

Project Identity **Gioia**

B901



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.

Gioia

Oh, what a feeling it is to let the mind wander and the body rest.

Gioia, a compact and functional sofa, was designed exactly with this feeling in mind. Great looks meet comfortable design and flawless technology, to enhance every moment of self-indulgence.

This sofa features Natuzzi's own Motion System, a gentle and sensitive technology developed to recline your position until you find your perfect spot. Experience the head and footrests.

Appreciate the contrast stitching on the finest coverings. Then get ready to surprise your guests and cuddle yourself with an Gioia sofa in your living room.



Design by Natuzzi Design Center

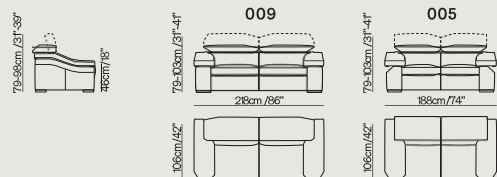
In the Natuzzi Headquarter in Puglia, the Design Center preserves the balance between design and functionality, values rooted in the brand's DNA.



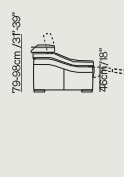
Choose your Gioia

The Gioia project is extremely versatile thanks to its 15 SKUs that allow us to create unlimited configurations suitable for any space, from the stores to our customers' homes.

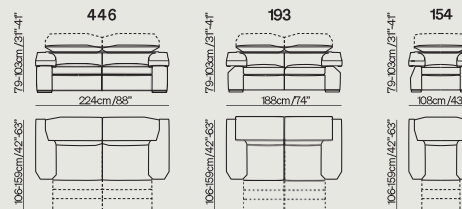
Sofa



Armchair



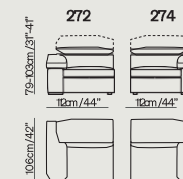
Dual power motion sofa



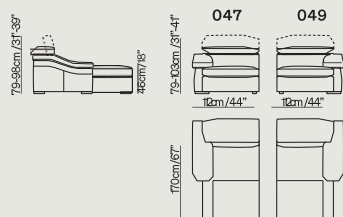
Dual power motion armchair



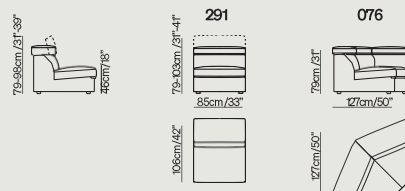
Chair with arm



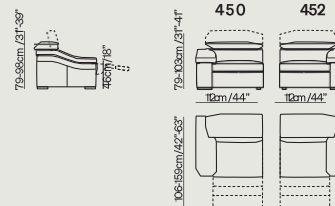
Chaiselongue with arm



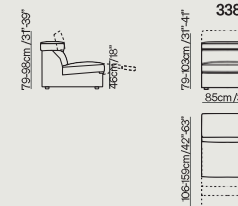
Armless chair Wedge corner



Dual power motion chair with arm



Dual power motion armless chair



Optional battery pack

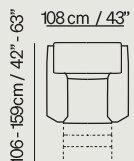


Versatility and configurations

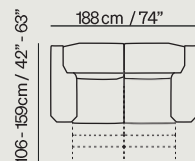
The abacus «Versions and Compositions» shows all the versatility of the project. In particular, as in the examples below:



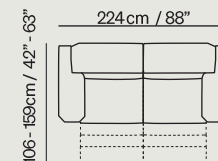
154



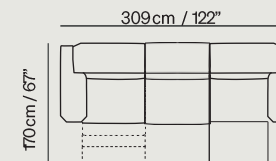
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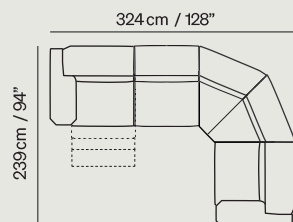
446



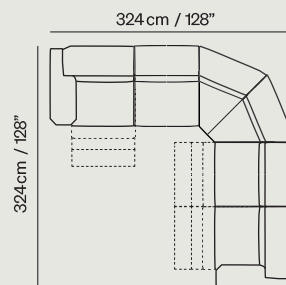
450+291+049



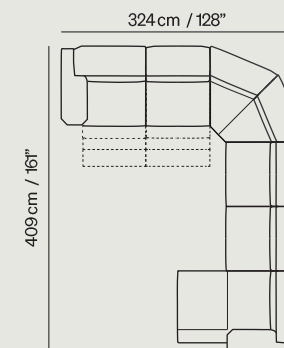
450+291+076+274



450+291+076+338+452



450+291+076+291+291+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-Wall



Multiple
configurations



Available in leather
and fabric



Choice of foot finish



Optional battery
pack available



«Dual Power Motion» Mechanism

The "All-in-One" dual reclining system operates with a smooth sequence, beginning with the adjustment of the headrest followed by the reclining motion of the seat.



«Zero-Wall» Technology allows the sofa to be reclined at a great length without moving it away from the wall.



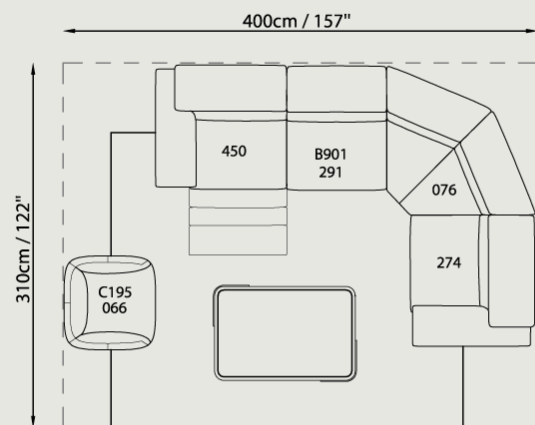
Adjustable headrests

On stationary versions the headrests can be adjusted manually.

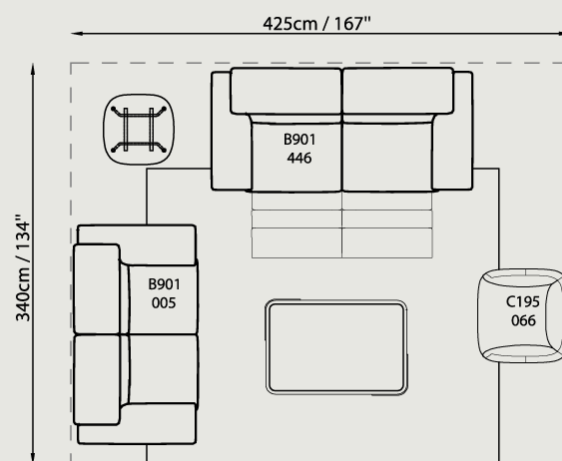
Layout examples

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.

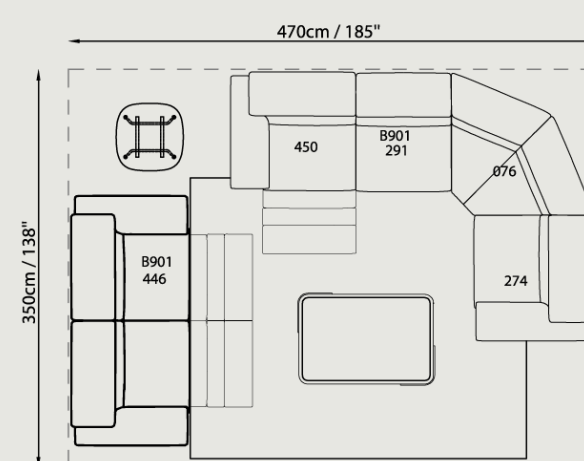
DIM: 12,5sqm / 135sq ft



DIM: 14,5sqm / 156sq ft

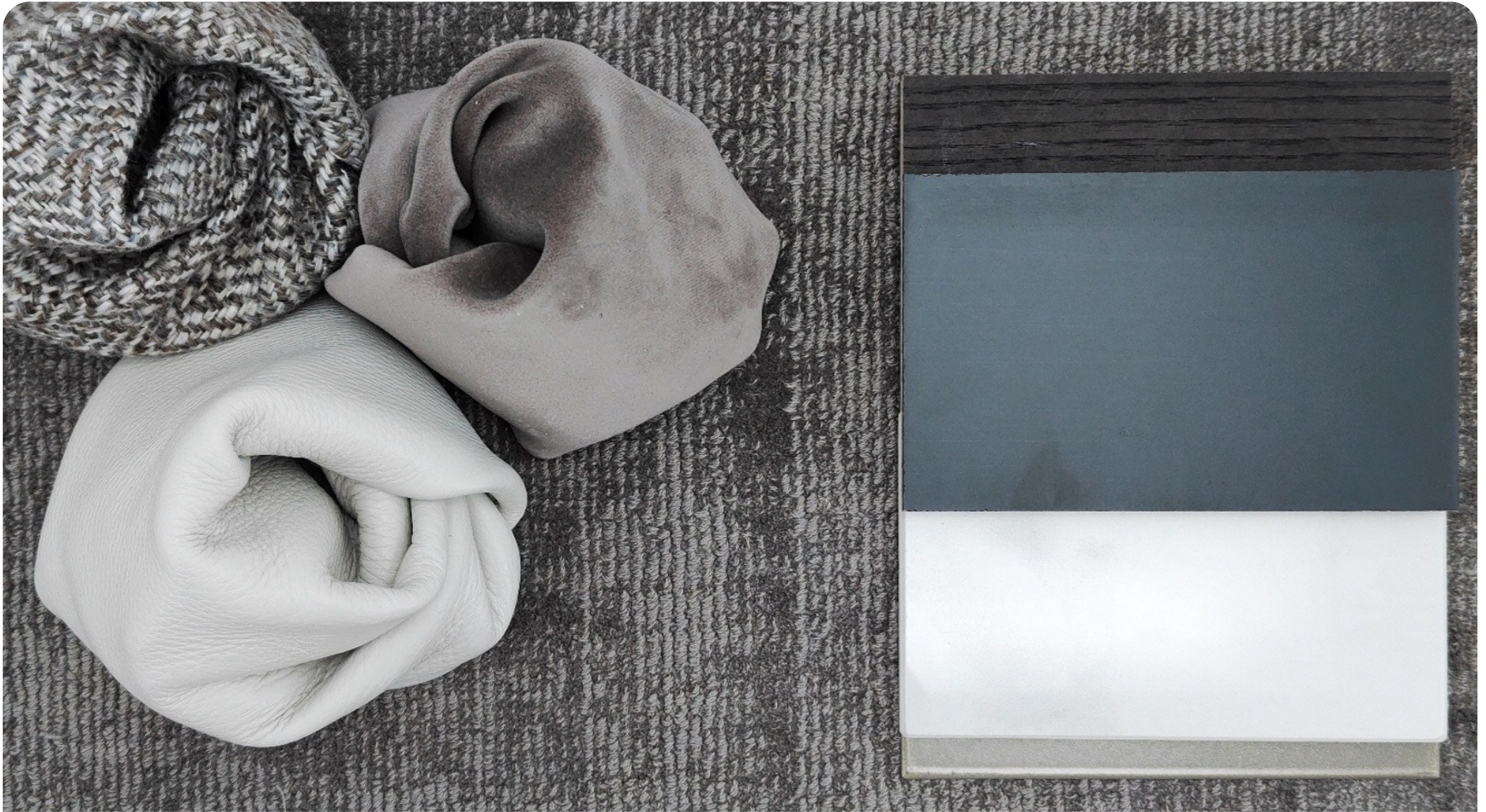


DIM: 16 sqm / 172sq ft



Moodboard cold neutral

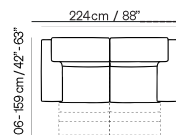
The Natuzzi Style Center carefully selects materials and coverings, putting them in dialogue with each other. In this case, the Dream leather in the White color was paired with the Brezza velvet in the Dove color. The combination of these coverings together with the ceramic & wood, will give rise to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

446

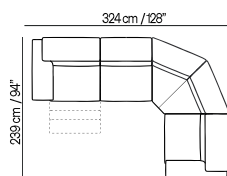


Sofa: Gioia B901
Feet Finish: FT 18 Wengè



20JH DREAM

450+291+076+274

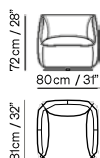


Sofa Sectional: Gioia B901
Feet Finish: FT 18 Wengè



70.0077.16
BREZZA

066

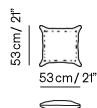


Occasional Chair: Wally C195
with swivel base

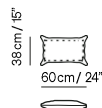


78.0185.06
MARTE

376



385



Pillow: A800



78.0185.06
MARTE



Central Table: Gate
120cm/47" x 80cm/31" H38cm/15"
Ash Brown/Matt Brown
Q186010XOF



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



Rug: Whisper
250cm/98" x 300cm/118"
Taupe
V823038XOF

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

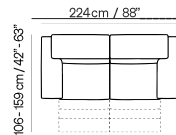
The Natuzzi Style Center carefully selects materials and coverings, putting them in dialogue with each other. In this case, the Le Mans leather in the Navy Blue color was paired with the Brezza velvet in the Dark Blue color. The combination of these coverings together with the ceramic & wood, will give 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.



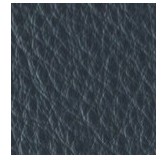
Moodboard blue

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

446

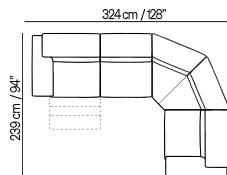


Sofa: Gioia B901
Feet Finish: FT 18 Wengè



15CY LE MANS

450+291+076+274

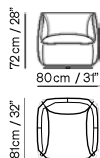


SofaSectional: Gioia B901
Feet Finish: FT 18 Wengè



70.0077.04
BREZZA

066

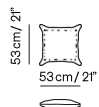


Occasional Chair: Wally C195
with swivel base

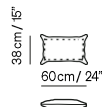


78.0185.07
MARTE

376



385



Pillow: A800



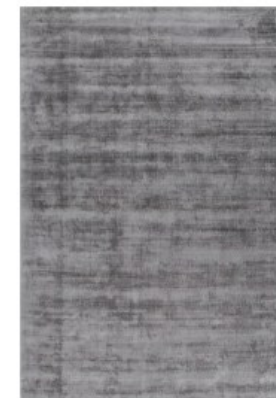
78.0185.07
MARTE



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



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



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

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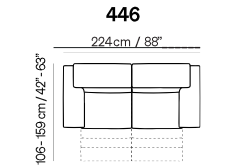
Moodboard cold neutral

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 Afrodite fabric in the Taupe color. The combination of these coverings together with the ceramic & 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.

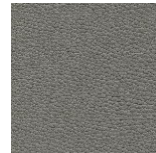


Moodboard cold neutral

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



Sofa: Gioia B901
Feet Finish: FT 18 Wengè



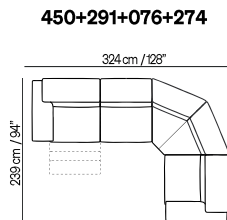
A0BZ DENVER



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



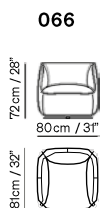
Side Table: Wire
D56cm/22" H50cm/20"
Grey Ceramic/Grey Matt Metal
T042006XOF



Sofa Sectional: Gioia B901
Feet Finish: FT 18 Wengè



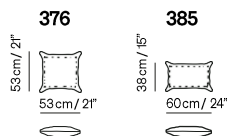
78.0180.11
AFRODITE



Occasional Chair: Wally C195
with swivel base



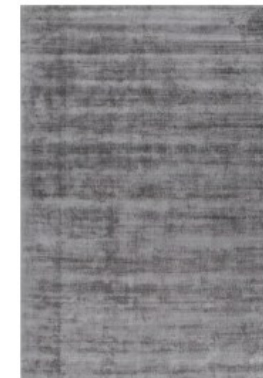
78.0185.05
MARTE



Pillow: A800



78.0185.05
MARTE



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

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