

Project Identity **Mirage**

C337



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.

Mirage

In a world where perfection often feels like a mirage, there is something that dares to defy expectations and redefine the concept of comfort and design: the MIRAGE sofa. Imagine a room bathed in soft light, where every detail is crafted to evoke a sense of peace and serenity. At the heart of this space, MIRAGE stands out with its elegant and refined silhouette. Its fluid lines seem to blend seamlessly with the surroundings, creating a feeling of perfect balance. Its shape invites you into a warm, enveloping embrace, while at the same time conveying a sense of lightness and modernity — almost ethereal. Every detail enhances its sophisticated and timeless appeal. MIRAGE is designed for those who seek a haven of tranquility yet appreciate beauty without compromise. Each time you sit down, the world seems to fade away, leaving only a sensation of pure luxury and refinement. It's a mirage made real — a sanctuary that transforms any living space into something truly unique, where elegance meets functionality. It's not just a sofa. It's MIRAGE.



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



Design by Natuzzi Design Center

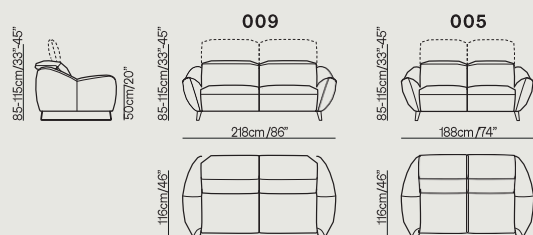
In the Natuzzi Headquarter in Puglia, the Design Center preserves the balance between design and functionality, values rooted in the brand's DNA.



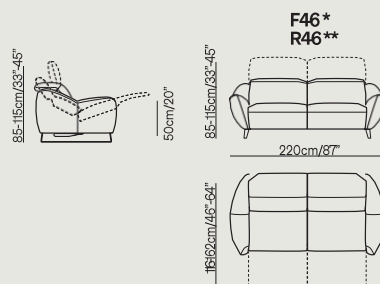
Choose your Mirage

The Mirage project is extremely versatile thanks to its 12 SKUs that allow us to create unlimited configurations suitable for any space, from the stores to our customers' homes.

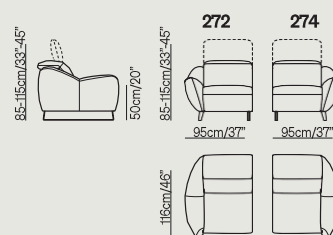
Sofa



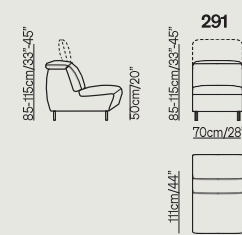
Dual power motion sofa



Chair with arm



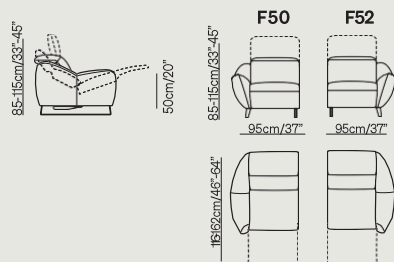
Armless chair



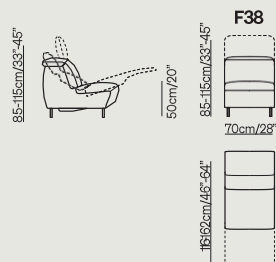
Armless wedge chair



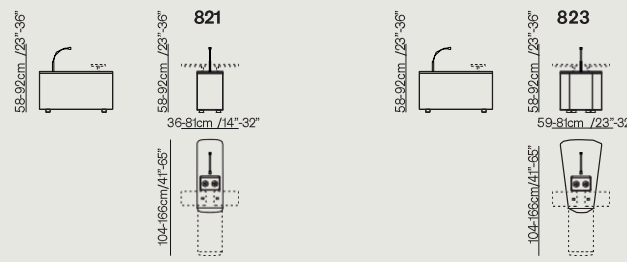
Dual power motion chair with arm



Dual power motion armless chair



Multifunctional console



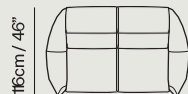
Versatility and configurations

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



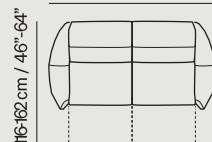
005

188 cm / 74"



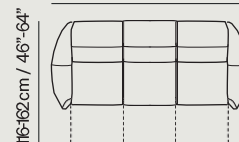
F46

220 cm / 87"



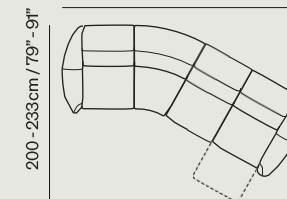
F50+291+F52

260 cm / 102"



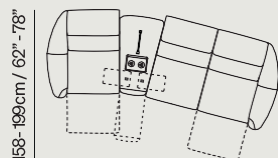
272+202+291+F52

316 cm / 124"



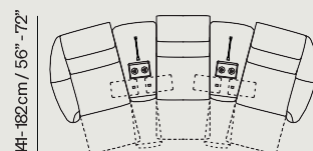
F50+823+291+F52

304 cm / 120"



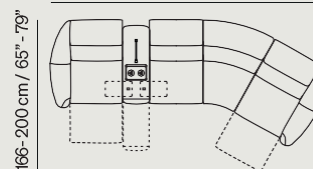
F50+823+F38+823+F52

352 cm / 139"



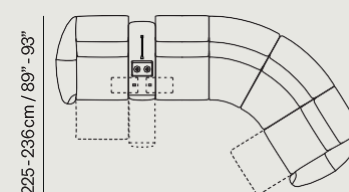
F50+821+291+202+F52

361 cm / 142"



F50+821+291+202+202+F52

403 cm / 159"



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

Features & Benefits



**DualPower
Motion
mechanism**



Zero-Gravity



**Power adjustable
headrest** (Manual on
stationary versions)



**Multiple
configurations**



**Multifunctional
Console**



**Available in Leather
and Fabric**



**Customizable
foot finishings**



«DualPower Motion» Mechanism

The “All-in-One” Power motion system offers a seamless, continuous sequence of functions designed to provide optimum comfort:

- it starts by adjusting the headrest,
- then reclines both the seat and backrest,
- and concludes with a final forward tilt of the headrest.



«Zero-Gravity» Technology

Allowing you to reach a «zero-gravity» relaxing position with proven health benefits.



Smart touch button control

The power motion feature is controlled via concealed smart touch buttons positioned between the seat and the armrest.



Footboard closure design

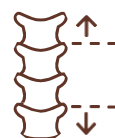
The specific design of the footboard closure with its extended flap further contributes to optimal relaxation while also providing a spacious open base beneath the sofa, making cleaning easier.

Detailed metal leg in customizable finishings

Available in matt black (FT79) and brushed brass (FT70) finishing.

Zero-Gravity 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.

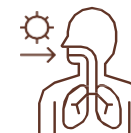


Promotes proper posture

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



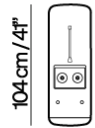
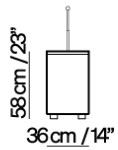
Improves lung function over time

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

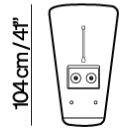
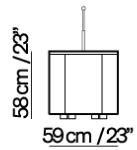
Available in 2 different configurations:

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

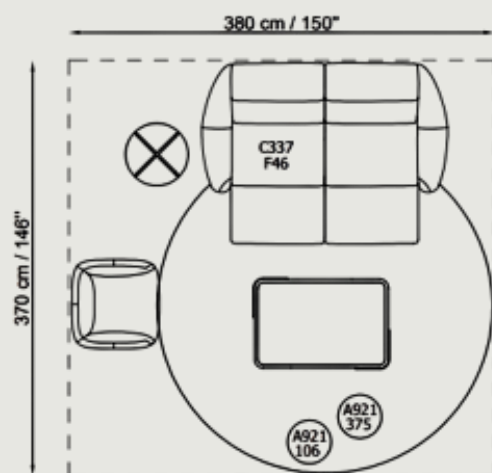


Spacious push and pull storage drawer

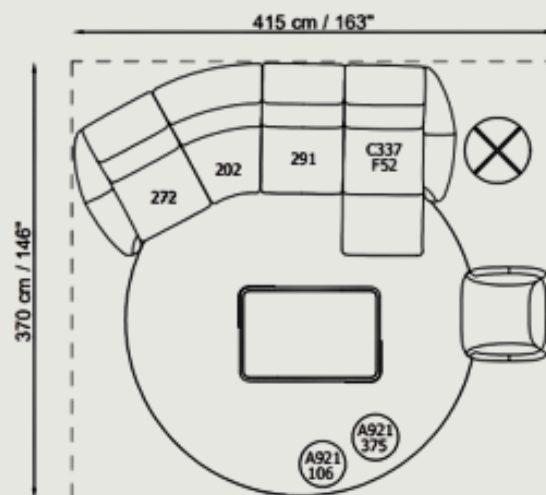
Layout examples

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.

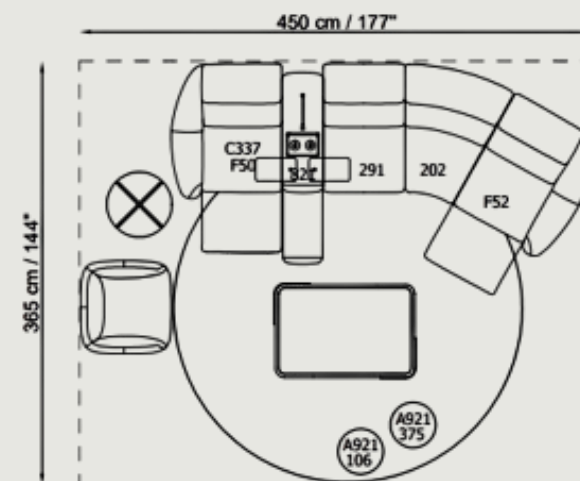
DIM: 14 sqm / 151 sq ft



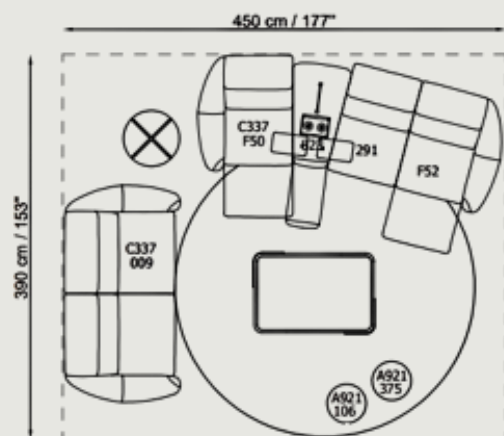
DIM: 15,5 sqm / 167 sq ft



DIM: 16,5 sqm / 178 sq ft



DIM: 17,5 sqm / 188 sq ft



Moodboard earth tone

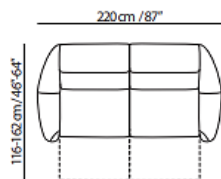
The Natuzzi Style Center carefully selects materials and coverings, putting them in dialogue with each other. In this case, the Dream leather in the Dove color was paired with the Afrodite velvet in the Taupe color. The combination of these coverings together with the wood & ceramic, will give rise to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

F46

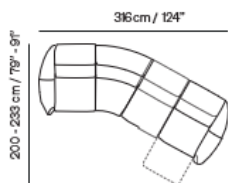


Sofa: Mirage C337
Feet Finish: FT 79 Matt Black



20JL DREAM

272+202+291+F52



Sofa Sectional: Mirage C337
Feet Finish: FT 79 Matt Black

AFRODITE
78.0180.15

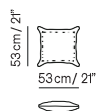
233



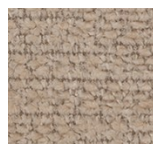
Occasional Chair: Damen C219
Feet Finish: FT 79 Matt Black

STABIA
68.0056.02

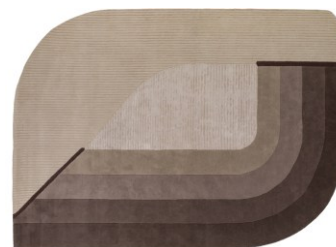
376



Pillow: A800

REMO
78.0188.04

Central Table:
Hourglass 140cm/55" X
89cm/35" H29cm/11" Patagonia
Ceramic/Metal Black
Q071004XOF



Rug:
Trekking 250cm/98" X 350cm/138" Greige
V170005XOF



Object:
Log Vase S 18cm/7,1" x 15,5cm/6" x H21cm/8,3" gold glazed
O976003XOF
Log Vase M
14cm/5,5" x 11,5cm/4,5" x H26cm/10,2" gold glazed
O976004XOF
Mist Candle 6cm/2,3" x 6cm/2,3" x H7,5cm/2,9"
Crystal grey/light mint/peach
O184002XOF



Central Table:
Hourglass 95cm/37" X
72cm/28" H40cm/16" Ash
Brown/Metal Matt Black
Q071005XOF



Side Table:
Hourglass 44cm/17" X
40cm/16" H50cm/20" Ash
Brown/Metal Matt Black
Q071006XOF



Table Lamp:
Bag Bronze
L039008EOF

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 blue

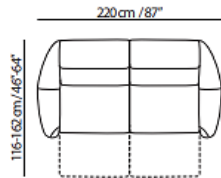
The Natuzzi Style Center carefully selects materials and coverings, putting them in dialogue with each other. In this case, the Dream leather in the Ocean color was paired with the Itaca fabric in the Teal color. The combination of these coverings together with the wood & ceramic, will give rise to the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



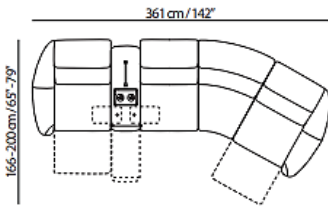
Moodboard blue

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

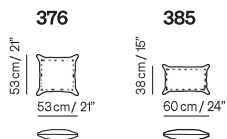
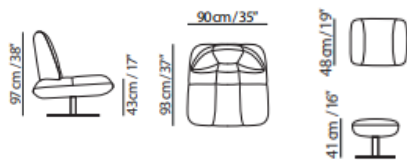
F46



F50+821+291+202+F52



066+014



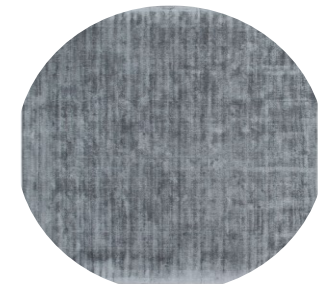
Central Table: Plettro
100cm/39" X 100cm/39" H35cm/14"
Ceramic Royal Peacock/Ash Brown
E22261X



Side Table: Plettro
D80cm/31" h47cm/18"
Ceramic Peacock/Ash Brown
E22262X



Object:
Bubble&Bottles
D13cm/5,1" x H44cm/17,3" Blue/Yellow
O026003XOF
D18cm/7" x H33cm/13" Smoke/Bronze
O026007XOF



Rug: Whisper
D300cm/118" Light Ottanio
V823032XOF

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.

NATUZZI
EDITIONS