

Project Identity

Frame

C331



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.

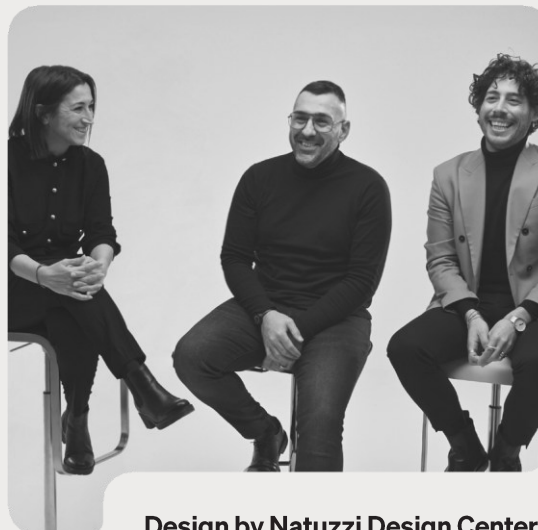
This tool represents a guide that goes beyond the offer of a product, aiming at the creation of a real project from the stores to the customers' homes.

Frame

Frame is more than a sofa bed — it is the perfect “frame” for countless moments to share, day and night. With its unique personality and contemporary style, it blends design and innovation to deliver absolute comfort.

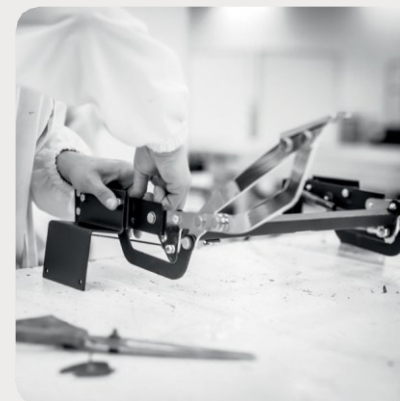
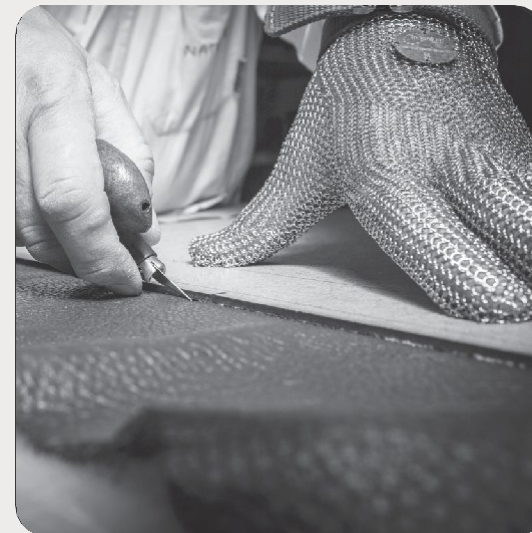
Thanks to a revolutionary mechanism, the seat glides forward while the backrest lowers, transforming the sofa into a true bed in just 5 seconds, with no effort at all. Beneath the seat, a discreet storage box provides space for pillows, keeping everything close at hand and always in order.

Functional yet iconic, Frame turns every space into a place where design meets everyday life. Available in fabric, also with the possibility of combining two different upholstery options, it embodies the smart elegance of Italian living.



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.



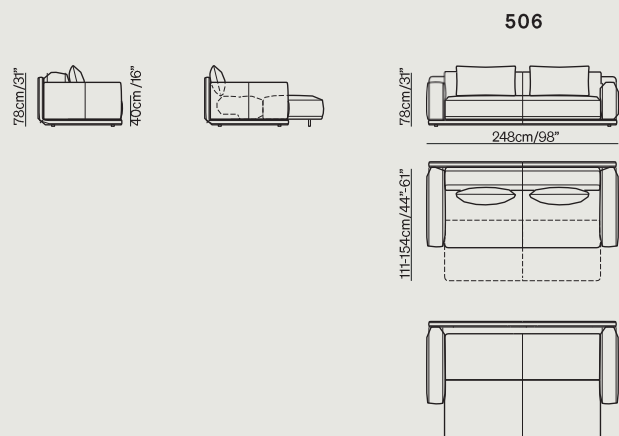
NATUZZI EDITIONS *dreams*

The Dreams Collection is dedicated to those who recognize the value of design as a true expression of self - even in moments of rest. It redefines the concept of bed and sofa bed with projects conceived for those seeking uncompromising design, comfort, and versatility.

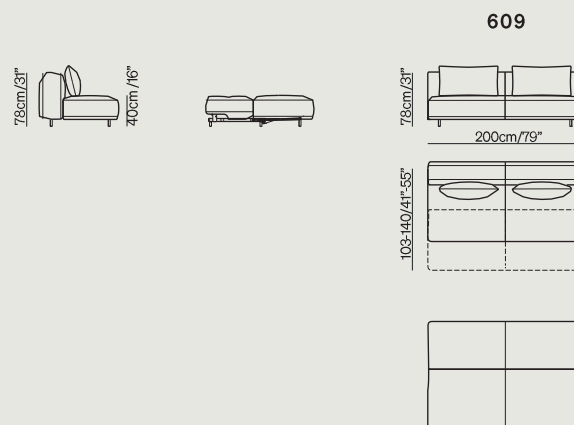
Choose your Frame

The Frame project is versatile thanks to its 3 SKUs that allow us to create unlimited configurations suitable for any space, from the stores to our customers' homes.

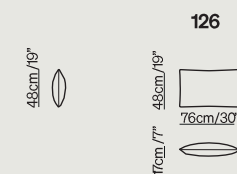
Sofabed with pull-out mechanism



Armless sofa bed with pull-out mechanism



Optional backrest pillow

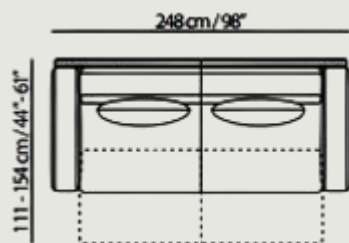


Versatility and configurations

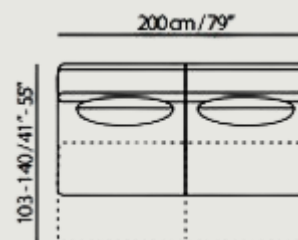
The abacus «Versions and Compositions» shows all the versatility of the project. In particular, as in the examples below:



506

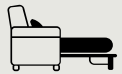


609



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

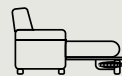
Features & Benefits



Sofa-bed



«5 seconds» easy opening system



Pillow and bed linen storage



Available in fabric



1



2



3



4

«5 seconds» opening mechanism

The mechanism functions by pulling the seat forward with a combined rotational and translational motion. Afterward, the backrest easily folds down, effortlessly converting the sofa into a cozy and ready-to-use bed.



Pillow and bed linen storage

A compact storage compartment is positioned beneath the seating area, providing an ideal space for organizing pillows and bed linens.



“Loose” backrest pillow

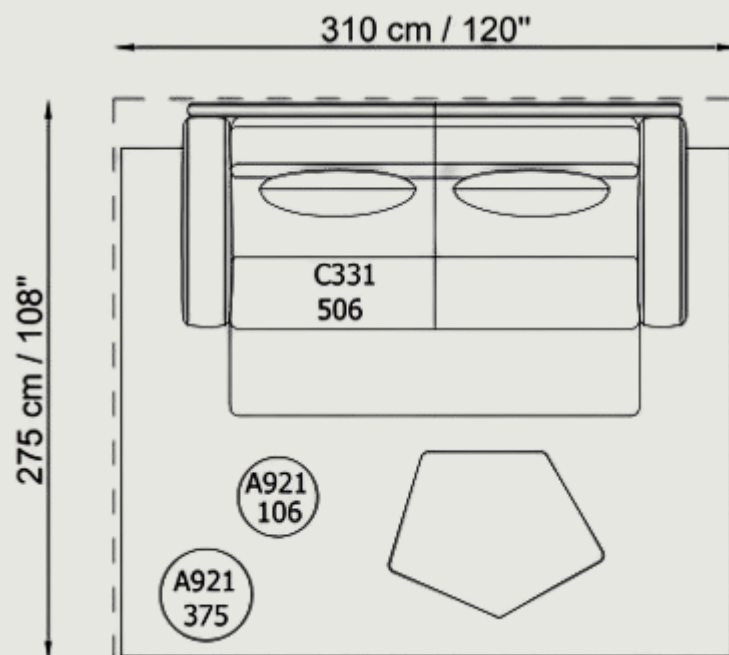
available as an optional accessory to enhance and personalise your back support.

Sofabeds (models 506 and 609) come with two backrest pillows included.

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: 8,5sqm / 91 sq ft



Moodboard cold neutral

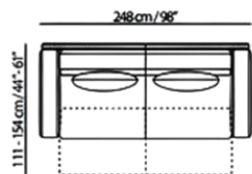
The Natuzzi Style Center carefully selects materials and coverings, putting them in dialogue with each other. In this case, the Le Mans leather in the White color was paired with the Itaca fabric in the Silver color. The combination of these coverings together with the wood, will give rise to the moodboard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



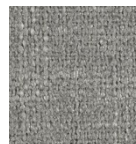
Moodboard cold neutral

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

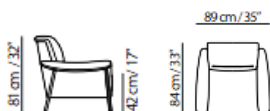
506



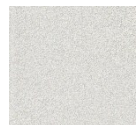
Sofabed : Frame C331

78.0192.07
ITACA

003

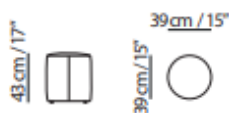


Occasional Chair: Amabile C110

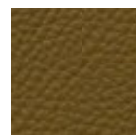


15CW LE MANS

106



Ottoman: Gaia A921



A0B7 DENVER

375



Ottoman: Gaia A921

78.0192.06
ITACA

Central Table:
Chocolat 101cm/40" x 83cm/33" H28cm/11"
Matt White/Pewter
T18502X



Side Table: Plettro
50cm/20" x 40cm/16" H50cm/20"
Ash Brown/Matt Grey
E22232X



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

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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