

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.

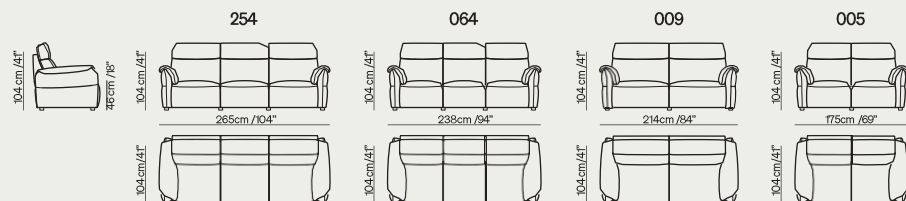


Embrace a new philosophy of Comfort.
Feelwell combines physical relaxation
and mental balance, offering a tailor-made
wellness experience.

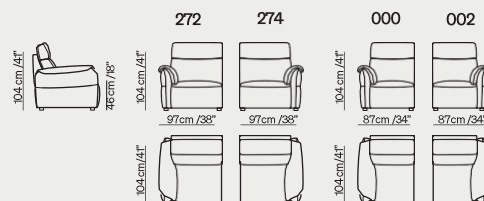
Choose your Houston

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

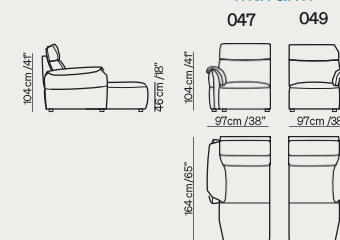
Sofa



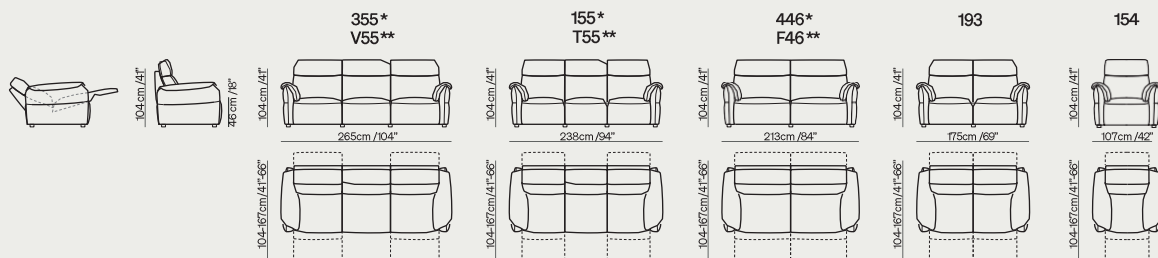
Armchair



Chaise longue with arm

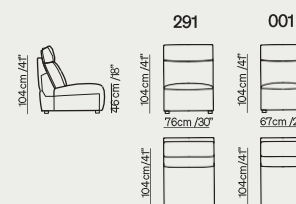


Dual power motion sofa

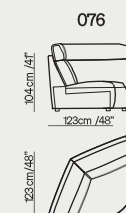


Dual power motion armchair

Armless chair



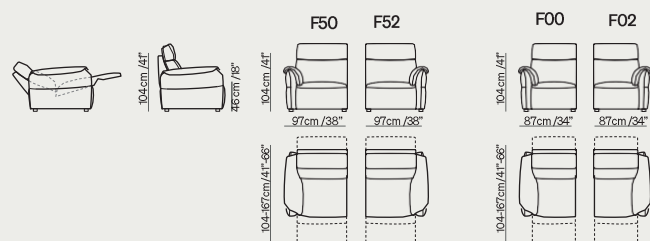
Wedge corner



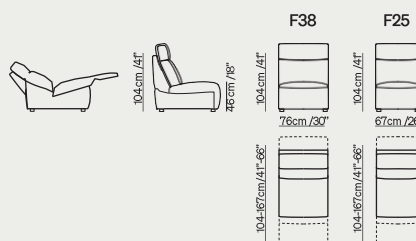
Optional battery pack



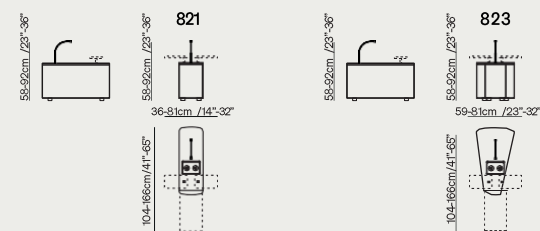
Dual power motion chair with arm



Dual power motion armless chair



Multifunctional console with wooden finish

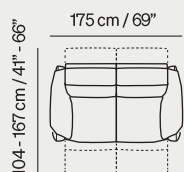


Versatility and configurations

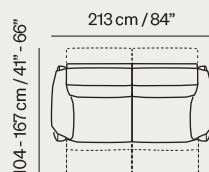
The abacus «Versions and Compositions» shows all the versatility of the project, as in the examples below:



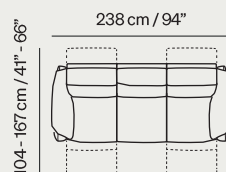
193



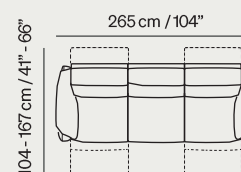
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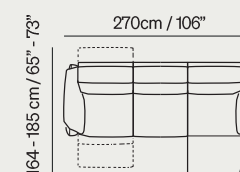
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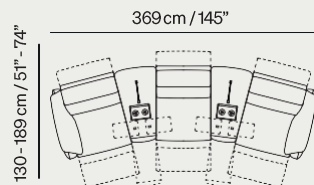
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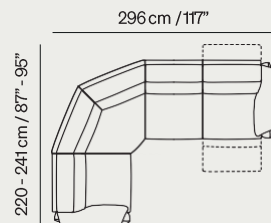
F50+291+049



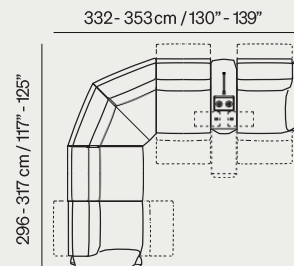
F50+823+F38+823+F52



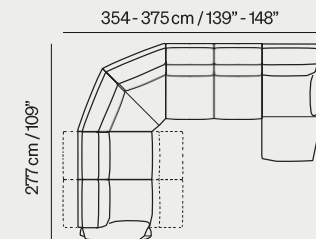
272+076+291+F52



F50+291+076+F38+821+F52



F00+F25+076+001+001+049



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**



**Multifunctional
console**



**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

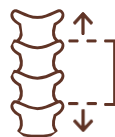
The headrest inclination can be adjusted separately for optimum head support.



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.



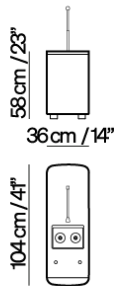
Improves lung function over time

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.

Multifunctional Console Features

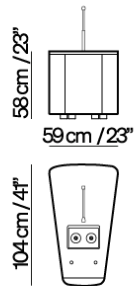
Available in 2 different configurations:

821



Rectangular

823



Wedge

Available in 2 different finishings:



49
Ash Brown



50
Ash Blonde

Flexible reading lamp offering
two levels of brightness intensity

A docking station featuring two wireless
charging pads that can easily convert into
cup holders. Also equipped with both USB
Type-A and Type-C ports.

The flexible reading lamp and tabletops
can be detached and repositioned
interchangeably.



Two tabletops with hidden and rotating cup holder

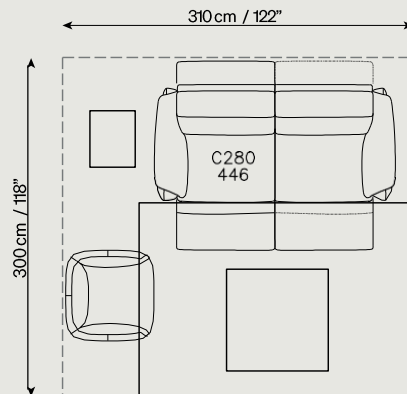


Spacious push and pull storage drawer

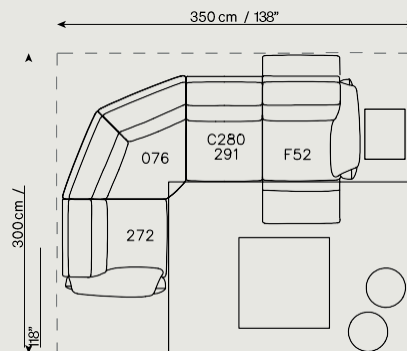
Layout examples

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.

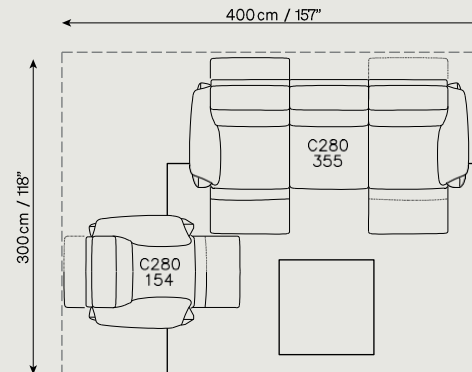
DIM: 9 sqm / 97 sq ft



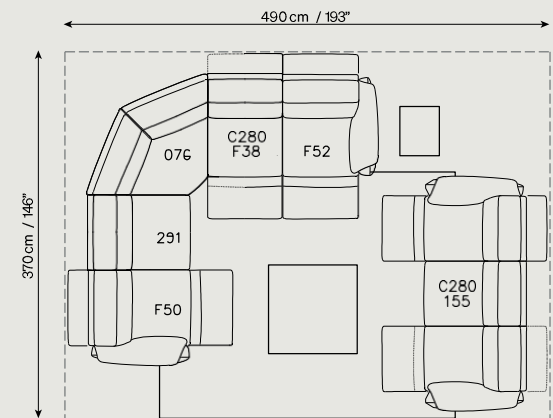
DIM: 10,5 sqm / 113 sq ft



DIM: 12 sqm / 129 sq ft



DIM: 14 sqm / 151 sq ft



Moodboard

warm neutral + earth tone

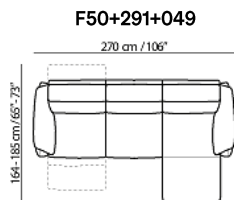
The Natuzzi Style Center carefully selects materials and coverings, putting them in dialogue with each other. In this case, the Fiesole fabric in the Dark Beige color was paired with the Oregon leather in the Sambuco color. The combination of these coverings together with the wood & ceramic, will give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

warm neutral + earth tone

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



Sofa Sectional: Houston C280



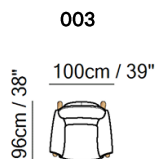
FIESOLE
70.0100.03



Central Table:
Como 90cm/35" X 90cm/35"
H35cm/14" Arabescato Statuario
Ceramic/Matt Beige/Beige Metal
Q832002XOF



Side Table:
Como 50cm/20" X 40cm/16"
H52cm/21" Arabescato Statuario
Ceramic/Matt beige/Metal Beige
Q832006XOF



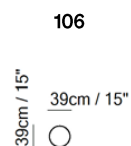
Occasional Chair: Olimpia C338
Feet Finish: FT 50 Ash Blonde



15WI OREGON



Rug:
Whisper 250cm/98" X 300cm/118" Alabaster
V823023OF



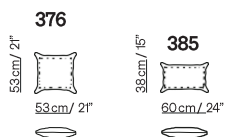
Ottoman: Gaia A921



FIESOLE
70.0100.09



Floor Lamp:
Murga Gold
NA0001EOF



Pillow: A800



FIESOLE
70.0100.09
70.0100.04



Object:
Bubbles&bottles
Ø18cm/7" x H33cm/13"
green/red
0026005XOF

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 & green

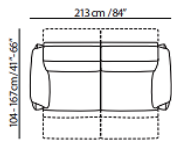
The Natuzzi Style Center carefully selects materials and coverings, putting them in dialogue with each other. In this case, the Lemans leather in the Light Grey color was paired with the Jupiter fabric in the Raw Linen color. The combination of these coverings together with the wood and ceramic, will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

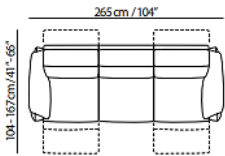


Sofa: Houston C280



1581 LE MANS

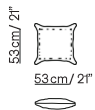
355



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

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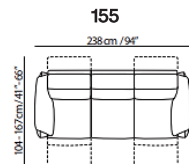
Moodboard warm neutral

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.

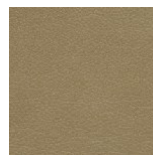


Moodboard warm neutral

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

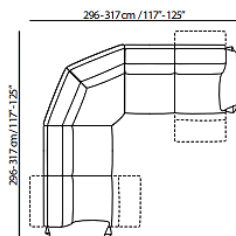


Sofa: Houston C280



15B1 ARIZONA

F50+338+076+291+F52



Sofa Sectional: Houston C280



JUPITER
78.0189.02



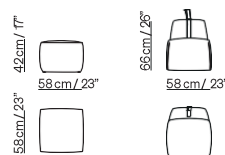
Side Table: Como
50 x 40 H52 cm / 20" x 16" x H20,5"
Ceramic Statuario/Brown Ash/Champagne
Q832005XOF

Central Table: Como
90 x 90 H35 cm / 35" x 35" x H14"
Ceramic Statuario/Brown Ash/Champagne
Q832001XOF

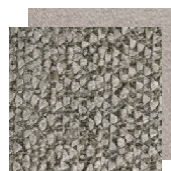


Decorative Object: Object Vase S/M
White and Gold Glazed O977001XOF
/ O977002XOF

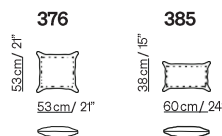
243+231



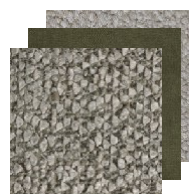
Ottoman: Gaia A921



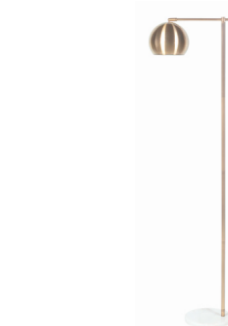
BREZZA
70.0077.22
REMO
78.0188.02



Pillow: A800



JUPITER
78.0189.02
TERME
78.0184.04
REMO
78.0188.02



Floor Lamp: Virginia Brass
N096005UOF
160 cm x 48 cm x 25 cm / 63" x 19" x 10"
(available for U.S. market)



Rug: Illinois
274 x 366 cm / 108" x 144"
Cream
V111004XOF
(available for U.S. market)

*Development in progress, dimensions to be confirmed

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Moodboard cold neutral

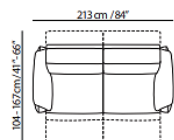
The Natuzzi Style Center carefully selects materials and coverings, putting them in dialogue with each other. In this case, the Denver leather in the Warm Grey color was paired with the Atena fabric in the Alluminio color. The combination of these coverings together with the wood and ceramic, will give 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 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.

446

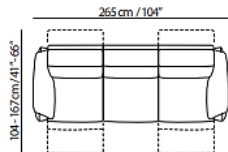


Sofa: Houston C280

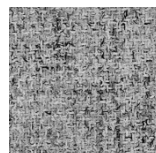


A0BZ DENVER

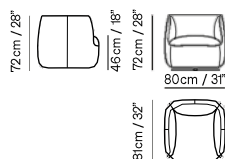
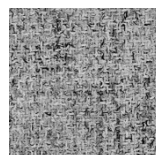
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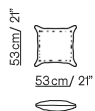
Sofa: Houston C280

ATENA
68.0053.05

066

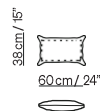
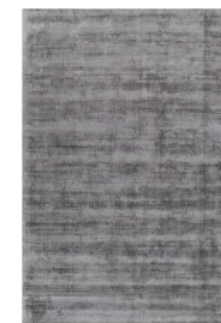
Occasional Chair: Wally C195
with swivel baseATENA
68.0053.05

376



Pillow: A800

385

TERME
78.0184.12Central Table: Plettro
120cm/47" x 60cm/24" H35cm/14"
Ceramic Arabescato Statuario/Ash Brown
E22227XCentral Table: Plettro
80cm/31" x 50cm/20" H40cm/16"
Ash Brown
E22230XCentral Table: Plettro
50cm/20" x 40cm/16" H50cm/20"
Ash Brown
E22231XTable Lamp: Norma
D22cm/9" H40cm/16"
White
L040002EOFRug: Whisper
250cm/98" x 300cm/118"
Steel Grey
V823034XOF

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Moodboard warm neutral

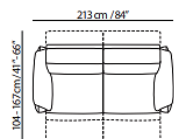
The Natuzzi Style Center carefully selects materials and coverings, putting them in dialogue with each other. In this case, the Dream leather in the White color was paired with the Saturno fabric in the White color. The combination of these coverings together with the wood and ceramic, will give rise 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.

446

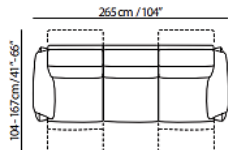


Sofa: Houston C280



20JH DREAM

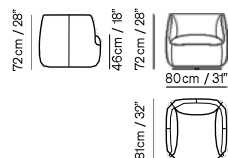
355



Sofa: Houston C280

SATURNO
83.0121.01

066

Occasional Chair: Wally C195
with swivel baseSATURNO
83.0121.01

Side Table: Como
50 x 40 H52 cm / 20" x 16" x H20,5"
Ceramic Statuario/Brown Ash/Champagne
Q832005XOF
Central Table: Como
90 x 90 H35 cm / 35" x 35" x H14"
Ceramic Statuario/Brown Ash/Champagne
Q832001XOF



Decorative pillows: Luxor
45cm/18" x 45cm/18"
Pearl/Tulip Yellow O926001XOF
45cm/18" x 33cm/13"
Pearl/ Yellow
O926008XOF



Object: Vase Steps
D20cm/7,9" x
H30cm/11,8" Yellow
O978002XOF



Rug: Patina
200cm/79" x 290cm/114"
Gold
R864SHX

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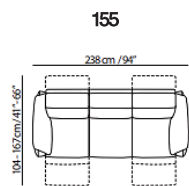
Moodboard warm neutral

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 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

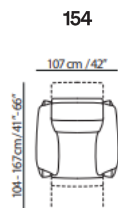
Together with the moodboard of coverings and materials, the Style Centre harmonizes the sofa with furniture and accessories to complete the interior design project.



Sofa: Houston C280



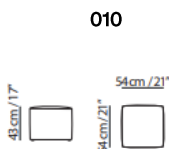
1581 LE MANS



Recliner Chair: Houston C280



JUPITER
78.0189.03



Ottoman: Gaia A921



TERME
78.0184.12



Central Table: Gate
120cm/47" x 80cm/31" H38cm/15"
Silver Walnut/Matt Grey
Q186013XOF



Cushion: Luxor
45cm/17" x 45cm/17"
pe/buttercupora. O926007XOF



Decorative Object:
Vases Roman D30cm/11,8" x h41cm/16,1" Rust
O973002XOF
Vases Roman D25,5cm/10" x h37cm/14,6" Orange
O973003XOF
Tray Greek O064003XOF



Side Table: Low
60cm/24" x 60cm/24" H40cm/16"
Calacatta Gold Ceramic/Metal Grey
T043004XOF



rug: Maryland
238cm/94" x 305cm/120"
Light Grey/Toupe/White
V116002XOF

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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