Metal  
T042001XOF



Lamp: Norma M  
Multiple Sospension 5 White  
L040006EOF

Side Table: Wire  
D56 x H50 cm / D22" x H20"  
Ash Brown/Brown Matt Metal  
T042004XOF



Pillows:  
Luxor 45 x 45 cm / 18" x 18" Pearl/Magnol Green  
O926002XOF  
Luxor 45 x 33 cm / 18" x 13" Pearl/ Green  
O926009XOF



Rug: Trekking  
200 x 300 cm / 79" x 118"  
Green  
V170001XOF

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 Cold 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 Platinum color was paired with the Cupido velvet in the Midnight Blue color. The combination of these coverings together with the 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.

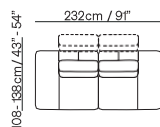




## Moodboard Cold neutral

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

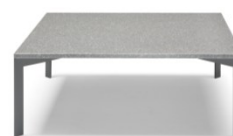
768



Sofa: Roma X257  
Feet finish: FT 79 matt black



15F8 LE MANS

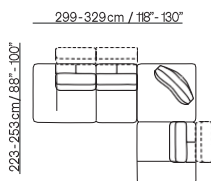


Central Table: Wire  
90cm/35" x 90cm/35" H32cm/12"  
Grey Ceramic/Grey Matt Metal  
T042003XOF

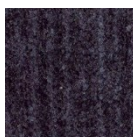


Side Table: Wire  
D56cm/22" H50cm/20"  
Ash Brown/Brown Matt Metal  
T042004XOF

767+766+436



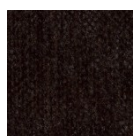
Sofa Sectional: Roma C257  
Feet finish: FT 77 glossy chrome

CUPIDO  
78.0179.06

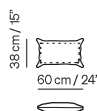
100+436



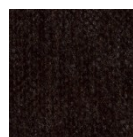
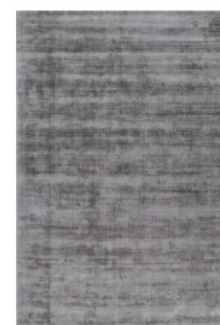
Ottoman with self standing backrest: Roma C257  
Feet finish: FT 77 glossy chrome

CUPIDO  
78.0179.07

385



Pillow: A800

CUPIDO  
78.0179.07

Rug: Whisper  
250cm/98" x 300cm/118"  
Steel Grey  
V823034XOF



Objects: Bubbles & Bottle  
D18cm/7" H33cm/13" -  
D13cm/5,1" x H44cm/17,3"  
Mixed Full Colored Glass  
0026006XOF

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## Moodboard Cold 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 Antracite color was paired with the Atena fabric in the Alluminio color. The combination of these coverings together with the 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.

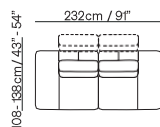




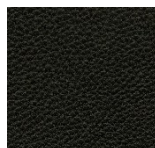
## Moodboard Cold neutral

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

768

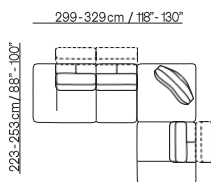


Sofa: Roma X257  
Feet finish: FT 79 matt black

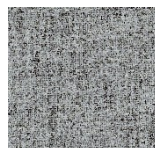


20JI DREAM

767+766+436



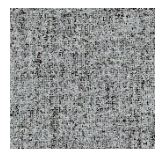
Sofa Sectional: Roma C257  
Feet finish: FT 77 glossy chrome

ATENA  
68.0053.05

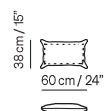
100+436



Ottoman with self standing backrest: Roma C257  
Feet finish: FT 77 glossy chrome

ATENA  
68.0053.05

385



Pillow: A800

BREZZA  
70.0077.03

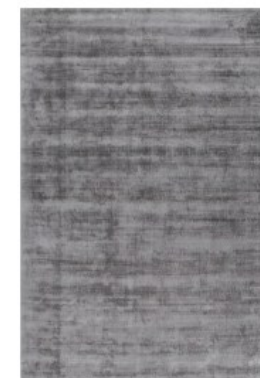
Central Table: WIRE  
90cm/35" x 90cm/35" H32cm/12"  
Grey Ceramic/Grey Matt Metal  
T042003XOF



Side Table: Wire  
D56cm/22" H50cm/20"  
Grey Ceramic/Grey Matt Metal  
T042006XOF



Decorative Pillows:  
Luxor 45cm/17" x 45cm/17" Pearl/Magnol Green  
O926002XOF  
Luxor 45cm/17" x 33cm/13" Pearl/Green  
O926009XOF



Rug: Whisper  
250cm/98" x 300cm/118"  
Steel Grey  
V823034XOF



Objects:  
Bubbles & Bottles  
D18cm/7" H33cm/13" Green  
O026001XOF

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EDITIONS