

Project Identity
Valencia

C312



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.

Valencia

Valencia sofa brings with it the brightness of the Mediterranean and the liveliness of the Spanish city that inspired it, right from its name. The mix of tradition and innovation you can breathe in those streets where art and nature meet in a harmonious balance, you find in its refined lines and forms so modern, almost futuristic, inspired by the architectural complex of the City of Arts and Sciences. operations. Available in leather, fabric or an elegant mix of both, with contrasting or tone-on-tone piping depending on the upholstery and color chosen.

dolcevita

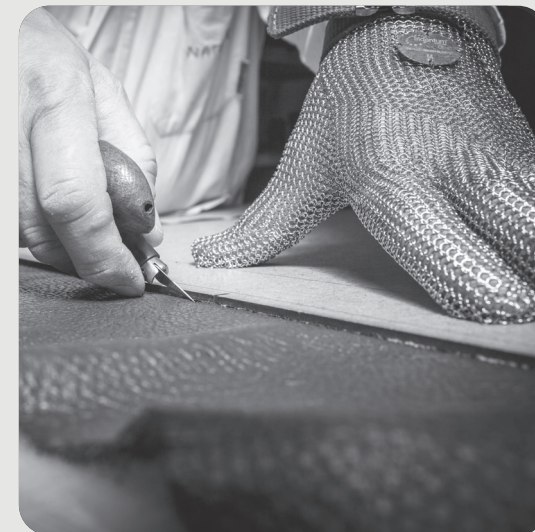
MADE IN NATUZZI

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

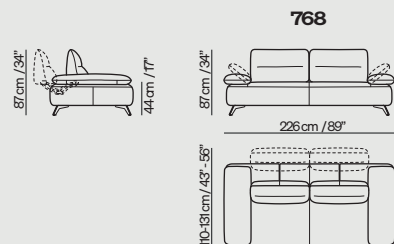
In the Natuzzi Headquarter in Puglia, the Design Center preserves the balance between design and functionality, values rooted in the brand's DNA.



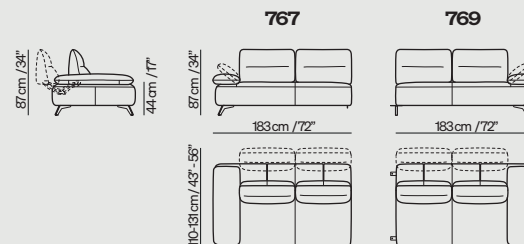
Choose your Valencia

The Valencia project is extremely versatile thanks to its 13 SKUs that allow us to create unlimited configurations suitable for any space, from the stores to our customers' homes.

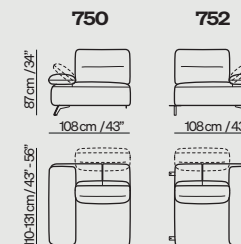
Sofa with adjustable arms and backrests



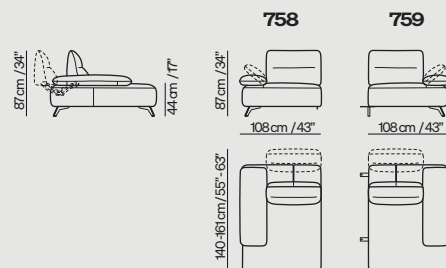
Sofa with adjustable arm and backrests



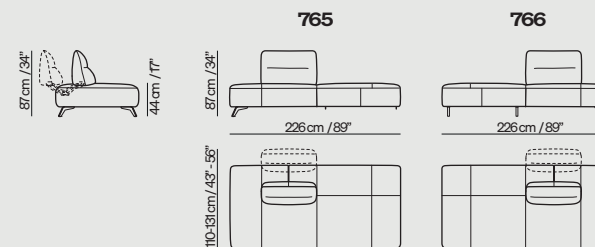
Seat with adjustable arm and backrest



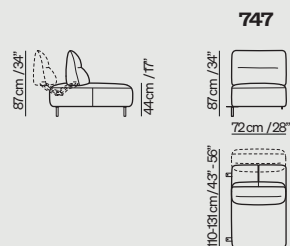
Chaise longue with adjustable arm and backrest



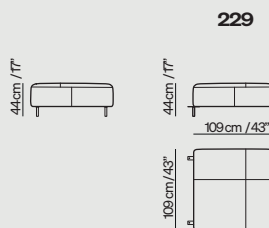
Corner seat with terminal and adjustable backrest



Armless seat with adjustable backrest



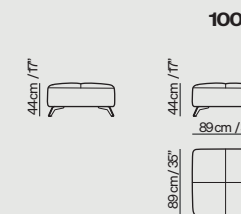
Corner without backrest



Self standing backrest



Ottoman

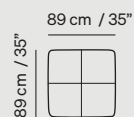


Versatility and configurations

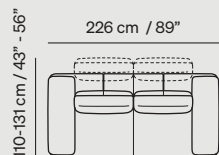
The abacus «Versions and Compositions» shows all the versatility of the project. In particular, as in the examples below:



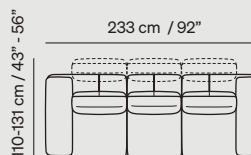
100



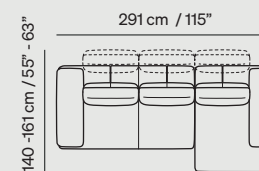
768



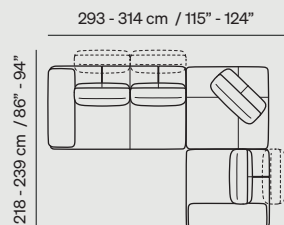
750+747+752



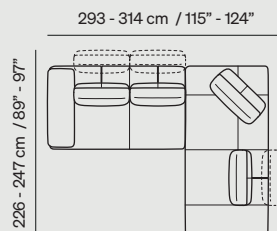
767+759



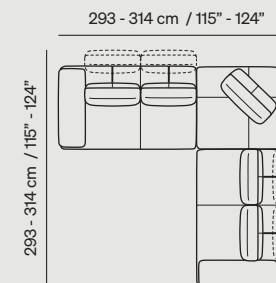
767+229+752+436



767+766+436



767+229+769+436



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 can be adjusted in two positions allowing a double depth seating for a personalized relaxing experience.



Manually adjustable arms



Optional «self-standing» backrest you can feel free to move and place as needed on the seating surface to easily provide back support.

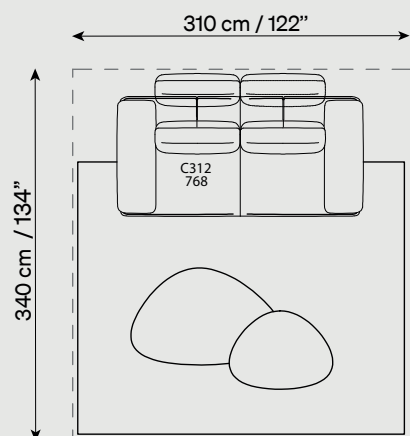


Multiple cover combinations with the «two-tone» customizing of the piping, in leather or fabric.

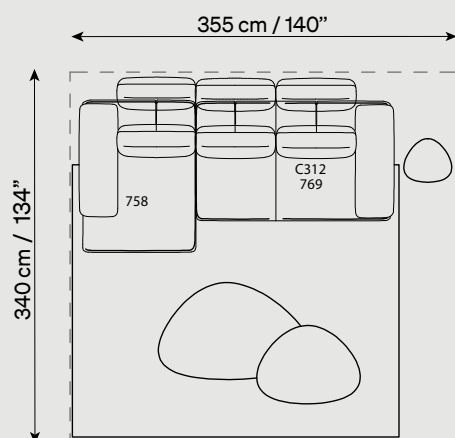
Layout examples

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.

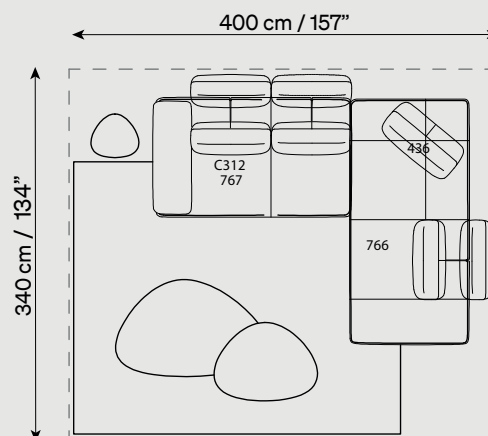
DIM: 10,5 sqm / 113 sq ft



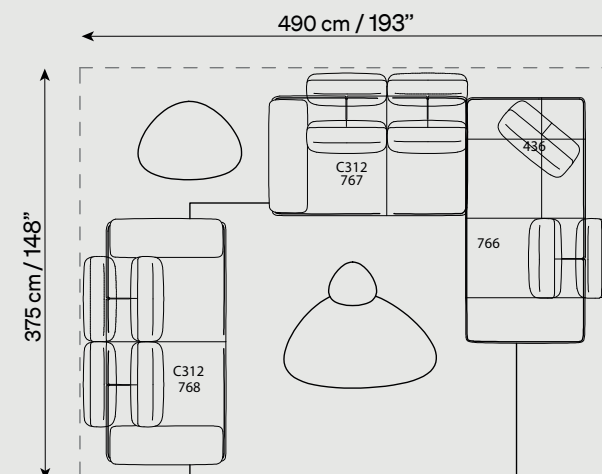
DIM: 12 sqm / 129 sq ft



DIM: 13,5 sqm / 145 sq ft



DIM: 18 sqm / 194 sq ft



Moodboard cold neutral

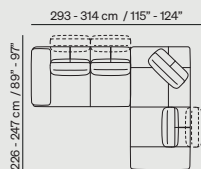
The Natuzzi Style Center carefully selects materials and coverings, putting them in dialogue with each other. In this case, the Dream leather in the Black color was paired with the Marte fabric in the Grey Melange color. The combination of these coverings together with the wood & ceramic, will give rise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



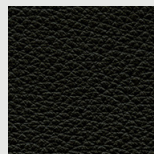
Moodboard cold neutral

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

767+766+436



Sofa: Valencia C312



20JF DREAM

100

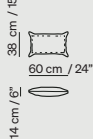


Ottoman: Valencia C312



MARTE
78018505

385



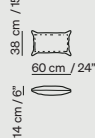
Pillows: A800

376



MARTE
78018505

385



Pillow: A800



TERME
780184001

Available for China Market



Central Table: Hourglass
95cm/37" x 72cm/28" x H40cm/16"
Ash brown/Metal black
Q071005XOF



Accent Table: Hourglass
44cm/17" x 40cm/16" x H50cm/20"
Ash brown/Metal black
Q071005XOF



Central Table: Hourglass
140cm/55" x 89cm/35" x H29cm/11"
Patagonia ceramic/Metal black
Q071004XOF



Rug: Whisper
200cm/79" x 300cm/118"
Ice
R87522X

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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