

# 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**

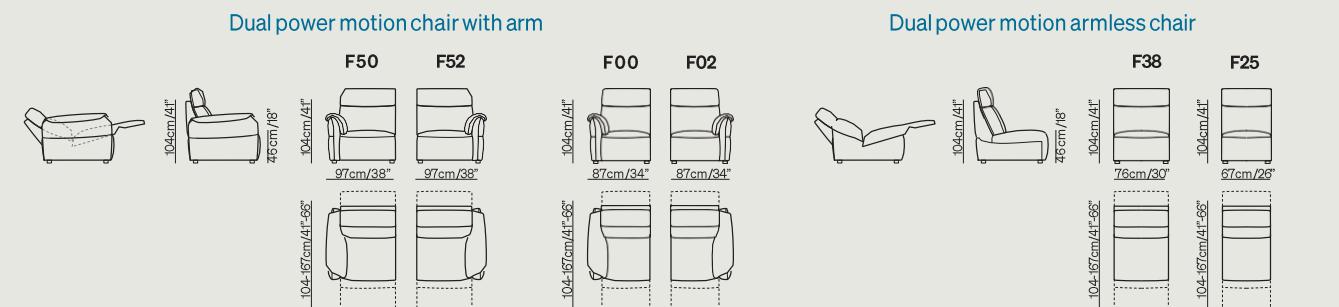
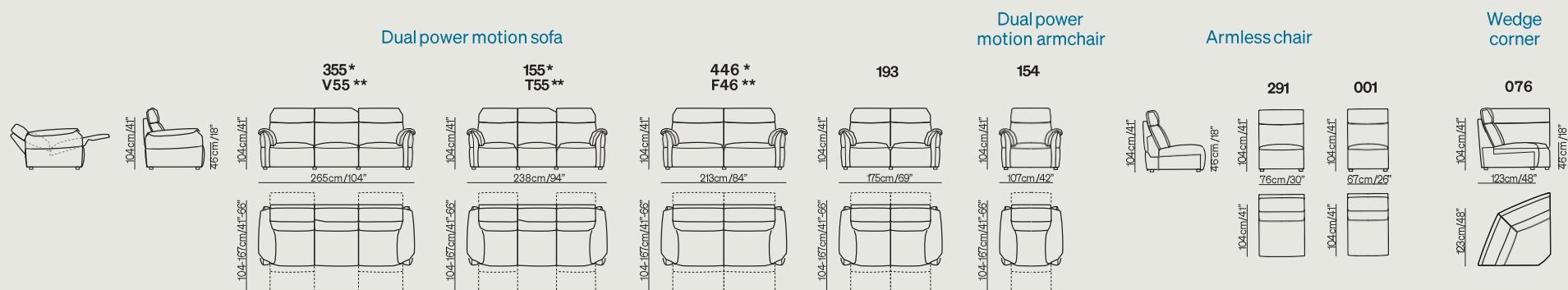
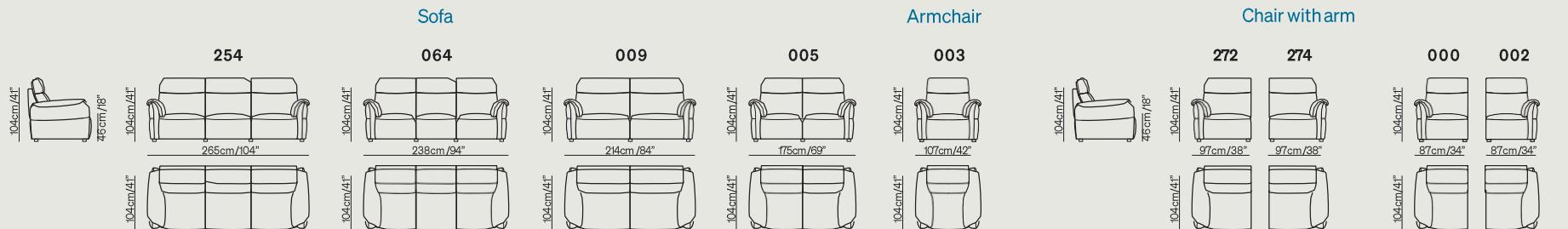
In the Natuzzi Headquarter in Puglia, the Design Center preserves the balance between design and functionality, values rooted in the brand's DNA.



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 25 SKUs that allow us to create unlimited configurations suitable for any space, from the stores to our customers' homes.



\*Single package

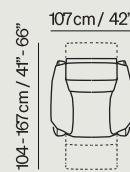
\*\*Multi package

## Versatility and configurations

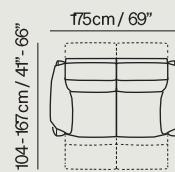
The abacus «Versions and Compositions» shows all the versatility of the project, as in the examples below:



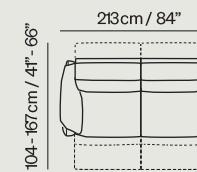
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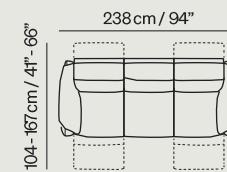
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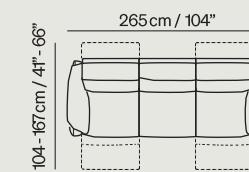
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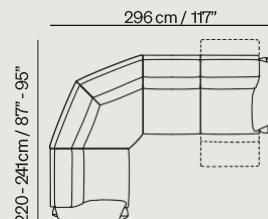
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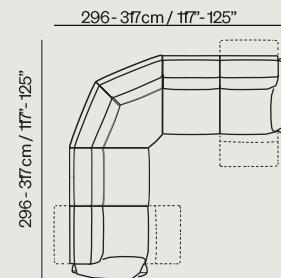
355



272+076+291+F52



F50+291+076+291+F52



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

## Features & Benefits



DualPower Motion mechanism



Zero-Gravity



Ergocert Certification



USB Port



Multiple configurations



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.



### Poweradjustable headrest

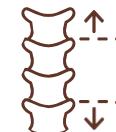
The headrest inclination can be adjusted separately for optimum head support.



**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.



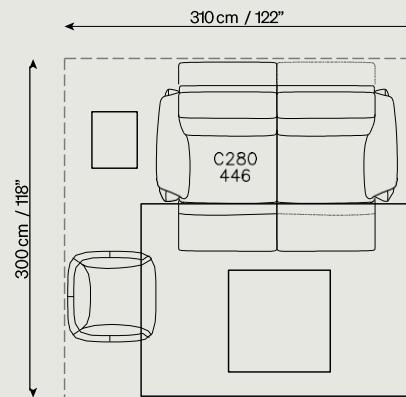
### Improves lung function over time

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.

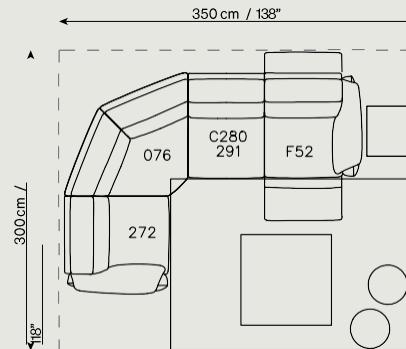
## Layout examples

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.

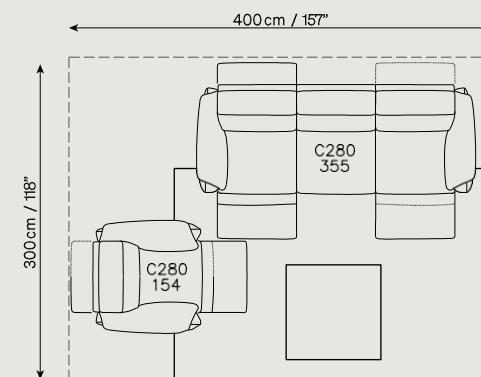
**DIM: 9 sqm / 97 sqft**



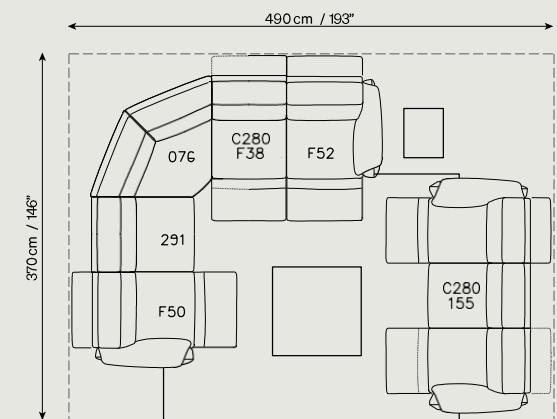
**DIM: 10,5 sqm / 113 sqft**



**DIM: 12 sqm / 129 sqft**



**DIM: 14 sqm / 151 sqft**



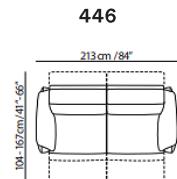
## Moodboard warm neutral & green

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

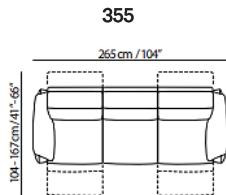
Together with the moodboard of coverings and materials, the Style Centre harmonizes the sofa with furniture and accessories to complete the interior design project.



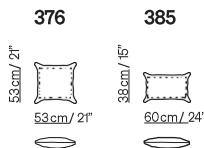
Sofa: Houston C280



1581 LE MANS



Sofa: Houston C280

JUPITER  
78.0189.03

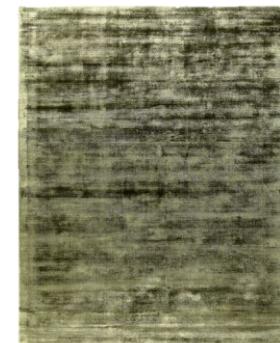
Pillow: A800

CUPIDO  
78.0179.02  
CUPIDO  
78.0179.07

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



Side Table: Como  
50 x 40 H52 cm / 20" x 16" x H21"  
Ceramic Statuario/Brown Ash/Champagne  
Q832005XOF



Rug: Whisper  
250 x 300 cm / 98" x 118"  
Sage Green  
V823027XOF

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.

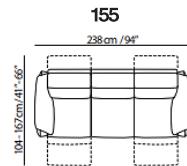


## Moodboard warm neutral

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.

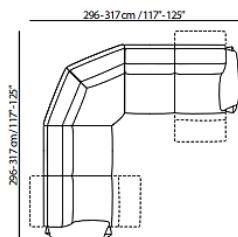


# Moodboard warm neutral

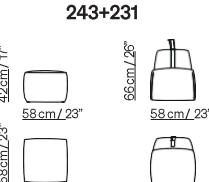


Sofa: Houston C280

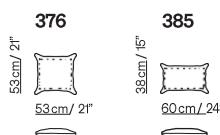
F50+338+076+291+F52



Sofa Sectional: Houston C280



Ottoman: Gaia A921



Pillow: A800

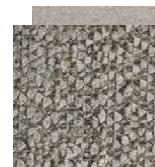
\*Development in progress, dimensions to be confirmed

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.

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



15BIARIZONA

JUPITER  
78.0189.02BREZZA  
70.0077.22  
REMO  
78.0188.02JUPITER  
78.0189.02  
TERME  
78.0184.04  
REMO  
78.0188.02

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 0977001XOF  
/ 0977002XOF



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



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

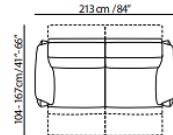
## Moodboard cold neutral

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.



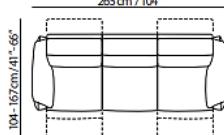
# Moodboard cold neutral

446



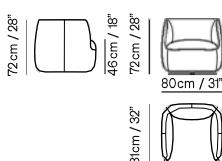
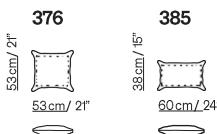
Sofa: Houston C280

355



Sofa: Houston C280

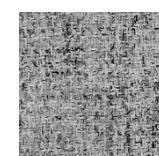
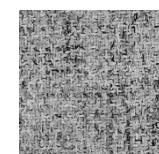
066

Occasional Chair: Wally C195  
with swivel base

Pillow: A800



A0BZDENVER

ATENA  
68.0053.05ATENA  
68.0053.05TERME  
78.0184.12

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



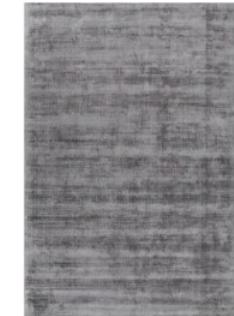
Central Table: Plettro  
120cm/47" x 60cm/24" H35cm/14"  
Ceramic Arabescato Statuario/Ash Brown  
E22227X



Central Table: Plettro  
80cm/31" x 50cm/20" H40cm/16"  
Ash Brown  
E22230X



Central Table: Plettro  
50cm/20" x 40cm/16" H50cm/20"  
Ash Brown  
E22231X



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



Table Lamp: Norma  
D22cm/9" H40cm/16"  
White  
L040002EOF

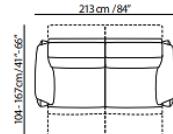
## Moodboard warm neutral

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.



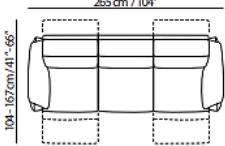
## Moodboard warm neutral

446



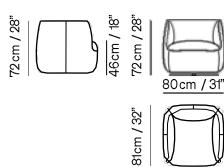
Sofa: Houston C280

355



Sofa: Houston C280

066

Occasional Chair: Wally C195  
with swivel base

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



20JHDREAM

SATURNO  
83.0121.01SATURNO  
83.0121.01

Side Table: Como  
50x40 H52 cm / 20" x 16" x H20,5"  
Ceramic Statuario/Brown Ash/Champagne  
Q832005XOF

Central Table: Como  
90x90 H35 cm / 35" x 35" x H14"  
Ceramic Statuario/Brown Ash/Champagne  
Q832001XOF



Decorative pillows: Luxor  
45cm/18" x 45cm/18"  
Pearl/Tulip Yellow 0926001XOF  
45cm/18" x 33cm/13"  
Pearl/ Yellow  
0926008XOF



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



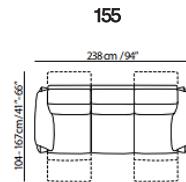
Object: Vase Steps  
D20cm/7,9" x  
H30cm/11,8" Yellow  
0978002XOF

## Moodboard warm neutral

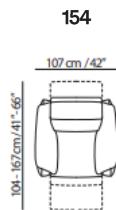
The Natuzzi Style Center carefully selects materials and coverings, putting them in dialogue with each other. In this case, the Le Mans leather in the Light Grey color was paired with the Jupiter fabric in the Raw Linen color. The combination of these coverings together with the wood and ceramic, will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



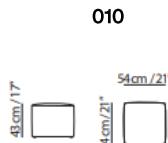
# Moodboard warm neutral



Sofa: Houston C280



Recliner Chair: Houston C280



Ottoman: Gaia A921



1581LEMANS

JUPITER  
78.0189.03TERME  
78.0184.12Central Table: Gate  
120cm/47" x 80cm/31" H38cm/15"  
Silver Walnut/Matt Grey  
Q186013XOFCushion: Luxor  
45cm/17" x45cm/17"  
pe/buttercupola. 0926007XOFDecorative Object:  
Vases Roman D30cm/11,8" x h41cm/16,1" Rust  
0973002XOF  
Vases Roman D25,5cm/10" x h37cm/14,6" Orange  
0973003XOF  
Tray Greek O064003XOFSide Table: Low  
60cm/24" x 60cm/24" H40cm/16"  
Calacatta Gold Ceramic/Metal Grey  
T043004XOFrug: Maryland  
238cm/94" x 305cm/120"  
Light Grey/Toupe/White  
V116002XOF

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